

## There's an ((echo)) in Long Beach

Each of us, at one time in our lives or another, has enjoyed creating an echo and seeing just how long we could keep the sound alive. To do so, required our active participation—making the sound, preserving the sound, observing it, even altering it.

**Echo Long Beach**, a non-profit arts organization based in Bixby Knolls, is dedicated to calling artists into action and cultivating the community in a collective echo-making, focused on cultural renewal and restoration. Echo Long Beach has articulated an ambitious four-pronged vision that challenges us to examine our role in the Long Beach that was, accept our place in the Long Beach that is, and assume both personal and community responsibility for the Long Beach that would be.

Echo Long Beach hosted *Sacred Discontent: A Traveler's Guide to the Apocalyptic*, at the Platform West Gallery, 441 East First Street.



Held concurrently with Exposure 2005, its opening reception was a marked departure from the photography event taking place that evening, comprising mixed media painting, sculpture and installation.



Echo Long Beach's upcoming exhibit, *Memorability*, will open at Koo's (530 E. Broadway) on Saturday, June 11th concurrently with the annual **Tour des Artistes**. A group show of eight artists, and curated by Echo Long Beach's Jonathan Anderson, *Memorability* questions our understanding of memory and its place in contemporary culture. The show will run through July 3rd; admission is free.

Echo Long Beach's vision identifies contemporary art, community arts and education, history and arts preservation and products and memorabilia as the primary fibers weaving our stories into the fabric of Long Beach's story—one that ultimately unfolds to reveal its part in the making of who we each are.

Echo Long Beach challenges us to re-examine our past in order to better understand our present; to create, innovate and explore for the sake of a deeper understanding of self and society; and sets out to engage the community in a dialogue which extends the depth and breadth of our notions of what is culturally or socially relevant in art and in life. So much more than a coordinator of exhibitions—Echo Long Beach is keeping the dialogue of history, art and society alive and echoing for all to hear.

For more information on the exhibit or Echo Long Beach, visit their website at [www.echolb.org](http://www.echolb.org) ■

