

FLAG STOP, *An Alternative Contemporary Art Event* is free and open to the public, Saturday September 3 and Sunday, September 4, 12:00 – 6:00 pm at South Bay Lexus, 24777 Crenshaw Blvd. Torrance, CA 90505. FLAG STOP's mission is to present new and emerging contemporary art to a larger audience outside the mainstream art venues.

COME SUPPORT FLAG STOP! Friday July 29 6:00- 9:00 pm --- PS Zask Gallery / www.pszaskgallery.com
Promenade on the Peninsula, 550 Deep Valley Drive, Suite 151
Rolling Hills Estates, CA 90274

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South Bay Artists Create The Art Fair Alternative

TORRANCE, CA., July 1, 2011 -- FLAG STOP is proud to present this unprecedented Alternative Contemporary Art Event. The Labor Day Weekend Exhibitions will be free and open to the public starting Friday, September 2nd to Sunday, September 4th at South Bay Lexus in Torrance. Through partnerships with Lexus and PODS, FLAG STOP will feature an alternative art experience in a unique location and their featured curators include William Moreno, Howard Fox and Lita Albuquerque. A special VIP reception in honor of the curators and artists will take place on Friday September 2nd from 6:00 – 9:00pm.

FLAG STOP is an alternative contemporary art event that presents new and emerging contemporary art to a larger audience outside the mainstream art venues. "FLAG STOP is dedicated to presenting the best curated examples of what, why, and how art is becoming relevant today. Some of the most exciting curatorial ideas will be showcased, and will include works highlighting the best examples of ground-breaking contemporary art in a very unusual setting," said Tm Gratkowski, Director, FLAG STOP.

Max Presneill, Curator, Torrance Art Museum noted, "At the heart and soul of art making is the understanding that its presentation to the public, in an act of intimate sharing, is the core communicative aspect. My congratulations to the members of FLAG STOP for their tireless energy and enthusiasm providing Torrance with an event that reflects the best in people - a shared democratic effort by the group, providing a community enhancing experience that defines the best in cultures throughout history - its ART."

"South Bay Lexus is proud to host FLAG STOP and make the City of Torrance its first stop," said Bob Wills, Senior Vice President/ General Manager, South Bay Lexus "FLAG STOP is creating an opportunity to rethink the possibilities of exhibiting art within the context of a local community. Many contemporary artists live and work in Torrance, but the city is not known as an arts destination. South Bay Lexus is proud to showcase FLAG STOP with many of its leading curators and artists."

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ABOUT FLAG STOP – FLAG STOP is a group of recognized artists in the South Bay, dedicated to making the City of Torrance a destination for contemporary art. By partnering with local designers, curators, collectors and businesses FLAG STOP is rethinking the possibilities of exhibiting art. ...*First Stop Torrance, All Aboard!*