



FOR IMMEDIATE RELEASE

St. Helena Chamber & Beautification Foundation Committee Collaborate to Announce St. Helena Art Mural Project – Call for Artist Submissions

ST. HELENA, Calif. (July 31, 2023) – The St. Helena Chamber of Commerce and the **St. Helena Beautification Foundation committee**, are delighted to announce its first mural project for St. Helena that will open its "artist call", requesting qualifications and applications beginning August 4th, 2023. In 2022, both organizations discussed the desire and need to invigorate St. Helena's Historic Shopping District with art installations or murals utilizing untouched buildings and spaces to bring added energy to St. Helena. The Chamber and Beautification Foundation formed a **Downtown Art Committee** to help implement a strong strategic plan for this project. The committee believes through art murals or installations, we can entertain, educate, and beautify public spaces while celebrating St. Helena's diversity, historical influence, global culture, and character.

The committee which involves the Chamber, Beautification Foundation, passionate residents, gallery managers, professionals, and property owners, began meeting in the Fall of 2022 to identify potential spaces, context, and scope for a future art mural in St. Helena. The committee's ultimate strategic plan is to invigorate St. Helena by introducing three art projects in five years *around* St. Helena's historic shopping district. **The first mural, slated for Summer 2024, is fully funded by the Chamber and Beautification Foundation committee.** *"We wholeheartedly embrace creativity, celebrate diversity and foster an artistic spirit in St. Helena,"* says Amy Carabba, CEO of St. Helena Chamber. *"We are grateful for our residents and organizations, like the St. Helena Beautification Foundation, for their unwavering commitment to this dynamic community. This art collaboration aims to infuse more life downtown with a mural that we hope sparks curiosity and inspiration."*

This mural will be located on the south facing exterior of **Wydown Hotel**, located at 1424 Main Street. Experienced artists across the West Coast are encouraged to submit their qualifications and complete the application by September 29th, 2023. After the application window closes, 2-4 semi-finalists will be invited to create a proposal and design for the project. A jury will then select one finalist to paint their concept in the Summer of 2024 (*weather pending*).

The St. Helena Chamber of Commerce, Beautification Foundation, and Art Committee is excited to activate St Helena through public art. The project has received support from Nimbus Arts, RAD Napa, the City of St. Helena, Blue Zones Project Upper Napa Valley, and our volunteer Art Committee comprised of: Amy Carabba-Salazar and Stephanie Smithers- St. Helena Chamber of Commerce, Kathleen Whitehurst and Nancy Morrel - St. Helena Beautification Foundation committee, Mark Hoffmeister –Owner of Wydown Hotel, Katherine Bull – MEUSE Gallery, Lisa Covey and Emily Harrison – Hall Wines, Mary Stephenson – local resident, Kelly Bond and Robert Chesnut -Blue Zones Project Upper Napa Valley, and Jamie Graff – Nimbus Arts.

Interested artists can find the RFQ & Application: www.sthelenachamber.com/sthelenamural

MEDIA INQUIRIES:

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