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Event offers a diverse range of art

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Contributing writer

As summer festivals wind to a close this month, First Friday — a monthly collaboration of local art galleries — is just starting to build up steam.

"We began First Friday as a cooperative, grassroots effort to add visibility and get everyone on the same schedule," said Bleu Cease, Executive Director/Curator of Rochester Contemporary Art Center (RoCo).

Once a month, First Friday galleries open their doors from 6 to 9 p.m.

"We expect anywhere from 500 to 1,000 people to attend," said Cease. "But the focus of First Friday is always shifting — every venue will have different attendance."

This month's artist offerings range from ceramics, photography and paintings to a poetry reading at Greenwood Books on East Avenue.

"With our State of the City exhibit, (RoCo) might be the central hub this month," said Cease.

Along with Rochester graffiti artists FUA Krew, Lesley Maia Horowitz is one of the featured artists in this year's "State of the City" exhibit at RoCo.

"I think (First Friday) is great," said Horowitz, an industrial photographer. "It's really essential for a city to initiate something like this. It draws people who would not ordinarily come out."

In addition to her photography, Horowitz is partner in a communications company, Office of Language and Beauty, Inc. and her industrial designs have earned places in the collections at the Museum of Modern Art, Brooklyn Museum, Chicago Atheneum and Victoria and Albert Museum.

"My work is about abandoned industry. For me, that industry is my hometown of Buffalo," said Horowitz. "These places are in ruins, but they were built magnificently. I'm trying to capture that."

For more about First Friday on August 7, including a downloadable venue map, visit www.firstfridayrochester.org
