

TARFEST MUSIC & ART FESTIVAL EXCAVATES FUTURE CULTURE ON THE MIRACLE MILE ON SEPTEMBER 16TH

TARFEST 2017 To Feature Performances By La Bouquet, Brainstory, Alina Bea, The Sovereign Artist, and Love Ghost with DJs Hunny x Super Soul Sundays and more.



Los Angeles, CA – **LAUNCH LA**, with tremendous support from its sponsors and the local arts and business community, presents the **15th annual** music and art festival, **TARFEST 2017**, which returns to the **La Brea Tar Pits Park** on **Saturday, September 16th (2-10PM)**. Open to ALL AGES and FREE to the public, TARFEST celebrates local artists, musicians and culture with performances by headliner **La Bouquet** and opening acts **The Sovereign Artist, Alina Bea, Brainstory** and **Love Ghost**. The event is once again curated by the non-profit arts organization LAUNCH LA and Kevin Bronson of BuzzBands.la.

The celebrated music and arts festival will also feature special DJ sets by **Hunny** and **Super Soul Sundays**, dance performances by **Move The World Dance Activism**, live painting by Los Angeles artists **Johnny “KMNDZ” Rodriguez, Ekundayo**, and **Melany Dierks** curated by **KP Projects** and sponsored by **Blick Art Materials**.

Catering to all ages and families, TARFEST offers FREE kids art-making and cultural activities with **Japan Foundation, Los Angeles, The Korean Cultural Center, Orchard Supply Hardware** and **METRO**. **Theatre of Hearts/Youth First** will lead a hands-on, interactive percussion workshop, with call and response activities in a traditional drum circle. Intergenerational hip-hop and breakdancing collective **Justice by Uniting in Creative Energy (JUICE)** will conduct art and dance workshops as well.

The 21+ crowd can enjoy the **Lagunitas** outdoor Biergarten & Wine Bar. **AquaHydrate** and **Original New York Seltzer** offer refreshing hydration alternatives. A selection of Los Angeles’ hottest gourmet food trucks will also be on site, including **Baby’s Badass Burgers, Meat the Greek, Rice Balls of Fire, The Deli Doctor** and **Jeni’s Splendid Ice Creams**.

TARFEST 2017 is made possible in part by a grant from the City of Los Angeles, Department of Cultural Affairs, the Los Angeles County Art Commission, the California Arts Council, and The Japan Foundation, Los Angeles. Some of this year’s sponsors include Olympia Medical Center, Lagunitas Brewery, The Original Farmer’s Market, The Grove, Beverly Connection, Los Angeles City Councilmembers David Ryu and Paul Koretz, Skanska/Traylor/Shea and METRO, builders of the Purple Line subway, Arclight Cinemas, Los Angeles County Supervisor Sheila Kuehl, the Miracle Mile Chamber of Commerce, and many other 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 Museum of Los Angeles County.

Please visit www.launchla.org and www.tarfest.com for more information.

About TARFEST/LAUNCH LA: TARFEST, produced and managed by 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. 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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