

20th ANNUAL TARFEST MUSIC & ART FESTIVAL CELEBRATES LA CULTURE AT PAN PACIFIC PARK

*Angelenos Gather For Live Music, Art Installations, Creative Activities
& Family Fun at FREE One-Day-Only Festival*

TARFEST 2023

Saturday, June 10, 2023 | 2pm - 7pm

LAUNCH LA is proud to present the 20th annual **TARFEST** music and arts festival, held in partnership with **Pan Pacific Park**, 7600 Beverly Blvd, Los Angeles on **Saturday, June 10, 2023**, from 2pm-7pm. Overflow Parking available at The Grove (enter on Grove Dr. next to the park). The one-day-only festival is produced by the non-profit arts organization LAUNCH LA and is Free + All Ages.

TARFEST celebrates local artists and culture with musical performances throughout the day, creative activities, art installations curated from the world-class LA art community, Biergarten sponsored by CLARK Construction and some of the best food trucks in Los Angeles.

“TARFEST has been part of the LA community for twenty years, remaining an annual free event through massive changes that have transformed the city,” says LAUNCH LA founder James Panozzo. *“This festival is about holding a mirror to our large, diverse community, by honoring what’s best about our city and its institutions in the Creative Core of Los Angeles.”*

LIVE MUSIC curated by Raghav Desai of *Minty Boi Presents*, with host Jamel Johnson, will feature performances by *The Steens* and *Marinero* alongside headliner *NIIA*. *The K-pop music project Lalary* will be presented by the Korean Cultural Center. *MISTER PYSCHEDLIA* will provide live sound production for TARFEST 2023.

ART INSTALLATIONS addressing relevant local and national issues with beauty, dignity and hope include *Be Happy* by Dani Dodge, *Bearing Witness* by Pam Douglas and *Bionic Eden* by Snezana Petrovic. Throughout the day, attendees can immerse themselves in a large-scale drawing wall session, led by local artist groups TAG Gallery and the Southern California Women’s Caucus for the Arts, sponsored by Blick Art Materials.

The 21+ Crowd can enjoy the CLARK Construction Biergarten & Cocktail Lounge featuring selections from Angel City Brewing Company and a specialty cocktail from Tito’s Handmade Vodka. A selection of Los Angeles’ hottest gourmet food trucks will also be on-site, including Baby’s Badass Burgers, Rice Balls of Fire, The Deli Doctor, LA Street EatZ and Scooter’s Italian Ice.

Catering to all ages, TARFEST offers **Free Family Art-Making and Cultural Activities** with Japan Foundation Los Angeles, The Korean Cultural Center, The Academy Museum of Motion Pictures, Gloria Molina Grand Park, METRO, reDiscover Center, the Tar Pits Museum and the Holocaust Museum, LA. Television City Studios Kids Creativity Lab will offer face painters, balloon artists and other surprises. Intergenerational hip-hop

and breakdancing collective *Justice by Uniting in Creative Energy* (JUICE) will conduct dance workshops as well. Petersen Automotive Museum and WAYMO provide state of the art vehicles and activities to complete the celebration.

TARFEST 2023 supporters include the City of Los Angeles, Department of Cultural Affairs, The Los Angeles County Department of Arts and Culture, Los Angeles City Councilwoman Katy Yaroslavsky, CD 5, the California Arts Council, The Japan Foundation, Los Angeles, and more. Tax Deductible contributions supporting LAUNCH LA's free cultural events can be made at: <https://gofund.me/3fe080ea>

About TARFEST & LAUNCH LA

TARFEST and **LAUNCH LA** provide 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.