

## NOTA EVENTS:

The first weekend in **April** each year, The Rochester Museum and Science Center hosts the "Artistry in Thread Festival"

The first weekend of **June**, NOTABA hosts the "ART Shakedown" (student arts event)

ARTWalk holds it's annual "Muse-a-Thon" the second Saturday of each June.

The last Saturday of August the Village Gate hosts "SANKOFA" Music & Dance Arts Festival.

The weekend after **labor day** is the Memorial Art Gallery M&T Bank Clothesline Festival.

Each **September**, the second Sunday following labor day, is "ARTWalk Alive!"

The weekend before **Thanksgiving** each year, The Rochester Museum and Science Center hosts the Holiday Bazaar Craft Show & Sale.

During the **fall, winter, and spring** Anderson Alley Artists host "Second Saturdays" open house from 12-4 pm.

Lookin for something to do?  
Check out the arts calendar at  
[artsrochester.org](http://artsrochester.org)



Event dates subject to change.

Brochure design by Patti Russotti's "Graphic Media Group Production" 2005 - 2006 class. RIT School of Print Media, College of Imaging Arts and Sciences, Douglas Rice, & Natalie Russo

Paid for in part by  
City of Rochester  
Economic Development &  
ShopInRtown.com



## DIRECTIONS TO NOTA



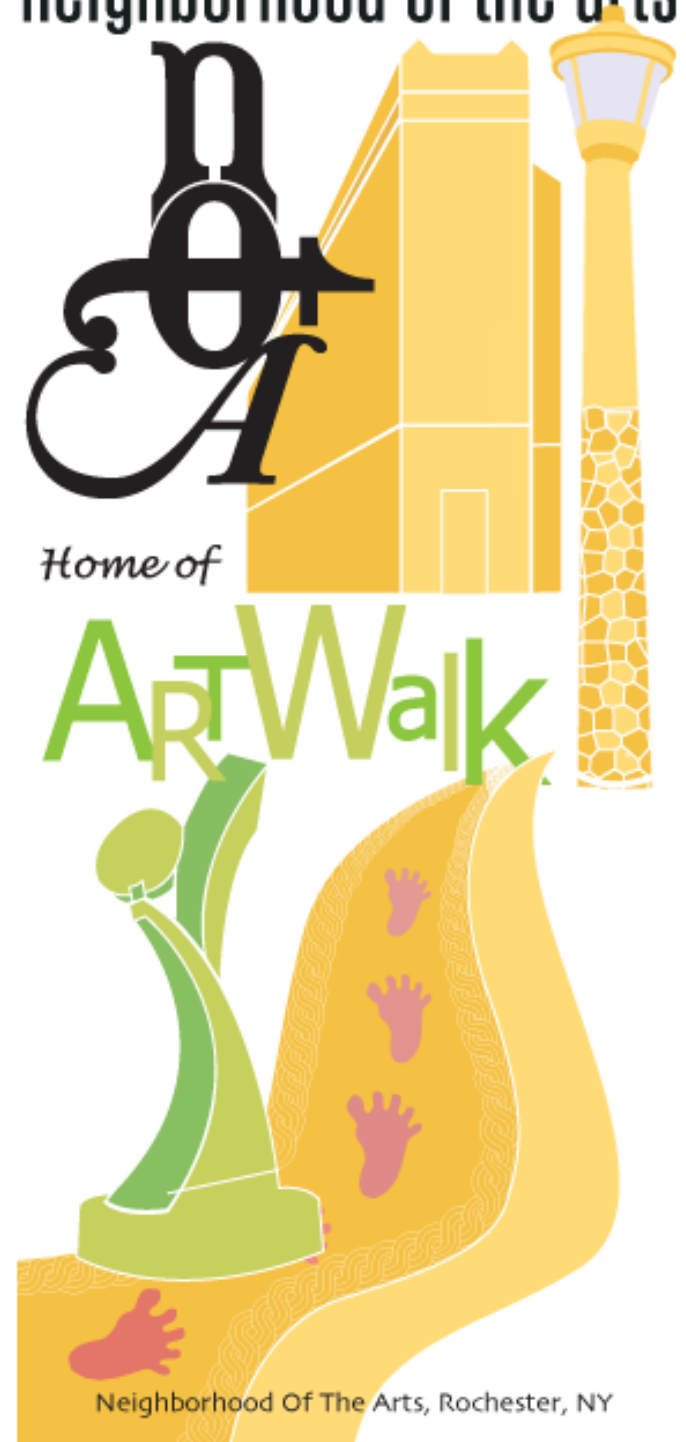
Source: maps.google.com

Directions: From I-490, exit at South Goodman Street. Proceed North on South Goodman Street about 1.1 miles to the corner of University Ave. and North Goodman Street, and you are in the Heart of the NOTA!

