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FOR IMMEDIATE RELEASE:

Bakersfield Museum of Art Announces the 23rd Annual Via Arté Italian Street Painting Festival

Bakersfield, CA – October 7, 2021 - The Bakersfield Museum of Art's 23rd Annual Via Arté Italian Street Painting Festival will be held Saturday, October 16 and Sunday, October 17 at The Marketplace (9000 Ming Ave) from 9am – 8pm. A beloved, local art tradition since 1998, the shopping plaza's parking lot will be brought to life and transformed into a gallery of extraordinary chalk masterpieces for visitors to enjoy.

During the festival, spectators will watch professional 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.

This year's festival will feature both professional artists and the community-favorite 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.

We are also welcoming the return of our high school student groups to Via Arté. Student groups from more than a dozen area high schools will work in teams to showcase their own creative talents at this year's festival.

This will be the fourth year BMOA has a "Write Your Own Ticket" Opportunity Drawing 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 the Via Arté festival, or by calling or visiting Bakersfield Museum of Art. The drawing will be held on Sunday, October 17 at 4:00 PM at the Via Arté festival.

This free community event, sponsored in part by the Don C. and Diane S. Lake Family Foundation and The Marketplace, is the largest annual fundraiser for the Museum. 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.