

From: [REDACTED]
Subject: FW: Art Takes Center Stage on the One Happy Island with Aruba Art Fair, Sept. 6-8
Date: Monday, August 26, 2024 8:55:55 AM
Attachments: [image001.png](#)
[image002.png](#)

Hi [REDACTED]

Please see below for the team's Aruba Art Fair pitch for Aruba. This pitch was sent out today, 8/26 to 30 journalists.

Let us know if you have any questions!

Thanks,

[REDACTED]

[REDACTED] [REDACTED]

From: [REDACTED]
Sent: Monday, August 26, 2024 9:53 AM
To: [REDACTED]
Subject: Art Takes Center Stage on the One Happy Island with Aruba Art Fair, Sept. 6-8

Hi [REDACTED],



International and local art will take center stage on the One happy island when the [Aruba Art Fair](#) returns for its 7th year to the burgeoning arts hub of San Nicolas, this September 6-8.

This year, positioned as the zenith of ART WEEK 2024, "ACTIVATE" is the official inspiring theme – a call to action to REBEL, MARCH, and CHANGE through art. 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.

While the fair officially begins September 6, the entire first week of September is filled with art

experiences, such as an Art Fashion show.

Full details of the events (including ticket purchase) can be found [HERE](#) and below my signature. Is the Aruba Art Fair a fit for your coverage?

Best,
Thomas

- **September 2 | ACTIVATE CREATIVITY: ARTTABLE:** Commence ArtWeek 2024 with a stroke of creativity and community. ARTTABLE will bring together over 100 art enthusiasts to create stunning masterpieces under the stars, guided by renowned Aruba-based artists like Peter van den Heuvel, Elvis Tromp, Erika Moran, Lucia Solis, Omaira Silva, and Alejandra Vallejo. Enjoy delicious bites from Oneil’s Restaurant, exquisite wine, and the unique opportunity to connect with fellow art lovers in a magical outdoor setting.

- **September 4 | ART FASHION: ACTIVATE:** A procession of fashion with purpose. Designers will illuminate the runway with garments that echo the calls for change and embody the ACTIVATE ethos. With origins still to be announced, anticipate a parade that celebrates the march towards freedom and innovation in fashion. Designer Line-Up:
 - Celeste Richardson – “Diversity”, Aruba
 - Santiago Ospina – “Title TBD”, Colombia
 - Jeremiah Richardson – “Florals of sculptural cuotur”, The Netherlands
 - Flow II – “Title TBD”, Colombia
 - Elisa Lejuez – “Activate Yourself”, Aruba
 - Jolie Duzon – “Title TBD”, Sint Maarten
 - SWAY – “Title TBD”, Curacao
 - Gionina Engelhardt – “Title TBD”, Aruba

- **September 6- 8 | ACTIVATE THE MOVEMENT: ARUBA ART FAIR:** For three days, the fair becomes the epicenter of a cultural uprising, with the Aruba Art Fair marking the culminating movement of Art Week 2024. Revel in the displays across four indoor galleries, the innovation of over 100 artists, and a spectrum of performances and cuisines that promise to embolden and inspire a wave of change through the arts.

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