

For Immediate Release
February 12, 2018

Media Contact:
Myers PR, Carol Nahorniak
carol@myerspr.com, 703-476-9377

**27th Annual Northern Virginia Fine Arts Festival Expands to THREE full days
*Balducci's Food Lover's Market joins as TITLE SPONSOR***

Reston, VA – Greater Reston Arts Center (GRACE) today announced major changes to its nationally acclaimed event, the Northern Virginia Fine Arts Festival, which brings to the unique outdoor environment of Reston Town Center more than 200 fine artists from across the nation presenting original works in 16 categories of fine art and fine craft.

[Balducci's Food Lover's Market](#), coming to Reston Town Center this spring at the ground level of the new Signature apartments, will have an impressive and flavorful on-site presence as the Title Sponsor, providing attendees with a unique food experience at multiple locations at the festival.

Thanks to the continuing support of **Reston Town Center**, the Festival expands to **Festival Friday**, May 18, allowing GRACE for the first time to bring this world-class experience to the community's workforce population. The **Festival Party**, generously sponsored by the **M Group Architects** and catered pro bono by **The Counter**, who will be making food on site, has been moved to Saturday night and will serve as a platform to announce the artist **Awards of Excellence**, sponsored by **Boston Properties**. In addition, thanks to those critical sponsorships, the party will be free this year to all invited guests of GRACE's sponsors and supporters and will again include complimentary invitations to all Festival artists. Baltimore-based artist Laure Drogoul will activate the party with a whimsical interactive immersive artwork generously sponsored by GRACE's community partner, **Reston Community Center**, also a Festival Signature Community Sponsor with the **Reston Town Center Association**. ArtFairCalendar.com asserts that this is a festival where "the 'art stars' of the outdoor art fairs vie for spaces."

"The Northern Virginia Fine Arts Festival is an event unlike any other. The quality of the fine art is exceptional, and the variety ensures that there is something for everyone, from woodwork to jewelry, ceramics, and painting," states GRACE Executive Director and Curator Lily Siegel. "We are thrilled to welcome our Title Sponsor, Balducci's, to Reston. What a way to introduce itself to the community! And a heartfelt thank you to all of our community and private sponsors, without whom we could not be making these exciting changes to continue evolving and improving this signature event on the community calendar."

"Balducci's Food Lover's Market is excited to join the Reston community and is proud to serve as the Title Sponsor of the North Virginia Fine Arts Festival," said Judy Spires, Chairman and CEO of Balducci's Food Lover's Market. "We look forward to introducing Balducci's to the attendees of this interactive experience as well as the entire Reston community."

Acceptance into the Northern Virginia Fine Arts Festival is a major accomplishment for the artists. The selection process begins in December under the direction of an independent panel of professional jurors with assistance from GRACE curatorial staff. The three highly qualified jurors for 2018 are Spencer Dormitzer, visual artist and director of Joan

Hisaoka Healing Arts Gallery; Isabel Manalo, an interdisciplinary visual artist and founding manager of The Studio Visit (TSV), a collaborative art blog featuring artist interviews in their studios; and Francis Thompson, art program project manager at JLL, commercial real estate. These three jurors will also judge each artist booth on Friday and Saturday to select the ten **Awards of Excellence**. Each winner will receive a \$500 cash prize, a blue ribbon for booth display, and automatic acceptance into the 2019 Northern Virginia Fine Arts Festival.

“We’d also like to encourage individuals to consider our Adopt-an-Artist program,” said Siegel. “For \$100 an individual can directly support our nationally renowned artist hospitality package. At the same time, you’re creating a very personal connection to the artist you adopt and to the festival experience.”

All opportunities for [volunteering](#) (500 volunteers are needed), [sponsoring](#), and other ways to get involved can be found on the GRACE website, www.restonarts.org. For a \$5 suggested entry donation Festival guests will receive the festival program, which includes nearly \$200 of dining certificates from local restaurants. Art sales benefit the participating artists. All other proceeds directly benefit GRACE and its compelling, year-round exhibitions at its Reston Town Center Gallery (free and open to the public) and its other programs described below.

