

SARAFORNIA

ENGAGE CALISTOGA

Event Details

What: **SARAFORNIA: ENGAGE Calistoga**

When: **April 4- 7, 2019**

Where: Downtown Calistoga and Napa County Fairgrounds

Why: To Celebrate the Arts in April

Who: Participating downtown businesses, wineries, **30+ carefully curated artists from Napa Valley and Bay Area**

Website: www.CelebrateNapaValley.org/SARAFORNIA

FLOWER BOMB:

Date: April 4, 2019

Hours: Thursday 4-7 p.m., Friday-Sunday from 12 - 6 p.m.

Tickets: FREE

Location: Sofie Contemporary Arts, 1407 Lincoln Avenue, Calistoga

Inspired by the De Young Museum's annual Bouquet to Arts Exhibit, Flower Bomb is a gallery of floral interpretations of contemporary artworks that reflect a vibrant pairing of the creative mind. This year's presenting painter is D.A. Bishop, known for using abstraction and color contrast to capture the psychology and identity of a landscape shaped and changed by human interaction. The opening reception includes complimentary wine, small bites, live music and will be held Thursday from 4-7 p.m. The Flower Bomb exhibit will be on display through Sunday, April 4-7 from 12-6 p.m.

ENGAGE Art Fair Preview Party: an avant-garde affair

Come Early, Stay Late!

Date: April 5, 2019

Hours: 7 to 10 pm

Tickets: \$100, all-inclusive of bites, beverages, and artist engagement

Attire: WHITE ATTIRE

Purchase Tickets: <https://www.celebratenapavalley.org/ENGAGEPreviewParty>

Come early and stay late! is the motto for the exclusive kick-off party and the only ticketed event during Sarafornia. A more formal affair, guests don all white attire to become a part of the canvas within the 11,000 ft² gala. The Baker Sisters, this year's designer in residence, promise to deliver a utopia of rustic beauty, ethereal charm, and lively late night gathering (including performances by the Ehlers Society) that will enlighten and invigorate. Tickets are \$100 each and include a premier artist reveal, delicious hors d'oeuvres, world class wines, cocktails by Mixologist Scott Beattie, and live artist engagements. ENGAGE Preview Party is Friday from 6:30-10 p.m. and located at the Napa County Fairgrounds, 1435 N Oak Street.

ENGAGE DOWNTOWN:

Date: April 6, 2019

Hours: 4 - 7 p.m.

Tickets: FREE

Stroll downtown and enjoy live street buskers, art receptions and demonstrations, wine tasting,

culinary experiences, and shopping. Free to the public, the downtown district of Calistoga will become an open gallery from 4-7 p.m

STORYTELLING SPEAKEASY:

Date: April 6, 2019

Hours: 6 - 9 p.m.

Tickets: FREE

In true speakeasy form, you will feel like you have stepped back in time for an evening of adventure and drama with retro cocktails and silky wines. The art of storytelling will be held at a surprise location in downtown Calistoga. From 6-9 p.m. guests are invited to enjoy writers and raconteurs vocalizing tales of Calistoga, Napa Valley, and life on the edge. In between stories, enjoy a mental pallet cleanse with music and poetry.

ENGAGE Art Fair

Dates: April 6-7, 2019

Hours: 12 - 6 p.m.

Tickets: FREE

Now in its 5th year, **ENGAGE Art Fair** hosts a carefully curated roster of local and regional artists in an open studio format to demonstrate a broad spectrum of talent. This year's 11,000 ft² gallery includes fine art, paintings, pottery, sculptures, photography, jewelry, multi-media, music, and more. Among nearly 30 other artists will be NBC Pottery, Vincent Connors, Edmund Ian Grant, and Sonia Lub. For an entire weekend, guests are invited to meet and mingle with the artists to better experience and connect with the art. **ENGAGE Art Fair** is free to the public and open Saturday and Sunday from 12-6 p.m.

What to expect at the Fair (complimentary admission)

ENGAGE Art Fair is *the* Napa Valley art experience. An eclectic array of art in all forms fused together to create an immersive sensory and interactive experience with the arts. Uniquely Napa Valley, 11,000 sq. ft. of indoor raw space is transformed into the artists' blank canvas. Live and unplugged, **ENGAGE Art Fair** is a living environment of artists and creativity. Meet the talent behind the art and see art in its transformative stage. Even the layout is artistic and fluid as guests venture through the urban landscape of traditional paintings, contemporary art, and abstract expressionist works, musicians, listen to stories of world travel, cross paths with metal and ceramic sculptures, relax in the Baker Sisters' lounge and explore this cross-section of Napa Valley's creative community.

Produced by:

ENGAGE Art Fair is produced by Celebrate! Napa Valley, the brand identity of the Napa County Fair Association, the region's official community celebration organization whose mission is to serve the citizens of Napa County with cultural, social, and economic benefits in times of celebration. For more information about Celebrate Napa Valley visit www.CelebrateNapaValley.org or call 707.403.5024

PROMOTIONAL TOOLS

Social Media Outreach/Checklist:

- **INVITE** your friends and guests individually by clicking “invite” and “choose friends” through our facebook event page <https://www.facebook.com/events/529259344231923/>
- **SHARE** direct link for TICKET Purchase here:
<https://www.celebratenapavalley.org/ENGAGEPreviewParty>
- **LIKE** our page on Facebook: <https://www.facebook.com/celebratenapavalley/>
- **SHARE** (when relevant or exciting) our posts to your page so your friends can learn more about ENGAGE Art Fair.
- Follow us on Instagram: @CelebrateNapaValley
- Hashtags #SARAFORNIAENGAGECalistoga #ENGAGEartfair #ArtsInApril #visitcalistoga #visitnapavalley #celebratenapavalley #flowerbomb #storytellingspeakeasy #ENGAGEDowntown

Pre-arrival guest email suggestion:

Dear guest,

You are cordially invited to ENGAGE! Prepare yourself for a world of art and design. Meet the talent behind the art and see art in its transformative stage.

SARAFORNIA: ENGAGE Calistoga is *the* Napa Valley art experience and kick-off event to Arts in April, taking place right here in Calistoga, April 4-7, 2019. Experience four days of artist engagements, live music, storytelling, and world-class food and wine. Enjoy an eclectic array of art in all forms fused together to create an immersive sensory and interactive experience.

Live and unplugged this year’s anchor event, **ENGAGE Art Fair**, will span 11,000 ft² becoming a living environment of artists and creativity. The 2019 roster includes a carefully curated exhibition of artists from the Bay Area and beyond in a variety of media: fine art, couture fashion, photography, jewelry design, pottery, metal, music and interior design— from abstract to representational, contemporary to traditional, and fashion to food, presented with an avant-garde flair.

On Friday Night, the **ENGAGE Preview Party** will transcend and inspire the senses to elevate and innovate the way we experience art altogether. Come early, and stay late! The only ticketed event during this four-day celebration, **ENGAGE Preview Party** is a very special vignette brought together by an amazing team of rock star creatives. White attire is required. All-inclusive tickets regularly priced at \$100. Your exclusive 35% Off discount code is LIMITED. For more details, visit

www.celebratenapavalley.org/SARAFORNIA.

Media Kit:

- Press Release (General Information)
- Logos & Images (sized for web and social media)