

**TARFEST MUSIC & ART FESTIVAL CELEBRATES 10th ANNIVERSARY  
ON SEPTEMBER 22nd**

**Los Angeles' Free/All Ages Annual Music & Art Festival Returns to the  
Historic La Brea Tar Pits on Saturday, September 22nd**

August 29, 2012 – Los Angeles, CA – **89.9 KCRW** and **LAUNCH LA** present Los Angeles' 10th Annual free, all ages Music & Art festival, **TARFEST**, which returns to the historic La Brea Tar Pits on **Saturday, September 22nd**, with an impressive lineup of musical performances, live art exhibits, Biergarten, Wine Bar and local gourmet food for the whole family to enjoy.

TARFEST will take place from 2:00 PM until 9:00 PM on Saturday, September 22nd with performances by red-hot indie-rock bands [Blondfire](#), [Helena](#), [Soft Swells](#), [So Many Wizards](#), [The Steelwells](#) and [The Makepeace Brothers](#) with live paintings by revered artists [Greg "Craola" Simkins](#), [Johnny "KMNDZ" Rodriguez](#) and [Van Saro](#). A featured sculpture by [Bertil Petersson](#), produced through a unique partnership with USA Projects, will make its debut along with sculptures by Tom Winter, [Mattia Biaggi](#) and [David O. Johnson](#). The festivities will also include a Lagunitas Biergarten, a wine bar sponsored by Whole Foods and gourmet food trucks as well as fun social awareness and activities provided by Keep A Breast Foundation, Keep A Breast Non Toxic Revolution, The Pablove Foundation and Hoop It Up Worldwide.

In anticipation of the annual event, TARFEST will hold an opening reception on Thursday, September 20th from 6:00 PM - 10:00 PM (Address: 5900 Wilshire Blvd., Variety Building, East Annex, Los Angeles, CA 90036) for TARFEST 10 Year Anniversary Art Exhibition 2003-2012. The retrospective exhibition will be curated by Holly Harrison the Curatorial Administrator for Contemporary Art at LACMA and will feature art from 36 of the 225 artists from the past nine years of TARFEST Juried Exhibitions. Previous Jurors include Nancy Myers, Edward Robinson, Rita Gonzalez, Howard Fox and Michele Urton of LACMA and local arts administrators, writers and gallerists including Peter Mays, Molly Barnes, Laurie Frank, Kathy Gallegos, Peter Frank and Holly Myers among others.

TARFEST sponsors include Warner Bros. Records, Olympia Medical Center, The Beverly Center, Los Angeles' Councilmember Tom LaBonge, CD 4, Lagunitas Brewery, JAK Prints, Whole Foods, the Miracle Mile Chamber of Commerce, Merry Karnowsky Gallery and LA Art Machine, among many others.

**About TARFEST/LAUNCH LA:** TARFEST, produced and managed by LAUNCH, provides important performance and exhibition opportunities to some of the regions finest emerging artists, performers, and cultural innovators on the historic Miracle Mile of Los Angeles. LAUNCH is a 501(3)(c) not-for-profit social enterprise that produces, manages and directs events, programs and exhibitions with the purpose of developing artist - audience relationships throughout important Los Angeles communities. Passionate about promoting all contemporary art-forms and their hybrids, LAUNCH 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, LAUNCH strives to engage a broad cross section of Angelenos in cultural events that foster mutual understanding and creative expression.

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**TARFEST SCHEDULE:**

**Thursday, September 20, 6 - 10pm**

TARFEST 10 Year Anniversary Art Exhibition, 2003 - 2012

September 15th - 29th, 2012

5900 Wilshire Blvd, Variety Building (East Annex)

Los Angeles, CA 90036

Curated by Holly Harrison, Curatorial Administrator, Contemporary Art, LACMA

**Saturday, September 22, 2 - 9pm**

89.9 KCRW and LAUNCH LA presents:

TARFEST Music and Art Festival

FREE/ALL AGES

La Brea Tar Pits Park (Hancock Park)

5801 Wilshire Blvd. Los Angeles, CA 90036

**For More Information:**

[www.tarfest.com/](http://www.tarfest.com/)

<https://www.facebook.com/TarfestFREEMusicAndArtFestival>

<http://launchla.org/>

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