## neighborhood of the arts business association (NOTABA)

274 North Goodman Street  
Rochester, NY 14607  
[www.rochesterNOTA.org](http://www.rochesterNOTA.org)

## neighborhood of the arts



Home of

# ARTWalk

Neighborhood Of The Arts, Rochester, NY

1970-1998:  
**COMMITTED TO CULTURE:**  
NOTA - Neighborhood Of The Arts

In the heart of Rochester's cultural district, vacant warehouses and neglected buildings blossom thanks to adaptive, creative renovations by developers and residents. Owner-occupants begin replacing absentee landlords.

Attracted by low-cost studios and a progressive environment, the creative community thrives and officially designates the area the "Neighborhood Of The Arts" (NOTA). Local artists gather at monthly NOTA meetings to network and discuss how to strengthen the neighborhood and its assets, including nationally recognized cultural and arts education institutions.

Inspired by the "Neighbors Building Neighborhoods" initiative of the City of Rochester, NOTA goes a step further and calls together a group of artists, entrepreneurs and developers to enact improvement. Support from the South East Area Coalition further strengthens NOTA initiatives.

The written "NOTA" Plan adopted in 1995 proves crucial to future development.



1998-Present:  
**COMMUNITY of CULTURE**  
NOTA

NOTA: Home of ARTWalk

When plans were announced for reconstruction of University Avenue in 1998. Residents, business owners, artists, city officials and design consultants all collaborated on an innovative design plan to highlight the areas artistic assets while creating a walkable neighborhood. That work lead to ARTWalk.

This wide, decorative sidewalk stamped with artistic designs creates an aesthetically lovely and magical trail that connects cultural institutions, studios, galleries and shops in the vibrant district. Public art, music, dance, poetry, and gardens flourish along the public walkway.

ARTWalk is committed to a juried, open processes for all sponsored events (such as "Music on the Block," "ARTWalk Alive!" and the "Muse-a-Thon") and calls for artwork. Volunteers continue to nourish the original vision: art as a part of the daily life of a neighborhood. ARTWalk gains strength as a partnership between residents, businesses, artists, cultural organizations and the City of Rochester.

Funding for the first phase of ARTWalk came from the City of Rochester and a federal "TEA-21" Transportation Enhancement grant.

Continuing Culture  
of Community:  
NOTA and ARTWalk GROW:

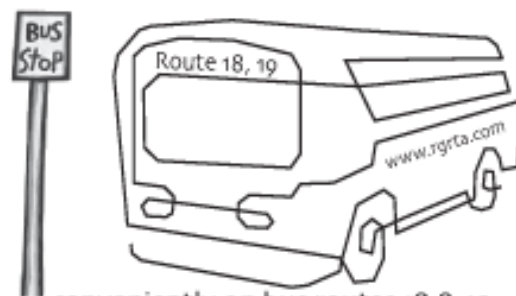
"Art In Transit" brings three artistically designed bus shelters to University Avenue in the summer of 2007.

By 2007 we expect to launch "ROSE (Rochester Outdoor Sculpture Exhibit)" including ten sculptures to be commissioned and rotated on an annual basis.

A major expansion of ARTWalk will be constructed in 2009. Nearly a mile of enhanced sidewalk will increase the visual connections between major arts and cultural destinations, and efforts will continue to make the arts a part of the public realm. ARTWalk plans to open an office in 2006 to help carry out our mission of building community through the arts.

The "NOTABA" business association grows to increase awareness of NOTA's unique businesses.

