



ST. HELENA

CHAMBER OF COMMERCE

FOR IMMEDIATE RELEASE

St. Helena Chamber of Commerce & Beautification Foundation Announce Artist Bryan Valenzuela for City's First Approved Mural Project

ST. HELENA, Calif. (July 23rd, 2024) – The St. Helena Chamber of Commerce and the St. Helena Beautification Foundation are excited to announce the next phase of their mural project with the selection of artist Bryan Valenzuela and the official city approval of the mural application. This project aims to enhance St. Helena's Historic Shopping District with an extraordinary piece of public art on the Wydown Hotel, following the successful collaboration of both organizations in their mission to add to the town's aesthetic and cultural appeal. This is all part of "Chamber Creates," an initiative showcasing the Chamber's creativity and industriousness for St. Helena by spearheading various projects that celebrate our community and support businesses through public art.

Northern California artist Bryan Valenzuela has been chosen for his unique technique and artistic vision. Valenzuela has spent the last couple of decades perfecting a distinctive drawing technique that involves the atomization of figures using handwritten text. By carving out shape, shadow, and light with his unique technique, his work simultaneously creates intricate and evocative images. Valenzuela's artwork for St. Helena will encapsulate the town's rich heritage and natural beauty. "I believe in the power of murals to create special moments within our everyday environments, sparking moments of awe that capture something outside our commonplace routines," says Valenzuela. "It is an opportunity to visually capture complex stories and distill them into the simple essence of a place, its people, and its culture."

The mural, titled "Heritage," will feature a majestic Oak Tree as a central icon, symbolizing stability, strength, and endurance. The tree, a native and long-standing inhabitant of the area, will be depicted with Valenzuela's signature text drawing technique to highlight light, shadow, and shape. The tree is surrounded by tree rings of time that tell a story of St. Helena's deep-rooted history. The surrounding landscape will showcase a timeless St. Helena Napa Valley scene.

Inspired by a quote from Kahlil Gibran, "Trees are poems that the earth writes upon the sky," the design will also feature Oak Tree rings subtly superimposed upon the landscape, symbolizing the passage of time and the deep roots of the region's history.

The mural will be located on the south-facing exterior of the **Wydown Hotel** at 1424 Main Street. The project is set to begin in September and is expected to take about four weeks to complete.

The St. Helena Chamber of Commerce, Beautification Foundation, sponsor Blue Zones Project Upper Napa Valley, and a formed Art Committee express their gratitude to all who have supported this project, including Nimbus Arts, RAD Napa, the City of St. Helena, and the dedicated members of the volunteer Art Committee comprised of: Amy Carabba-Salazar, Stephanie Smithers, and Liliana Ramos - St. Helena Chamber of Commerce, Kathleen Whitehurst and Nancy Morrel - St. Helena Beautification Foundation committee, Mark Hoffmeister – Wydown Hotel, Paul Dohring – Mayor of St. Helena, Katherine Bull – MEUSE Gallery, Lisa Covey and Emily Harrison – Hall Napa Valley, Mary Stephenson and Claire Barr – local resident/artist, Kelly Bond and Robert Chesnut -Blue Zones Project Upper Napa Valley, and Jamie Graff – Nimbus Arts.

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