

2017 WFA ACHIEVEMENT AWARDS PROGRAM

Innovations & Management Excellence

FORM FOR DIVISIONS 13 – 27

FAIR NAME: _____

CLASS: _____ (Example: Small Fair = Class 1)

DIVISION: _____

a) What was the goal? Define the challenge/ problem/target audience and explain what you were trying to accomplish.

b) How did you achieve the goal? What steps were taken to solve the problem or accomplish the goal? Who was involved in the project? Include any working relationships with other agencies/groups.

c) What were the results? Include tangible and quantifiable benefits such as financial, public or media awareness and attendance. Use percentages when applicable.

Division 14
Class 1 Napa County Fair



Let the Party Pop!

Engaging with the wait staff



Engaging with the art

More engagement



Preview Party Invitation – front:



Preview Party Invitation – back:



Media Contact:
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(707) 942-5111
Director@EngageArtFair.org



FOR IMMEDIATE RELEASE

ENGAGE Art Fair launches kick-off party to Arts in April Napa Valley

Special Vignette by Rock Star Creatives

Calistoga, March 2017 – Let the Party POP! **ENGAGE Art Fair** 2017 launches the kick-off event for Napa Valley Arts in April at the Napa County Fairgrounds in Calistoga, March 31, 6-9 pm.

The Friday Night Preview Party will transcend and inspire the senses to elevate and innovate the way we experience art altogether. Under the creative direction of Napa artist [Penelope Moore](#), known for her *Palette of the Palate* series where she interprets the taste of wine onto large scale canvases live, and joined by Event Planner [David W. Aten](#) of [David Aten Events](#) and winner of "2016 The Best of Napa Valley Best Event Planner," and food purveyor [Solage, an Auberge Resort](#), this avant-garde affair provides guests the opportunity to preview the work, meet the artists, watch LIVE art, and ENGAGE in a multitude of experiences.

The **ENGAGE Art Fair** Event Team consists of influential creative minds that collectively support the vision to curate a world class event where the arts in Napa Valley are elevated and celebrated annually. And at the heart of their work is a very special vignette by this amazing team of rock star creatives: [ENGAGE Art Fair Pop-Up Lounge](#) designed by [RION Designs](#) :: Showcasing FASHION by [JAKE Atelier + Flagship Showroom](#) :: DIAMONDS by [Scout Mandolin](#) :: PHOTOGRAPHY by [Bob McClenahan Photography](#) :: ART by [p e n e l o p e](#) ★.

Dress in WHITE and become part of the canvas. Purchase tickets at <http://bit.ly/ENGAGE2017>.

Making the arts accessible to all, **ENGAGE Art Fair** is open to the public on April 1 and 2 with free admission. Live and unplugged, the Fair showcases traditional and contemporary fine art from selected Napa Valley and Bay Area artists in one massive pop-up experience in an 11,000 sq. ft. gallery fusing fine art, couture fashion, photography, jewelry design, pottery, metal, music, interior design, food, wine, beer, and multimedia mash-ups throughout.

Details and complete artist list available at www.ENGAGEartfair.org.

##

E-blast

Marbeling + Gold Leafing + Molten Glass Burned Wood amongst the engaging activities you'll experience at ENGAGE Art Fair, this Friday thru Sunday ONLY.

ENGAGE

Art FAIR

It is the art of expression that gives creative meaning to the unknown and unnamed; however, it is the interpretation and understanding of the work that moves us beyond the intimacy of sight, sound, and touch.

Join more than 35 Napa Valley and Bay Area artists during ENGAGE Art Fair, where art becomes a transcending experience of the senses, March 31-April 2, in Calistoga.

[Visit Our Website](#)

Exclusively at Friday's Preview Party

Marbeling with Durant & Booth

As a special gift, Friday evening's ENGAGE Art Fair Preview Party will showcase an exclusive opportunity for guests to learn about water marbeling, the ancient and near-forgotten printmaking process used to design Durant & Booth's wine labels.

Sip on Durant & Booth wines while you try your hand at this simple, yet rewarding technique under the guidance of expert marbling artist, Alex Preston. Take home your masterpiece - each original piece makes a great gift, piece of art, or even thank you note!



Saturday ONLY at the Art Fair

Mud Sculpting by Lisa Kaplan

Content has always informed the medium Lisa chooses to work in. On Saturday only, she'll create a new sculpture in mud, tapping into our collective consciousness, to our relationships and interconnectedness to one another, and to the diverse and marvelous shared natural world around us.



FRIDAY + SATURDAY + SUNDAY

Glass Burned Panels by Jonah Ward

Guiding 2000 degree molten glass from the end of a steel rod onto carefully selected wood panels, Jonah's creative process results in unique burnt abstract compositions.