ARTWalk has many other projects planned, please join us to make them come true by volunteering or donating!



conveniently on bus routes 18 & 19  
plan your bus trip at [www.rgrta.com](http://www.rgrta.com)



Untitled  
Francesco Somani  
Collection of Rochester Museum  
& Science Center



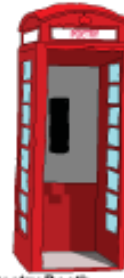
Cat  
Vincent Massaro  
Collection of NOTA  
Funded by "Culture Builds  
Communities"



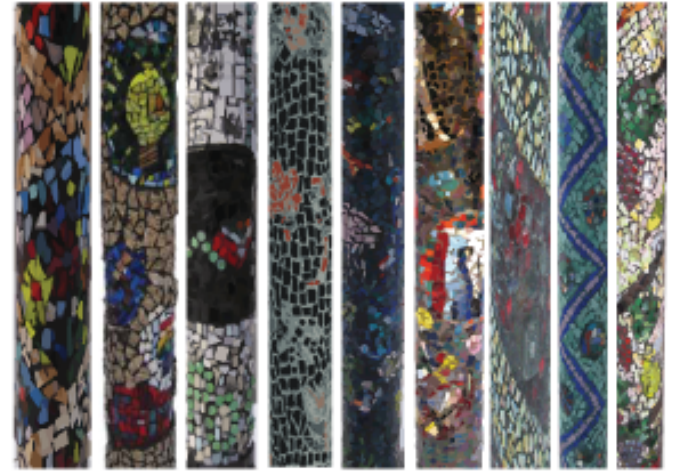
Balance  
Juan Carlos Caballero-Perez  
Commissioned by The Rochester Section of the ASCE  
Collection of ARTWalk



Pencil  
Vincent Massaro  
Collection of Writers & Books



Poetry Booth  
Funded by "Culture  
Builds Communities"



Lightpole Artistic Mosaic Project (LAMP)  
Artistic Advisor: Brenda Weber  
Artists: about 350 area residents  
Funded by "Culture Builds Communities"



Untitled  
Craig Wilson  
Collection of Ferrell's Garage



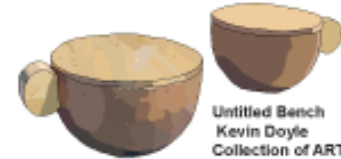
Book  
Bryan Manning  
Collection of Writes & Books



Wings of Peace  
Mary Lou Lunt  
Funded by John Holtz House of Veh-  
icles as part of "Animal Scramble"  
Collection of School of the Arts



Untitled Bench  
Paul Knoblauch  
Funded by "Culture Builds Communities"  
Collection of NOTA



Untitled Bench  
Kevin Doyle  
Collection of ARTWalk



Untitled Bench  
Benjamin Zombeck  
Collection of ARTWalk



Untitled Bench  
Christine Knoblauch  
Collection of ArtWalk Tile



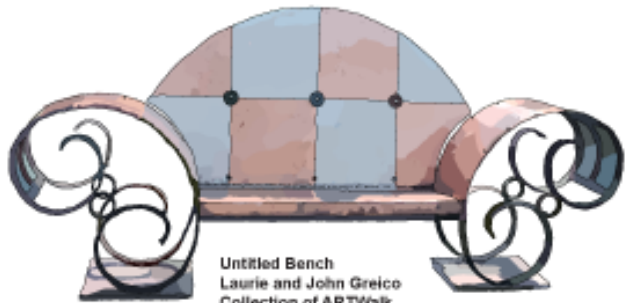
Untitled  
Eastman House Staff  
Collection of George Eastman House



Chubby  
Vincent Massaro  
Collection of Craft Company No. 6



Three Pride Symbols  
Christine Knoblauch  
Funded by individuals, matched with "STFI" monies from  
Mayor William A Johnson Jr., and the "ABSC"  
Collection of ARTWalk