Greater Reston Arts Center (GRACE):

GRACE is the largest 501(c)3 non-profit in Reston solely dedicated to enhancing community life through excellence and involvement in the visual arts. It serves 80,000 people annually, providing Virginia, Maryland, and DC’s diverse communities with abundant opportunities to experience and explore contemporary art through exhibitions, education programming, and the Northern Virginia Fine Arts Festival. The GRACE gallery showcases local and regional artists alongside artists of national and international reputations. Recent exhibitions have created opportunities for partnerships with Reston Community Center, the National Museum of African American History and Culture, George Mason University, and the National Gallery of Art. Exhibition programming includes Creative Responses for which a local creative professional is invited to respond to the work on view and engage visitors in conversation. GRACE Art and Summer Camp deliver art enrichment experiences to over 20,000 students. The Northern Virginia Fine Arts Festival, GRACE’s largest fundraising effort, is among the top such events in the country. The Greater Reston Arts Center strives to increase understanding of different cultures through art, brings diverse audiences together around a common interest, and ensures access and opportunity for engagement in the arts to all residents, regardless of age, race, ethnicity, or income. Recently, GRACE was honored by the Virginia Commission for the Arts, the state arts agency, to receive one of its prestigious "50 for 50 Arts Inspiration Awards" in the category of Bedrock Institutions. Learn more about the [50 for 50 Arts Inspiration Award](#). Admission to the GRACE gallery is always FREE, as are most programs. For more information please visit restonarts.org.

About Balducci’s Food Lover’s Market:

Balducci’s Food Lover’s Market is a gourmet specialty food shop with stores located in New York, Connecticut, Maryland, Virginia and On the Go Café locations in New York City and Baltimore, Maryland, with its newest food market opening in Reston, VA in the spring of 2018. With a commitment to food, each item brings the very best in flavors. From hand-selected produce, a variety of meats roasted and smoked in Old World tradition, fish flown in fresh from the wharves, restaurant-quality prepared foods, imported cheeses, and Balducci’s own brand offerings, Balducci’s has all the indulgences one can imagine. Balducci’s prides itself in having an Executive Chef at every Food Lover’s Market location ensuring the quality our customers have come to expect. Catering is also available for any occasion online or in all locations. Grocery delivery in as little as one hour is now available in areas served by Instacart and more information can be found at www.balduccisdelivers.com. The company was founded in 1916, marking its 100th anniversary in 2016. For more information, visit www.balduccis.com. Food lovers can also find Balducci’s on Facebook (www.facebook.com/balduccisfoodloversmarket) and Twitter (www.twitter.com/balduccis).

Northern Virginia Fine Arts Festival, Friday, May 18 through Sunday, May 20, 2018 – 10:00 a.m. - 5:00 p.m. each day
Reston Town Center, 11900 Market Street, Reston, VA
restonarts.org – click on “Festival

Email: info@restonarts.org

Tel: 703-471-9242

Directions: GPS – Reston Town Center, 11900 Market Street, Reston, VA 20190.

Drive: Just off Dulles Toll Road/Route 267 (exit 12), 20 minutes west of Washington, DC; 10 minutes east of Dulles Airport.

Parking is free of charge in 6 (six) multi-level garages every weekend, after 5pm on weekdays and through all three days of the Northern Virginia Fine Arts Festival.

Metrorail: From the terminus of Wiehle-Reston East station, take an 8-minute bus ride that [runs every 20 minutes on weekends](#).

###

For festival photos, art images, and more information, contact Carol Nahorniak at Myers Public Relations, carol@myersrpr.com, 703-476-9377.

Full event information: <http://restonarts.org/fineartsfestival/>

Adopt-an-Artist details: <http://restonarts.org/fineartsfestival/product/adopt-an-artist/>

The Greater Reston Arts Center gratefully acknowledges the leadership of its Board of Directors and the support of its sponsors, members, and patrons. GRACE programs are supported in part by the National Endowment for the Arts, the Virginia Commission for the Arts, the Arts Council of Fairfax County, and the Reston Community Center.

