

From: [REDACTED]
Subject: FW: Aruba's Open-Air Art Museum Comes to Life This September
Date: Monday, August 17, 2026 4:46:32 PM
Attachments: [image002.png](#)
[image004.png](#)
[image006.png](#)

H [REDACTED],

Apologies for the delay, we had some miscommunication on who was sharing. Please see below for our pitch tied to the Art Fair, which was sent out 8/11, to 24 journalists.

Let us know of any questions!

Thanks,

[REDACTED]

[REDACTED] [REDACTED]

From: [REDACTED]
Sent: Tuesday, August 11, 2026 9:47 AM
To: [REDACTED]
Subject: Aruba's Open-Air Art Museum Comes to Life This September

Hi [REDACTED],

As travelers increasingly seek destinations with rich cultural experiences, [more than 80%](#) now name museums and cultural attractions as a key reason to book a trip, Aruba's southern town of San Nicolas has quietly transformed into one of the Caribbean's most vibrant arts destinations. Once home to the island's oil refinery, today its streets serve as an open-air gallery featuring more than 60 murals by artists from around the world.

From September 11-13, that creative transformation takes center stage as the Aruba Art Fair returns to San Nicolas for a colorful weekend celebrating the island's thriving arts scene. Visitors can watch artists paint new murals in real time, explore immersive art installations, enjoy live music and performances, sample bites from local pop-ups, and connect with Aruba's creative community. The celebration begins September 7 with Aruba Art Week, featuring events like ArtTable and Art Fashion leading up to the fair's opening.

Please see [HERE](#) for more event details. Would this be a fit for any stories you're working on?

Best,

[REDACTED]

About San Nicolas



San Nicolas

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.

Event Highlights



Art Table (Sept. 7)

Art Week 2026 opens with an outdoor painting workshop under the stars, bringing together over 100 art enthusiasts guided by Aruba's leading artists — Peter van den Heuvel, Elvis Tromp, Erika Moran, Lucia Solis, Omaira Silva, Jean Cherouny, and Alejandra Vallejo. Guests will create work exploring the bond between humans and nature, paired with food, wine, and conversation in a magical, eco-inspired setting.



Art Fashion (Sept. 9)

Fashion becomes a medium for sustainability and environmental awareness in this immersive runway showcase. Designers will present garments celebrating nature, eco-conscious design, and the human connection to the environment — from innovative, unexpected materials to storytelling through movement. Every piece conveys a message of coexistence, creativity, and care for the planet, redefining the runway through purpose.

Collector Preview Hour (Sept. 12, 6:00pm)

Ahead of the fair's second night, collectors and press get exclusive early access to the standout installations of the year, guided by renowned curator Renwick Heronimo. This hour-long walkthrough offers an up-close look at the pieces before crowds arrive, along with insight into the ecological and human-centered themes shaping



the show.



Sunday Mural Tour (Sept. 13, 5:00pm)
Art Week closes with a guided walk through San Nicolas' open-air mural collection, led by ArtisA Gallery founder and longtime organizer Tito Bolivar. Since 2016, the neighborhood has grown into a canvas of more than 60 murals from artists around the world, and Bolivar's tour brings their stories to life — from technique to how the city's identity has transformed alongside its art scene.

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