Untitled Bench  
Laurie and John Greico  
Collection of ARTWalk



Sit and Spin  
Robin Walpert  
Collection of ARTWalk



Untitled  
Sean Calyer  
Collection of Village Gate



Untitled  
Brian Rudd  
Collection of Village Gate



Shawn Dumwoody



Steve Appleton



Molly McBride



Kristin Malone



Guy Chiazza



Scott Evans



Charles L. Andolsek



Antoni Eckmair



Jennifer Wells



Feliks Novikov



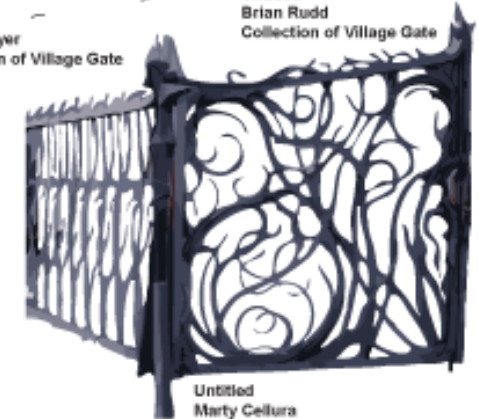
Justin Casillo



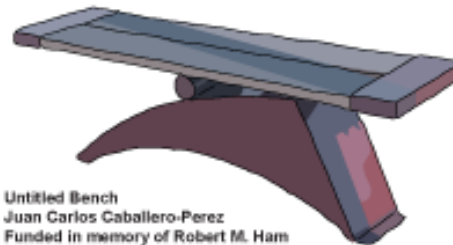
Gail Winbush Jones



Untitled Bench  
K. Iuppa, Brina and Walter Morey  
Collection of ARTWalk



Untitled  
Marty Cellura  
Collection of Village Gate



Untitled Bench  
Juan Carlos Caballero-Perez  
Funded in memory of Robert M. Ham  
Collection of ARTWalk



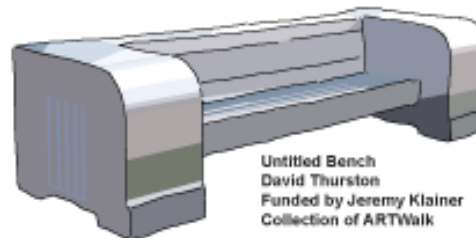
Vertical Ventaglio  
Beverly Pepper  
Collection of Memorial Art Gallery



Two Lines Up Excentric-Twelve Feet  
George Rickey  
Collection of Memorial Art Gallery



Untitled Bench  
Michael D. Thompson  
Funded by Jeremy Klainer  
Collection of ARTWalk



Untitled Bench  
David Thurston  
Funded by Jeremy Klainer  
Collection of ARTWalk



Wailana  
Deborah Butterfield  
Collection of Memorial Art Gallery

**1 George Eastman House  
Dryden Theater and Cafe** ||3  
900 East Avenue  
www.eastmanhouse.org

**2 The Gleason Works**  
1000 University Avenue  
www.gleason.com

**3 34 Elton Street**  
Atman Yoga  
Bush Mango  
Sas-sa-fras Flowers  
Lehmann Instruments  
The Spirit Organic  
Studio 34 Bead and Jewelry Arts  
The Yoga Healing and Wellness Society

**4 Craft Company No. 6**  
785 University Avenue  
www.craftcompany.com

**5 Writers & Books**  
740 University Avenue  
www.wab.org

**6 Imagine Square**  
730 University Avenue  
Ayesha Mayadas Gold Fine Jewelry Studio  
Image City Photography Gallery  
Jane Ellen Art Wear & Haberdashery  
Kinctions - Dance Therapy

**7 Flatiron Building**  
696-708 University Avenue  
**Edibles Restaurant** ||3  
Edward Jones Investments  
Flatiron Antiques  
Hirsute Beauty Salon  
Joseph Dasta Fine Arts & Antiques  
**Starry Nites Cafe** ||3

**8 ArtWalk Tile**  
28 Atlantic Avenue

**9 Anderson Alley Artists**  
250 North Goodman Street  
www.andersonalleyartists.com

ARTISTS Studios  
City Newspaper  
250 North Goodman  
Fabric & Findings  
50 Anderson Avenue

**10 m.e.c.a.**  
176 Anderson Avenue

**11 Village Gate  
and Sculpture Garden**  
274 North Goodman Street  
www.stemproperties.com/neighborhoods  
ARTISTS Studios  
Arctic Appliances  
**Boohi's Cafe & Lounge** ||3  
Bop Shop  
**California Rollin' Sushi Bar** ||3  
Comics, Etc.  
Dancer's Alley Dance Studio  
D&G Collectibles  
**Feta-chinni's Restaurant** ||3  
Flesh 4 Fantasy Tattoo Studio  
Great Selections  
Houghton Book Shop  
J. & S. DeSimone, Booksellers  
Kaiyum Gallery  
Mas Oyamas Muteki Kyokushin Karate  
Meme-Hill Funkational Art  
Mood Makers Books  
Outlandish Videos and Gifts  
Onondaga School of Therapeutic Massage  
Open Sky Yoga Center  
Primitive Impressions  
Ricky's Place  
**Salena's Mexican Restaurant** ||3  
Table Toppers of Rochester  
Weaving & Fiber Arts Center  
Wosa's Braiding and Nails  
Yankee Clipper House of Cards  
Yankee Peddler Bookstore

