



Town of Yountville
"The Heart of the Napa Valley"

MEDIA RELEASE

FOR IMMEDIATE RELEASE

Date: April 5, 2017

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Subject: Artists Begin Underpass Mural Installation on April 20, 2017
Here's what to expect during the installation!

It's happening! The Yountville Town Council and Arts Commission are pleased to announce the commencement of the underpass mural project installation on April 20, 2017. After an exciting and engaging public process in 2016, the public voted for "Memory of a Tree" by LC Studio Tutto. Each of the two "The Memory of a Tree" paintings on either side of the underpass will be 94 feet wide, 12 feet tall and covering the abutments of the Highway 29 underpass and California Drive.

Mostly done in blues and browns, the imagery will demonstrate "how many of us are rooted to this land through generations," Christophel and Lacin wrote in a presentation to the Arts Commission.

Prep work for the site will begin on April 5, 2017 with power washing and painting the area with primer. The installation of the mural will begin on April 20, 2017 and will last approximately three weeks.

What to expect during the installation

The Process: The murals will be made of many layers - so as it comes together you may see colors or textures or shapes that look strange or surprising, but it's all part of the process of creating a piece that's full of life in the end. The artist will stay very true to the design, so although the path to get there may be a bit unexpected, rest assured that they will get there.

Interacting with the Artists: The Yountville Arts Commission encourages the public to view the installation in action! Installation hours will vary, but the artists will primarily work from 8:00 a.m. to 7:00 p.m. Onlookers are encouraged to take photos and use hashtag **#YVMural** on social media. The artists love it when people are curious about their work, especially when they are working. However, too many questions can interrupt their workflow. Concise questions or feedback is most appreciated. Painting murals of this size is hard work, so words of encouragement are always welcome!

Please note that the underpass is a busy traffic area, and we ask that you be aware of your surroundings.

Want to learn the history of how this mural came to be? Visit our website yountvillemural.com. Also, stay tuned for information on our mural completion and sponsor recognition event.





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