



Hi [REDACTED]

Happy Friday! Reaching out today to share a pitch that was distributed on behalf of the ATA this week.

This pitch was sent to 87 journalists on 8/16. Let me know if you have any questions!

Best,
[REDACTED]

SUBJ: Art Takes Center Stage on the One Happy Island Sept. 8-10

Hi [REDACTED]

International and local art will take center stage on the One happy island when the Aruba Art Fair returns to the burgeoning arts hub of San Nicolas, this September 8-10.



During Aruba's most creative week, the mural-covered streets of San Nicolas are filled with displays of artists from around the world, while the island's artistic spirit is celebrated through various performances, hands-on workshops, and a cultural parade. This year, the fair will feature four simultaneous gallery showcases complimented by live music and a variety of tasty culinary pop-ups.

While the fair officially begins September 8, the entire first week of September is filled with art experiences, such as an Art Fashion show, art talks, and workshops, starting September 4. Full details on the celebration can be found [HERE](#) and below my signature.

Is the Aruba Art Fair is a fit for your coverage? Let me know! An image gallery can be found [here](#).

All the best,
Chris

- **San Nicolas:** Today, the city is a canvas featuring over 60 murals, and 12 international artists will descend on the destination during the fair to contribute new public art, including Fio Silva from Argentina, ChemiS from Kazakhstan, Buble gum from Spain, and Adry del Rocio Garcia from Mexico.

- **Art Fashion Show** (Sept. 6): Dedicated to providing commentary on culturally relevant topics, this year's show is themed "Unchained." Here, talented designers from Aruba, Curacao, Sint Maarten, the Netherlands, Africa, and Colombia will explore how different islands and countries have navigated the healing process after the abolition of slavery. In advance of the Art Fashion show, participating artists will host an engaging talk diving into the "Unchained" theme on September 4 and provide valuable insights into the intersection of art and the history of slavery in the Caribbean.
- **Workshops** (Sept. 5): Here, experiential artists will take a break from their new pieces of public art to teach attendees new mural techniques.
- **San Nicolas:** Home of the Art Fair, San Nicolas is in the midst of a renaissance. Formerly a hub of international workers at the long-closed oil refinery, today it is emerging as Aruba's cultural capital. This resurgence is propelled by its burgeoning arts movement, which began in 2016 when the mural festival attracted 15 of the best muralists from around the world to redefine the city's character through public art.

This material is distributed by Zeno Group, Inc. on behalf of Aruba Tourism Authority. Additional information is available at the Department of Justice, Washington, DC.