[Check out Jonah's video](#)



Icon Portrait Painting by Daniela Cunha Lay

LIVE icon portrait painting of the classics. Marilyn Monroe, Madonna, Elizabeth Taylor, Frank Sinatra, Al Capone. Who will be this week's featured icon?

[Check out Daniela's video](#)



LIVE Painting by Steve Javiel

Steve's paintings pay homage to the stories of the aged, decayed, and ever changing layered surfaces around us.

[Check out Steve's video](#)



Gold Leafing by Phillip Hua

Dating back to Ancient Roman and Christian art of layering thin sheets of gold metal sheets over a surface, watch and learn as Phillip applies this age-old process to panels that serve as backgrounds for his digital composites.



Glitter Painting by Sean Ramm

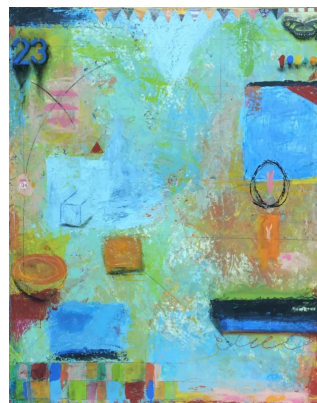
Focusing on artists who have suffered from addiction, Sean immortalizes them in glitter as a beautiful juxtaposition of the glitzy, glamour and fame they were forced to endure that inevitably led them toward a darker path.



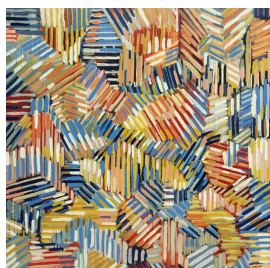
Wine Tasting with Jessup Cellars Gallery Artists

Showcasing the works of Jessup Cellars Gallery artists, enjoy a glass of wine from their The Good Life Wine Collective.

- Cynthia Carey (image)
- Vincent Xeus
- Jacob Dhein
- Michael Dickter
- Jylian Gustlin
- Beverly Lazor



PLUS more artist engagement all weekend long



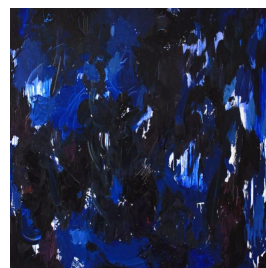
Vincent Thomas
Connors



Jermaine Burse



John Bonick



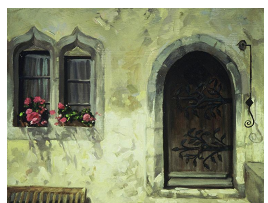
Penelope Moore



Karen Lynn Ingalls



Deirdre Shibano



Anna Nelson



Mark Keller



Elana Melissa Hill



Barbara Keller



Ken Berman



Richard Von Saal



Sonia Lub



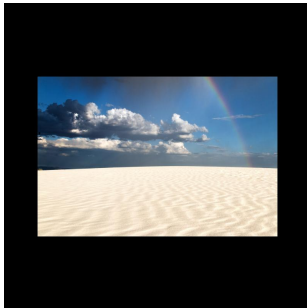
Scout Mandolin



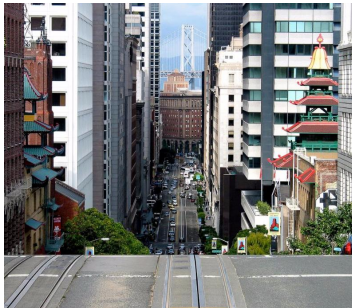
Emilio Sotelo



Colleen Blinoff



Shelly Hanan



Matt Sarconi



Sharon Bussert



Dona Bonick



NBC Pottery



Bob McClenahan

STAY CONNECTED:



Napa County Fair Association | 1435 North Oak Street | Calistoga | CA | 94515

ENGAGE

Art FAIR

Event Details

What: **ENGAGE Art Fair**

When: **March 31 through April 2, 2017**

Where: 1435 N Oak Street, **Napa County Fairgrounds, Tubbs Building**

Who: **30+ carefully curated artists from Napa Valley and the Bay Area** food trucks, wine and beer.

Website: ENGAGEartfair.org

ENGAGE Art Fair Preview Party: an avant-garde affair

LET THE PARTY POP!

Date: **March 31, 2017**

Hours: **6 to 9 pm**

Tickets: **\$135, all-inclusive of bites, beverages, and artist engagement. Use code EAF17 to save 10%.**

Attire: **WHITE ATTIRE**

Purchase Tickets: <http://bit.ly/ENGAGE17tickets>

ENGAGE Art Fair

Dates: **April 1-2, 2017**

Hours: **April 1: 10am to 4pm + April 2: 12pm to 4pm**

Tickets: **Complimentary**

What to expect at the Friday night Preview Party ([ticketed event](#))

An avant-garde affair that transcends and inspires the senses to elevate and innovate the way we experience art altogether.

