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FOR IMMEDIATE RELEASE:

Bakersfield Museum of Art Presents the 24th Annual Via Arté Italian Street Painting Festival

Bakersfield, CA – October 12, 2022 - The Bakersfield Museum of Art's 24th Annual Via Arté Italian Street Painting Festival will be held Saturday, October 22nd and Sunday, October 23rd at The Marketplace, 9000 Ming Avenue in Bakersfield, from 9:00 AM – 8:00 PM. A beloved local art tradition since 1998, the shopping plaza's parking lot will be transformed by both professional artists, students, and children into a gallery of extraordinary chalk masterpieces for visitors to enjoy.

During the festival, thousands of spectators will watch artists unleash their imaginations using the asphalt as their canvas. Participating artists are encouraged to draw their inspiration from the Masters, reminiscent of the classic Italian Street Painting style. More than 70 professional artists from around Kern County, along with twenty high school and middle school groups will participate in Via Arté.

This year's festival also includes our Via Bambino children's area, where children and their adults can create their own chalk masterpieces. Families can purchase a box of chalk and a 2' x 2' square area for \$20.

Live entertainment is back at Via Arté. Guests will enjoy live music from Mento Buru, The Peoples Project, TCB Music, and others.

New to this year's festival: Saturday Studio at Via Arté, where visitors can learn how the professionals create their own street paintings. With classes at 10:30 AM for kids ages 6-12 and 3:00 PM for teens and adults, visitors will learn from BMoA educators the techniques used to create impressive works of art on pavement. Saturday Studio classes are \$30 for BMoA members and \$40 for non-members. Each student receives a reserved 2' x 2' box of chalk, a set of professional chalk pastels and a commemorative t-shirt. Teens and adult students will also get a private Q&A with this year's Featured Artist, Kayla Bryant.

Kayla first participated at Via Arté in 2013 with Frontier High School's student group. Her 2019 solo entry earned the Best in Show/People's Choice award that year. This year, Kayla will create a 15' x 10' chalk painting inspired by Sergio Cupido's digital painting *Romeo and Juliet*.

Visitors can also participate in an opportunity drawing at Via Arté where one lucky person will win \$2,500 worth of travel anywhere in the world courtesy of Uniglobe Travel. Tickets are \$20 each and can be purchased at Via Arté, or by calling or visiting Bakersfield Museum of Art. The drawing will be held on Sunday, October 23 at 4:00 PM at the Via Arté Festival.

This free community event, made possible by the Don C. and Diane S. Lake Family Foundation and The Marketplace, is the largest annual fundraiser for the Bakersfield Museum of Art. Proceeds support the Museum's exhibitions, education, and community programs as well as the care and maintenance of the Museum's permanent collection.

More information and a detailed schedule of events can be found at www.viaartebakersfield.com.

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ABOUT BMOA

The Bakersfield Museum of Art's mission is to inspire and engage diverse audiences by providing a broad spectrum of creative visual arts experiences through the exhibition and preservation of fine art, educational programs, community outreach, and special events. BMOA is open Tuesdays through Saturdays from 10 AM to 4 PM. Call (661) 323-7219 for more information. Connect with BMOA on Facebook, Instagram and YouTube @thebmoa.