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"Crusade for Collecting" Art Pop-Up Hits Venice

In a VW bus that serves as a gallery and a transportation device

Posted on 4/5/2013 4:07:00 PM by Sarah Parvini

Looking for something to do this weekend? Love art? **Crusade for Collecting**, a grassroots art tour launched by Atlanta art dealer Jennifer Schwartz, is visiting Venice on Saturday. Schwartz aims to encourage art collecting and support working artists as part of the National Art Tour and Empowerment Project.

The artists featured are from L.A. and the rest of the country. Driving the campaign (literally) is "Lady Blue," the 1977 VW bus funded via Kickstarter, that serves as a mascot, transportation device, and exhibition space.

The best part? Schwartz is giving the art away for free, with hopes of changing the way people think about art collecting.

The Crusade will be in front of the Alternative Apparel store on Abbot-Kinney. See you at 1 p.m.!

For more on what's happening in L.A.'s art scene, including the galleries and artists to know, read "Art of the City" by Doug Harvey in our April issue on newsstands now.

Tags: L.A. Culture , Art , Event , Crusade for Collecting

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