Live and unplugged, ENGAGE fuses traditional and contemporary fine art from selected Napa Valley and Bay Area artists in this carefully curated 11,000 sq. ft. gallery, creating one massive pop-up experience of fine art, couture fashion, photography, jewelry design, pottery, metal, music, interior design, food, wine, and multimedia mash-ups.

At the heart of the event is a very special vignette brought together by an amazing team of rock star creatives: **The Pop-Up Lounge** designed by [RION Designs](#) :: showcasing **FASHION** by [JAKE Atelier + Flagship Showroom](#) :: **DIAMONDS** by [Scout Mandolin](#) :: **PHOTOGRAPHY** by [Bob McClenahan Photography](#) :: **ART** by [penelope](#) ★.

Guests have the opportunity to preview the work, meet the artists, watch LIVE art, and engage in a multitude of experiences. All-inclusive of bites, beverages, and artist engagement. Bites provided by Solage. Beverages by Stella and Napa Valley wineries.

What to expect at the Fair ([complimentary admission](#))

ENGAGE Art Fair is *the* Napa Valley art experience. An eclectic array of art in all forms fused together to create an immersive sensory and interactive experience with the arts. Uniquely Napa Valley, 11,000 sq. ft. of indoor raw space is transformed into the artists' blank canvas. Live and unplugged, ENGAGE Art Fair is a living environment of artists and creativity. Even the layout is artistic and fluid as guests venture through the urban landscape of traditional paintings, contemporary art and abstract expressionist works, musicians, have their 'magazine-cover' portrait taken, listen to stories of world travel, cross paths with metal and ceramic sculptures, relax in the RION Design art lounge and explore this cross-section of Napa Valley's creative community.

Produced by:

ENGAGE Art Fair is produced by Celebrate! Napa Valley, the brand identity of the Napa County Fair Association, the region's official community celebration organization whose mission is to serve the citizens of Napa County with cultural, social, and economic benefits in times of celebration as well as need. For more information about the Napa County Fair Association, visit www.CelebrateNapaValley.org or call 707.942.5111.

ENGAGE

Art FAIR

PROMOTIONAL TOOLS

Social Media Outreach/Checklist:

- **INVITE** your friends and guests individually by clicking “invite” and “choose friends” through our facebook event page <https://www.facebook.com/events/233773253697847/>
- **SHARE** direct link for TICKET Purchase here: <http://bit.ly/ENGAGE17tickets>
- **LIKE** our page on Facebook: <https://www.facebook.com/ENGAGEartfair/>
- **SHARE** (when relevant or exciting) our posts to your page so your friends can learn more about ENGAGE Art Fair.
- Follow us on Twitter: @CelebrateNV
- Follow us on Instagram: @CelebrateNapaValley
- **HASHTAG** #ENGAGEartfair #ArtsInApril #Napa #VisitNapaValley

Pre-arrival guest email suggestion:

Dear guest,

ENGAGE Art Fair is *the* Napa Valley art experience and kick-off event to Arts in April, taking place right here in Calistoga, March 31st through April 2nd. Live and unplugged, it’s a living environment of artists and creativity. Experience an eclectic array of art in all forms fused together to create an immersive sensory and interactive experience.

Uniquely Napa Valley, 11,000 sq. ft. of indoor, raw space is transformed into a gallery showroom with an avant-garde flair. The 2017 roster includes a carefully curated exhibition of artists from Napa Valley and the Bay Area in a variety of media: fine art, couture fashion, photography, jewelry design, pottery, metal, music and interior design – from abstract to representational, contemporary to traditional, and fashion to food.

The Friday Night Preview Party will transcend and inspire the senses to elevate and innovate the way we experience art altogether. At the heart of the event is a very special vignette brought together by an amazing team of rock star creatives: **The Pop-Up Lounge** designed by **RION Designs** :: showcasing **FASHION** by **JAKE Atelier + Flagship Showroom** :: **DIAMONDS** by **Scout Mandolin** :: **PHOTOGRAPHY** by **Bob McClenahan Photography** :: **ART** by **p e n e l o p e** ★. All-inclusive of bites and beverages. Bites provided by Solage. Beverages provided by Stella and Napa Valley wineries. **WHITE ATTIRE is highly recommended.** [Purchase tickets here.](#) As our guest, use code **EAF17** at checkout to save 10%.

Prepare yourself for a world of art and design. For more details, visit www.ENGAGEartfair.org. You are cordially invited to ENGAGE!

Graphics provided for your use (below and attached):

- Preview Party Invitation
- Art Fair Highlight
- Community Events Highlight
- ENGAGE Art Fair logo

PDF Entry Information

Exhibitor Name: Carlene Moore

WEN: 238747

Division: Featured Program

Class: 28 Theme Program

Title: Calistoga Christmas Faire

Description: To replace Division 28 entry

Notes:

