

# IMMORTALIZED: Then & Now 2012

Story and photos  
by Kurt Lightfoot  
DejaVu Photo Services



Escondido thrives on its capacity for creating great events. And the events that bring families downtown include Distinction-ArtHatch Galleries and Cruisin' Grand's IMMORTALIZED where youthful contemporary art and the art of hot rods and custom cars mix-it-up on a Friday night.

On Escondido's Grand Avenue IMMORTALIZED merges art, cars, music, showmanship and energy to attract and entertain all generations. It's a hip gallery and street event that excites adults, teens, and kids with its no-holds-barred cool cars and thought-provoking contemporary art. It's not only fun to go to and be

a part of, it's also fun to talk about afterwards. The photo-ops for your smart phones are endless – you can be there and share the experience with your friends.

For IMMORTALIZED Cruisin' Grand creates a pedestrian mall on E. Grand Ave., east of Juniper, in front of Distinction-ArtHatch Galleries. Escondido's Hot Rods & Custom Stuff invites some of SoCal's most exclusive hot rods, custom cars, muscle cars, and dragsters to populate the space in front of the galleries. Music by Gino and the Lone Gunmen will fill the street.

This year's IMMORTALIZED is August 10th, 6-10 pm, and features Then & Now, where muscle cars from the 1960s are paired with their counterparts from today. Hot Rods & Custom Stuff is a sponsor of the event, with Chick Koszis arranging all the classic cars and the Mustangs that create the Then part of Then and Now. Heller Ford of Escondido is also a sponsor of the event and is providing the modern Mustangs that create the Now part of Then and Now.

Sponsorships help support ArtHatch. ArtHatch is a 501(c)(3) non-profit organization that creates opportunities for teens to participate in the art community. For these teens, participating in the art scene can be a life-altering opportunity. ArtHatch uniquely provides teen artists with a place to create, exhibit, and blossom, all at no charge to the teens.

Distinction-ArtHatch Galleries creates an art show and reception for this event. Stone Brewing Company and Vinz Wine Bar are two of the sponsors of the reception, which will have a nominal cover charge and include beer, wine, and hors d'oeuvres. New and returning artists include Cruisin' Grand's Steve Waldron, Sara Ray, Big Toe, and many more. Patrons can participate in an art auction that generates proceeds to help fund Palomar College student scholarships.

We look forward to seeing you IMMORTALIZED.

**IMMORTALIZED: Then & Now 2012**  
Friday, August 10th, 6-10 pm  
[www.arthatch.org/autoshow](http://www.arthatch.org/autoshow)



*Contemporary art and cool cars attract crowds during IMMORTALIZED 2011 in Escondido*