**12 Hungerford Building**  
1115 East Main Street  
www.maguirepropertiesinc.com  
ARTISTS Studios  
DanceEncounters  
Funtime Pasta  
Monroe Counter & Cabinet  
Rochester Regional Community Design Center  
Turn Around Antiques  
Vertical Elegance

**13 Charlie Brown's Family  
Restaurant** ||3  
495 North Goodman Street

**14 Public Market** ||3  
280 North Union Street  
www.cityofrochester.gov/prhs/PublicMarket  
A1W Space  
8 Public Market (second floor)  
www.artsandspace.org

**15 The Main Street Armory**  
900 East Main Street  
www.rochesterarmory.com

**16 Auditorium Center**  
875 East Main Street  
www.auditoriumcenter.com  
**Rochester B'way Theater League**  
885 East Main Street  
www.rbtll.org

**17 277 North Goodman Street  
Arts & Cultural Council and Gallery**  
www.artsrochester.org

**18 Penguin Restaurant** ||3  
785 East Main Street

**19 Rapa Playhouse**  
727 East Main Street  
www.rapaonline.org

**20 School of the Arts**  
45 Prince Street  
www.rocdk12.org/sota

**21 Memorial Art Gallery  
& Cutler's Restaurant** ||3  
500 University Avenue  
www.mag.rochester.edu

**22 Visual Studies Workshop  
Shipping Dock Theater**  
31 Prince Street  
www.vsw.org

**23 Rochester Historical Society**  
485 East Avenue  
www.rochesterhistory.org

**24 Rochester Museum &  
Science Center  
& RMSC Cafe** ||3  
657 East Avenue  
www.rmssc.org

**25 Stranburgh Planetarium**  
657 East Avenue (at RMSC)  
www.rmssc.org/planetarium

**26 Gallery Salon & Spa**  
780 University Avenue  
www.galleryhair.com

**27 HSB University/Culver  
Branch**  
1185 University Avenue

**28 The Corner Store** ||3  
655 University Avenue

**29 University Business Center**  
1140 - 1194 University Avenue

**30 East Avenue Inn**  
384 East Avenue

**31 Strathallan Hotel &  
The Strathallan Grill** ||3  
500 East Avenue  
www.strathallan.com

**50 Craft Service**  
337 University Avenue

**52 Urban Essentialz**  
664 University Avenue  
www.urbanessentialz.com

Arts Organizations  
within a mile of NOTA

**NORTH**  
**32 Dazzle Theater**  
112 Webster Avenue  
**33 MoKA (Museum of Kids Art)**  
360 Webster Avenue

**EAST**  
**34 Artisan Works**  
955 Blossom Road, Suite L  
More Fire Glass Studios  
80 Rockwood Place  
**36 Rochester City Ballet**  
1326 University Avenue  
**51 Baker-Cederberg Museum and Archives**  
333 Humboldt Street

**SOUTH**  
**37 Gallery R**  
775 Park Avenue  
**38 Genesee Center for the Arts & Education**  
713 Monroe Ave

**WEST**  
**39 Gallery at High Falls**  
60 Browns Race  
**40 Blackfriars Theater**  
28 Lawn Street  
**41 Hochstein School of Music & Dance**  
50 North Plymouth Avenue  
**42 Little Theater Film Society**  
240 East Avenue  
**43 Rochester Philharmonic Orchestra/  
Eastman Theatre**  
25 Gibbs Street  
**44 Eastman School of Music**  
25 Gibbs Street  
**45 Rochester Contemporary**  
137 East Avenue  
**46 Strong National Museum of Play**  
One Manhattan Square  
**47 GeVa Theater Center**  
75 Woodbury Blvd  
**48 Garth Fagan Dance**  
50 Chestnut Street  
**49 Downstairs Cabaret Theater**  
20 Windsor Street



**ArtWalk**  
TEL. HEAR. FEEL. ART.  
P.O. Box 10373  
Rochester, NY 14610  
585-234-6670  
ARTWalk@rochester.rr.com  
www.rochesterARTWalk.org

ARTWalk 2006

ARTWalk 2009

- Benches
- Sculptures
- Artistic Bus Shelters (coming in 2007)

\* Many shops and restaurants display area art monthly

# NOTA \* Walking Guide



\* neighborhood of the arts  
business association  
www.rochesterNOTA.org