



## **FOR IMMEDIATE RELEASE**

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### **Glendale Provides Free Occupancy to Retailers as Part of Artsakh Arts & Entertainment District Retail Pop-Up Program**

**Glendale, CA (May 18, 2022)** A number of first-time brick and mortar retailers have opened for business on the Artsakh Paseo, a pedestrian-friendly block on North Artsakh Avenue between Wilson and Broadway in Glendale.

The retailers were chosen as part of the Artsakh Creative Retail Pop-Up Pilot Program, consisting of free short-term occupancy of City-owned commercial tenant space on Artsakh Ave. The program encourages unique and first-time shop owners as well as supports development of Glendale's burgeoning downtown Arts and Entertainment district.

"With our help these new retailers can create a special in-person experience in our city as well as facilitate a vibrant arts district that benefits both residents and visitors," said Glendale Deputy Director of Community Development - Economic Development Soua Vang.

Glendale has sponsored two rounds of the pilot program, selecting a total of four applicants for each round. Chez Gagné gift shop, Rock Photography Museum, The

Glendale Room comedy club and Rolling Robots Innovation Lab are the latest new brick and mortar venues to participate in the program.

Chez Gagné was founded as an online store in 2014 to sell hilarious yet inspirational gifts and greeting cards to more than 3,500 independent boutiques in the US and Canada.

“Glendale is already a retail epicenter and this location puts us close to our existing customer base,” said Alex Gagné Glover, founder, Chez Gagné. “It’s a great partnership with the City and opportunity to drive more traffic to an up-and-coming retail hub. All of the new shops are creative in their own way which provides a nice synergy amongst the owners. We all do something different and unique in our own way, but together we can create something special here for the neighborhood and the greater LA community.”

Rock Photography Museum Founder Drew Evans has been in the online photo licensing and fine art print sales business for over 20 years. With the Rock Photography Museum, Evans will provide an in-person experience, celebrating music photography. Rock Photography Museum recently hosted a 50<sup>th</sup> anniversary reception for photographer Norman Seeff, famous for shooting the cover of the Rolling Stones’ “Exile on Main Street” album back in 1972.

The Glendale Room, a holdover from the first round of the Artsakh Creative program, is Glendale’s first dedicated performance space for live comedy, stand up, improv, sketch, storytelling, and more.

“Glendale is an arts-friendly city that many of Hollywood’s top comedians call home. The City’s support made it possible for comedians and comedy fans to gather and laugh together at The Glendale Room,” said founder Sean Casey. “With this location, we can focus on our two main goals which are attracting LA’s top comedians, while providing audiences with unique experiences as special as the city itself.”

Casey adds that he hopes The Glendale Room is a beacon across the greater LA area proclaiming Glendale’s Arts & Entertainment District as the premier destination for live performance.

“In a few short years, whether it's a live show on our stage, a podcast recorded on site, a livestream, class, or streaming standup special, people across the country will have shared a laugh and a smile, compliments of The Glendale Room,” he added.

The Glendale Room is a great example of the broad range of owners the City sought for the pilot program which focused on artisanal uses, gifts or antique shops, education-and-performance based as well as maker spaces and photo studios.

**About Glendale:** Located in the heart of L.A. County, Glendale is conveniently situated within minutes of Southern California's most popular destinations and offers visitors ample luxury shopping, fine dining, and entertainment amenities within a walkable vibrant urban center. Glendale benefits from a population of 201,000 that increases to 241,000 for its daytime population. Learn more at [chooseglendaleca.com](http://chooseglendaleca.com)

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