

From: [REDACTED]
Subject: FW: Aruba Art Fair Returns: One Happy Island's Most Colorful Weekend
Date: Friday, August 1, 2025 8:48:27 AM
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Hi [REDACTED],

Please see below for our Art Fair pitch for Aruba. This pitch was sent out today, 8/1 to 37 journalists.

Let us know if you have any questions!

Thanks,

[REDACTED]

[REDACTED] [REDACTED]

From: [REDACTED]
Sent: Friday, August 1, 2025 9:45 AM
To: [REDACTED]
Subject: Aruba Art Fair Returns: One Happy Island's Most Colorful Weekend

Hi [REDACTED],

Now more than ever, arts and culture are influencing where travelers choose to visit. In fact, an estimated [35.3 million U.S. adults factor in art and cultural experiences when deciding where to travel.](#)

Travel where art takes center stage in the cultural capital of Aruba this September 5-7 as the [Aruba Art Fair](#) returns to San Nicolas, filling the streets with a vibrant celebration of the island's creative spirit and multicultural nature. I noticed your interest in both art and travel, and I wanted to make sure this crossed your desk.

Attendees can watch artists bring new murals to life, enjoy live performances, taste delicious bites from local pop-up culinary spots, and explore a diversity of art showcases all weekend long.




As one of the Caribbean's most creative cultural events, the Aruba Art Fair features work from both Aruba and around the world. The fair officially kicks off September 5, however attendees can dive into a week of artistic showcases starting September 1 with events such as an art fashion show, art tables and more.

Please see [HERE](#) and below my signature for more event details. Would this be a fit for any stories

you're working on?

Best,



San Nicolas	
	<p>San Nicolas</p> <p>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. Today, the city is a canvas featuring over 60 murals.</p>
What To Do at the Art Fair	
	<p>Art Table (Sept. 1)</p> <p>Centered on this year's theme of "Justice," Art Table will explore how artists are using their work to speak out, spotlight injustice, and push for change. The event kicks off Aruba's Art Week with 100 art lovers painting alongside Peter van den Heuvel, Elvis Tromp, Erika Moran, Lucia Solis, Omaira Silva, Jean Cherouny, and Alejandra Vallejo throughout the course of the week. It's a night of open conversation about art, activism, and the role creativity plays in standing up for what is right.</p>
	<p>Art Fashion (Sept. 3)</p> <p>This year's Art Fashion blends creativity with activism as designers from Aruba and beyond will use the runway to embody the theme of justice. Each collection will shed light on the ongoing fight for equality and invite viewers to deeply reflect on every aspect of human rights. With a combination of striking designs and quiet details, this show is fashion with purpose, and one of Art Week's most powerful showcases</p>



Collector Preview Hour (Sept. 6, 4:00pm)
Receive early access to featured pieces with acclaimed curator Renwick Heronimo. This exclusive hour allows viewers to hear about the themes and stories that shape the work featured in the fair and experience an up close and personal viewing of the art show's standout installations that embody this year's theme of justice.

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