



**18th ANNUAL TARFEST CELEBRATES LA CULTURE
VIRTUALLY AND AT THE ORIGINAL FARMERS MARKET THIS FALL**

TARFEST 2020

August 22 – October 2, 2020

MIRACLE MILE DISTRICT

Los Angeles, CA 90036

LAUNCH LA, with the support from Television City, the City of Los Angeles, Department of Cultural Affairs, Councilmember David Ryu, CD 4, and the local arts and business community, is proud to present the 18th annual **TARFEST** arts festival. This year's community celebration includes virtual and live programming beginning **Saturday, August 22nd, 2020**, from 4pm to 5pm with the Facebook Live Opening of **TRANSITION** – an Open Call Exhibition featuring 46 artworks by 44 Southern California artists juried by Holly Jerger, Exhibition Curator, Craft Contemporary Museum. This exhibition brings together artists from across Southern California whose practices engage with core concepts of change through process, thought culture, chance and more during these who engage with change through process, concept, culture, chance, and more during these unprecedented times. The exhibition takes place at the ART170 building located at 170 S. La Brea Avenue in Los Angeles, 90036. Viewing **TRANSITION** is available by appointment and is free to the public through Saturday September 5th. **TARFEST** is produced by the non-profit arts organization **LAUNCH LA**.

"**TARFEST** has been part of the LA community for over eighteen years, remaining an important annual event through massive changes that have transformed the city," says **LAUNCH LA** founder James Panozzo. "This year's challenges of a global pandemic forced artists and producers to really impose their creative will. I think we have accomplished something special."

A second important group exhibition, *Have To Hold* curated by Elizabeth Tinglof and Ashley Hagen will open on Saturday, September 5th at **LAUNCH Gallery**, 170 S. La Brea Avenue Los Angeles 90036 and run through the month of September. *Have to Hold* is an exhibition where six contemporary artists reflect upon the rich yet charged history and psychology of collecting. Through their own use of objects and materials, they construct stories of experiences and conceptual perspectives, addressing both the past and future. Participating artists include, Vida Liu, Constance Mallinson, Kristen Morgin, Kimberly Morris, Ephraim Puusemp and George Stoll. The gallery will be open by appointment Thursdays – Saturdays during the month of September.

Finally, on Friday, October 2nd The Original Farmers Market and next door neighbor, Television City present *BREATHE: A Drive In Dance Event*, created, choreographed and directed by Laurie Sefton with original music by Bryan Curt Kostors. Inspired by Drive-In movie theaters, similar to the beloved Gilmore Drive-In theater that was located at Third and Fairfax from 1948-1979, *Breathe* will be live, outdoor, capsular and interactive with guests enjoying the performance from the comfort of their own cars in the north parking lot of The Original Farmers Market. Advance reservation will be required and ticket information will be available in September at www.farmersmarketla.com

TARFEST 2020 is made possible in part by support from the **City of Los Angeles, Department of Cultural Affairs, the California Arts Council, the National Endowment for the Arts/Art Works and The Japan Foundation, Los Angeles**. Some of this year's sponsors include **Television City, The Original Farmers Market, Olympia Medical Center, Lagunitas Brewery, The Beverly Connection, Los Angeles City Councilmembers David Ryu, CD 4 and Paul Koretz, CD 5, the Greater Miracle Mile Chamber of Commerce**, and other organizations, businesses and individuals who believe in advancing creativity and free, innovative arts programming in Los Angeles. A special thanks for the support and participation of cultural partners **LACMA** and the **Natural History Museums of Los Angeles County (NHMLAC)** for their support the past 17 years. Please visit www.launchla.org and www.tarfest.com for more information.



About TARFEST & LAUNCH LA

TARFEST and **LAUNCH LA**, provides important performance and exhibition opportunities to some of the region's finest emerging artists, performers, and cultural innovators on the historic Miracle Mile of Los Angeles and beyond. LAUNCH LA is a 501(3)(c) not-for-profit social enterprise that believes exposure to the arts enhances quality of life and strengthens community. Passionate about promoting all contemporary art forms and their hybrids, LAUNCH LA recognizes the need for exemplary productions that create important cultural happenings with the assistance of commercial partners, cultural institutions and like-minded individuals and organizations.

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