

# NEWS FROM THE FRENCH MARKET DISTRICT

June 2010



## FRENCH MARKET CREOLE TOMATO FEST A JUICY SUCCESS!

Despite temperatures hot enough to make sidewalk tomato sauce, locals and visitors alike comprised the huge, happy and hungry crowds at our 24<sup>TH</sup> annual signature festival and the “Vieux-to-Do” June 11-13: The French Market Creole Tomato Festival at the Farmers Market (cooking demos, main music stage) and Dutch Alley (food booths, arts market, kids activities); Louisiana Seafood Festival at the Old U.S. Mint, and Louisiana Cajun-Zydeco Festival at the Mint with an additional stage on Esplanade. Thanks to event sponsor Rouses Market for providing assistance with cooking demos and much more! The Festival was a great opportunity to welcome residents and tourists back to our renovated Farmers Market, which now includes fresh produce stands, food and beverage eateries, and café style seating. If you missed the Fest, we still have Creole tomatoes for a few more weeks--and plenty of fresh produce all summer long: watermelon, Louisiana peaches and more!

**Highlights:** Opening day **parade with fresh Creole tomatoes** handed to parade-goers; **food and culture talks** at the Jazz Park with Ewell Smith, Bruce “Sunpie” Barnes, Poppy Tooker, Tom Fitzmorris, Liz Williams, and Chef Tory Stewart of Broussard’s; **new kids area** featured Bo Dollis Jr. and Wild Magnolias conducting a drum and dance workshop, KidSmart teaching circus arts workshops, and NOLA Jitterbug offering dance lessons; **“French Market Fresh, French Market Fit”** health fair with free screenings, posters, and chair yoga; Dutch Alley Artists Co-Op’s first annual Creole Tomato Fest Arts Market; **Cooking demos** by Edible Schoolyard NOLA, Muriel’s Jackson Square, BACCO, Rouses Market, Poppy Tooker, & Seven on Fulton; **Preservation Hall Stars**, Gypsy Swing Trio, Freddie Omar con Su Banda, Margie Perez, Louis Prima Tribute band, NOCCA Quintet and more played the Farmers Market mainstage. **Plenty of tomatoes for sale**, for sampling, plus some life-size ones in costume!

**NEW WEBSITE! Same place, different view, more info!**

You may have noticed the new look in our print advertising throughout this past year. Recently, the talented team responsible for aptly conveying our “Hip scene, Historic setting™” vision--[Deep Fried Advertising](#)--completed the design of our shiny new website. Visit the new site for updated French Market District shop and vendor listings, news, events, contact info, maps, parking info, links, and history. Coming soon: newsletter sign-up and a listing of volunteer opportunities. [www.frenchmarket.org](http://www.frenchmarket.org).

### **FRENCH MARKET IN GOOD COMPANY AS “ONE OF YOUR FAVORITE ARTS MARKETS”**

*The Times-Picayune* Readers Choice 2010 awarded the French Market its #3 slot behind #1 Arts Market of New Orleans (Palmer Park) and #2 Bywater Art Market. This recognition is a well-earned nod to all of the hardworking artists who sell at the French Market, including our [Flea Market vendors](#) (many of whom sell original art!) and our French Market District retail art shops and galleries: [Artichoke Gallery](#), [ArtSmart Gallery](#), [Dutch Alley Artists Co-Op](#), and [Galerie Cayenne](#).

### **HOLLYGROVE MARKET & FARM @ THE FARMERS MARKET**

[Hollygrove Market & Farm](#), a local nonprofit produce market and urban agriculture training farm, joins the French Market Farmers Market twice a week, adding more flavor to the two fresh produce stands now in operation daily.

Produce stands [French Market Produce](#) (at Ursulines) and Mother Nature’s Cupboard (at Governor Nicholls) are open seven days a week from 9 a.m. to 6 p.m. at the French Market. **Now, on Wednesdays and Saturdays from 10 a.m. to 3 p.m., Hollygrove Market & Farm joins the Farmers Market family**, with produce bought directly from local growers, as well as locally-made products such as juices and teas, salsas and marinara, handmade pastas and sauces, jellies, and dairy products including milk, butter, cream cheese and eggs.

### **NEW SHOP ON DECATUR STREET: BABY ONE!**

If you haven't been down to the District since the holidays, you may not be aware of our newest shop BABY ONE, featuring baby clothes, accessories and fine gifts galore for the newest kids on the block. 930 Decatur St. (504) 522-9918.

### **ALL-AGES PROGRAMS AT THE JAZZ PARK**

Step inside during the simmering weather and enjoy free live music, programming, films and kids programs at the indoor [New Orleans Jazz National Historic Park](#) located in Dutch Alley.

Weekly programs include brass workshop on Saturday mornings at 11 a.m., piano concerts on Wednesdays at noon, and Saturday jazz concerts at 2 p.m.. Monthly programs include [Family Friendly Fridays with Johnette Downing](#) at 11 a.m. with booksignings following at nearby [A Tisket a Tasket](#).

### **UPCOMING EVENTS IN JULY**

Celebrate freedom twice in July at the French Market with celebrations of our Independence Day as well as France's Independence Day, Bastille Day! Join us throughout Fourth of July weekend for live music, watermelon samples and sales, and retail and restaurant specials. On Fourth of July evening, enjoy a luxurious dinner at [Galvez Restaurant](#) for the best view of the Dueling Barges Fireworks and a knock-out three course menu. Live music will be plentiful in the French Market prior to the fireworks with the New Orleans Navy Band playing from 7:30-9:00 at Washington Artillery Park plus some "TBA" performers at other nearby stages. Come down, get your spot for the fireworks, and enjoy a traditional New Orleans Fourth at the historic French Market!

On Bastille Day July 14<sup>th</sup>, join us for a *Vive La Liberté!* Parade (10 a.m.) complete with costumed French characters, a ceremony (10:30 a.m.) with the Council of French Societies at the Jeanne d'Arc statue at New Place de France (St. Phillip and Decatur Streets) and our second annual "Let Them Eat Cake!" event at the Market Café, complete with authentic French music provided by the Norbert Slama Trio.