



FOR IMMEDIATE RELEASE

Media Contact:

Lauren Spinelli
Olive Creative Strategies, Inc.
o. 619.955.5285 x 107
m. 973.738.2459
lauren@olivecreativestrategies.com

**34th Annual Mission Federal ArtWalk Returns to San Diego's Little Italy
on April 28 and April 29, 2018**

-The streets of Little Italy will be lined with over 350 artists from all over the world, live music and entertainment, food, drinks and more -

SAN DIEGO (January 12, 2017) – [Mission Federal ArtWalk](#) will return to San Diego's Little Italy with a new theme, "Connecting Creative Communities," on Saturday, April 28, 2018 and Sunday, April 29, 2018 for its 34th annual gathering as San Diego's premier arts and cultural event and the largest fine art festival in Southern California. The free weekend-long event brings over 100,000 visitors each year who can purchase artwork directly from over 350 local, national and international artists showcasing every medium. Painting, sculpture, glass work, photography, fine jewelry and more will be offered along with live music and dance performances; interactive art activities; street food; and family-friendly art projects at KidsWalk.



(Mission Federal ArtWalk)

"We are so proud of bringing this festival to San Diego's Little Italy for over a third of a century, and connecting the community and visitors to the vibrant arts scene in San Diego," said Sandi Cottrell,

director of Mission Federal ArtWalk. “Mission Federal ArtWalk is a staple in the community bringing people from all walks of life together to enjoy the purest form of expression. No matter if you’re an avid art collector or just starting a collection, there is something for you to enjoy and experience. Our mission is to make the possibility of owning fine art available to everyone, and the festival’s welcoming environment helps facilitate that connection.”

Below is a list of new and unique elements coming to Mission Federal ArtWalk in 2018:

Interactive Art Project | [Artist & Craftsman Supply](#) will be hosting an interactive art project where attendees will come together and create an abstract painting using Ampersand panels, Jacquard alcohol inks, and POSCA acrylic paint markers. The results will have a one-of-a-kind "cell" effect, almost like looking through a microscope.

Community-Wide Mural | Artist & Craftsman Supply will also be hosting a large, community-wide painting installation using different "color quadrants" to create a rainbow effect. The mural portion of the art project will be led by fine artist [Carly Ealey](#), known for her KAABOO Music Festival mural installations. More interactive art elements will be announced in upcoming months.

ArtTALKS Spoken Word | Mission Federal ArtWalk will host “ArtTALKS Spoken Word” performances for the first time this year on the Grape Street and India Stage beginning at 1:00 p.m. on Saturday and Sunday. Attendees can expect powerful and exciting poetry performances by local artists including Kendrick Dial, Karla Cordero, Amen Ra, Gil Sotu and more! A full line up can be found [here](#).

The SPACE by Vanguard Culture | An interactive area with something for everyone, sponsored and curated by Vanguard Culture, The SPACE, will create a unique pop-up art experience for attendees enticing all five of the human senses, located in the new Piazza Della Famiglia. On Saturday, activities include “free advice”, watching art come to life in the form of a colorful fabric installation and enjoying the hip hop musical style of *Dreams Made Flesh*. Sunday includes sampling ceviche from award winning chefs, viewing a fashion show by Los Angeles designer Carolina Hernandez, talking to artists and strangers to engage your intellectual side and all weekend leaving a footprint mark on a “million-dollar work of art” by artist Daniel Barron.

The annual art festival is brought to San Diego by the same team that brings ArtWalk @ Liberty Station to the Arts District in Liberty Station every August, and ArtWalk Carlsbad to North County for its debut edition in September 2018. Mission Federal ArtWalk attracts 100,000 art collectors and visitors from all over the country to purchase art from established and emerging artists during the two-day festival.

“Visitors and artists are encouraged to express themselves through our interactive art experiences and uncover talents they never knew they had. While viewing the hundreds of artists’ works, attendees can connect with the artists. These interactions make the process of purchasing artwork extremely personal, as you have an opportunity to learn about each artists’ creative process,” said Cottrell. “The festival is an open environment that breeds creativity and leaves attendees feeling energized by the live music, dance, rich culture, and interactive art activities—all in beautiful Little Italy.”

Mission Federal ArtWalk will be located between Ash and Grape Streets in San Diego’s Little Italy neighborhood. The event will run from 11 a.m. to 6 p.m. on Saturday, April 28, 2018 and Sunday, April 29, 2018. Attendance is free. More information will be released in upcoming months. For details about

Mission Federal ArtWalk, visit www.artwalksandiego.org. To check out a recap of last year's event—view this [video](#) on the homepage or [photos](#).

About Mission Federal ArtWalk:

Mission Federal ArtWalk in San Diego's Little Italy is the City's first outdoor fine art festival and will celebrate its 34th anniversary in 2018. Mission Federal ArtWalk will run from Saturday, April 28, 2018 to Sunday, April 29, 2018, featuring professional artists from across the globe. Mission Federal ArtWalk offers collectable and approachable art from all kinds of media, such as drawings, jewelry, sculpture, paintings, photography, metal work, wood work and much more. More than just a visual arts festival, the event also features six performance venues for music and dance, as well as interactive art projects for both adults and children. For more information on Mission Federal ArtWalk, the featured artists or other details, please visit www.artwalksandiego.org. Become a fan at Facebook.com/ArtWalkSD or follow us on [Twitter](#) and [Instagram](#) @ArtWalkSD for updates.

About Mission Federal Credit Union:

Mission Federal Credit Union is a not-for-profit organization providing a wide variety of financial services to meet the needs of its customers. With \$3.1 billion in assets, 30 local branches, and more than 205,000 customers, Mission Fed is the largest, locally based financial institution exclusively serving San Diego County. Mission Fed enhances the lives of its customers through financial education and financial services. In addition, Mission Fed contributes to hundreds of educational and nonprofit organizations. At Mission Fed, your success is our bottom line. All San Diegans are welcome. Federally insured by NCUA and Equal Housing Lender. To learn more, visit MissionFed.com.

###