

Media Contact:Leina'ala Voss, Tualatin Valley Creates hub@tvcreates.org

January 5, 2022

For immediate release

Visual Arts, Performing Arts, Family Activities – La Strada dei Pastelli Chalk Art Festival Summer 2022

It's a new year and Hillsboro is already planning its summer activities. On July 16 and 17, 2022 the west end of Downtown Hillsboro will become a 2-day gallery of street paintings averaging 10'x10'. Local and national chalk artists will transform E. Main Street and flanking Avenues into a temporary exhibition of shapes, portraits, and creatures made entirely from chalk pastels. The vibrant chalk pastels, contributed by Blick Art Materials (Beaverton), are nothing like chalk used for hopscotch. Professional chalk artists utilize the saturated hues to fully render images ranging from flamenco dancers, family portraits, goofy dogs, and iconic cartoon characters. The range is limitless and is a staple for large-scale chalk artists around the world.

Supported in part by the City of Hillsboro and Patricia Reser, La Strada dei Pastelli Chalk Art Festival is the premier professional-caliber chalk festival held in our tri-county area. Paired with visual art will be a lineup of live performances, assorted food vendors, as well as original works by local arts vendors. There will be ample family activities to take part in including make-n-take crafts and live demos. La Strada dei Pastelli is free and open to the public. Visit www.tvcreates.org/lastrada to learn more.

What: La Strada dei Pastelli Chalk Art Festival, supported in part by City of Hillsboro and Patricia Reser, is an immersive large-scale street painting experience wherein professional chalk artists will be working on larger-than-life, bold images down the center of Main Street Hillsboro, Oregon. The weekend will also feature live music and local art vendors. Young and old are invited to take part in multiple hands-on activities. The Festival is FREE and open to the public. Visit www.tvcreates.org/lastrada to learn more.

When: July 16-17, 2022; 10:00am-6:00pm each day

Where: Downtown Hillsboro along E Main Street and flanking Avenues (1st Ave to 4th Ave), Hillsboro, Oregon.

Cost: Free and open to the public

Photos / Files



La Strada dei Pastelli
Logo



Artists Jolene Russell
chalking 2021 La
Strada, pic by Sharon
Dunham



Artist Cindy Kostyllo
chalking La Strada
2019, pic by Joe
Cantrell

About Tualatin Valley Creates

Media Contact: Leina'ala Voss, hub@tvcreates.org

Tualatin Valley Creates is the leading arts service organization for Washington County, Oregon. TVC's mission is to foster an inclusive, resilient, and creative community by celebrating the local arts, culture, heritage and humanities throughout the county's 15 cities and unincorporated areas. This includes Aloha, Banks, Beaverton, Bethany, Cedar Mill, Cornelius, Durham, Forest Grove, Gaston, Hillsboro, King City, North Plains, Sherwood, Tigard and Tualatin.

TVC is an organization driven by advocacy and action. Originally founded in 1999 as the "Westside Cultural Alliance" by a group of art advocates, it gained its status as an official 501(c)(3) nonprofit shortly after. Since then, it continues to support community members by providing the latest news about local events, funding resources, professional development and economic opportunities. TVC also strives to make arts and culture accessible to its under-served populations by offering free networking events, workshops and the Arts & Culture Leadership Incubator. Through these efforts, TVC continues to uplift its vision of cultivating a robust arts and culture ecosystem in Washington County. For more information visit www.tvcreates.org.

About Hillsboro, Oregon

Media Contact: Mary Lockton, Mary.Loftin@hillsboro-oregon.gov, 503-615-3498

Hillsboro is one of Oregon's most diverse and dynamic cities, with a steadily growing population of 104,670 residents. Hillsboro is the largest city in Washington County and serves as the county seat. During the workday, more than 50,000 employees commute to Hillsboro to work at companies such as Intel, Nike, and Genentech.

Known as the "high-tech hub of Oregon" and the "tallest tree in the Silicon Forest," Hillsboro has some of the best land, power, and water resources in the country. With its thriving economy, Hillsboro is the home of Oregon's fourth-largest school district, two higher-education campuses, more than 30 parks, and more than 1,500 acres of designated green spaces.

Annual community events include the Oregon International Air Show, the Hillsboro Latino Cultural Festival, and one of the largest 4th of July parades in the Northwest. The Hillsboro Hops, the only professional baseball team in the Portland metro area, entertain fans during home games at the City's baseball stadium, Ron Tonkin Field. Learn more at www.Hillsboro-Oregon.gov.

About Cultural Arts District

Cultural Arts District Manager: Bridie Harrington, bridie.harrington@hillsboro-oregon.gov

The Hillsboro Cultural Arts District is anchored by the cultural hubs of our Downtown Core, Shute Park, and M&M Marketplace. The District supports and enhances arts and culture in the City by contributing to a vibrant and thriving Downtown. In addition, it aims to drive economic revitalization; build on existing arts, business, and entertainment activity; and broaden the community's emphasis on diversity. Visit Hillsboro-Oregon.gov/ArtsDistrict for more information.

###