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FOR IMMEDIATE RELEASE:

Bakersfield Museum of Art Presents the 25th Annual Via Arté Italian Street Painting Festival

Bakersfield, CA – September 28, 2023 - The Bakersfield Museum of Art's 25th Annual Via Arté Italian Street Painting Festival will be held Saturday, October 21st and Sunday, October 22nd 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 professional artists, students, and children into a gallery of extraordinary chalk masterpieces for visitors to enjoy. Admission to the event is free.

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 100 professional artists from around Kern County, along with twenty high school and middle school groups will participate in this year's 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 \$25.

Live entertainment is back at Via Arté. Guests will enjoy live music from Mento Buru, The Akoustiks, The Jay Smith Group, and more.

Returning to this year's festival: Saturday Studio at Via Arté, where children ages 6 – 12 can learn how the professionals create their street painting. After a private Q& A with this year's featured artist Katrina Rocha, students will create their own chalk paintings. Classes are \$40 for BMoA members and \$50 for non-members. Each student receives a reserved 2' x 2' square, a set of professional chalk pastels, and a commemorative t-shirt.

This year's featured artist, Katrina Rocha, has participated in the Via Arte Italian Street Painting Festival for the last 7 years. A graduate from Sequoia Middle School and West High School, Katrina's recreation of Joaquin Sorolla's *Fisherwomen* captured the 2021 Via Arté "Best Rendition of a Master" award. The following year she was awarded "Best Technique" for her rendition of Sorolla's *Sewing the Sail*.

Visitors can also participate in an opportunity drawing at Via Arté where one lucky person will win \$3,000 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 22 at 4:00 PM at the Via Arté Festival.

The Via Arté Italian Street Painting Festival is the largest annual fundraiser for the Bakersfield Museum of Art. Proceeds support BMOA'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 and Instagram @thebmoa, on Twitter/X and YouTube @bmoa.