

Media Alert

FOR IMMEDIATE RELEASE

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MEDIA ALERT:

EVENT UPDATE - Reservations Now Required for Media Interviews

San Luis Obispo Museum of Art to Unveil Outdoor Mural ‘*Pacificaribbean*’ on January 9

SAN LUIS OBISPO, Calif., January 7, 2021— Due to COVID-19, adjustments are being made to the media event at the San Luis Obispo Museum of Art (SLOMA) on Saturday, January 9. All media interviews will be done individually, by outlet. Reservations now required. To accommodate, the event will now be extended an additional hour. Updated agenda below.

The San Luis Obispo Museum of Art (SLOMA) invites regional media outlets to attend the unveiling of its first-ever outdoor mural on Saturday, January 9. *Pacificaribbean*, by internationally renowned artist Juan Alberto Negroni, will cover all sides of the building and showcase a symbiotic relationship between art and nature.

Puerto Rican-born artist Juan Alberto Negroni is known for his vibrant, ecological-inspired pieces. His work has been the focus of five solo shows and is currently on display in public and private collections in Puerto Rico, United Kingdom, Argentina, Canada, Australia, Greece and the United States.

WHAT: *Pacificaribbean* is a large-scale mural on four walls of the San Luis Obispo Museum of Art. It is designed and executed by artist Juan Alberto Negroni, along with help from Cuesta and Cal Poly student assistants, and curated by Emma Saperstein.

WHEN: The outdoor unveiling will take place **Saturday, January 9 from 1pm to 4pm.**

- Photo op of painting in progress: 1pm to 1:30pm
- Individual interviews by outlet: 1:30pm to 4pm
 - **Reservation required for time slots with Executive Director Leann Standish, Curator Emma Saperstein or artist Juan Alberto Negroni.**
 - **Contact Heather@AMFmediagroup.com to reserve your interview time.**

WHERE: The San Luis Obispo Museum of Art is located at 1010 Broad Street, on the west end of Mission Plaza in San Luis Obispo, California. Media are asked to check-in on the Mission Plaza side of the building.

FOR MEDIA WHO ARE UNABLE TO ATTEND:

SLOMA will have a professional photographer onsite. On Monday, January 11, we can email a print-ready press release with images for publishing. A time-lapse video of the installation (over the creek) will also be linked.

If you are unable to attend, please contact Heather McKinney at Heather@AMFmediagroup.com to ensure you receive these materials.

COVID-19 PRECAUTIONS:

SLOMA will adhere to all state and local health ordinances. Please wear a mask and follow 6-foot social distancing protocols. A temperature check area with hand-sanitizer will be available.

“Because museums are not allowed to open due to COVID-19 orders, the mural is intended to be an outward-facing symbol of the exciting transformation happening at SLOMA,” explained Executive Director Leann Standish. “We have a new vision for 2021, with a focus on broadening our artistic inspiration. The mural will evoke a cultural realization of how San Luis Obispo relates to the rest of the world. Its meaning and sentiment allow passersby to see art in a fresh way, and we hope it excites the community and encourages a collective experience of nostalgia.”

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About SLOMA

The San Luis Obispo Museum of Art is located at 1010 Broad Street, on the west end of Mission Plaza in San Luis Obispo, California. It is a 501(c)(3) public benefit nonprofit arts organization dedicated to providing and promoting diverse visual arts experiences for people of all ages and backgrounds through exhibitions, education, creation and collaboration. Since 1967 this organization has been the beacon for the visual arts in its region. More information can be found at www.sloma.org.