di Rosa Center for Contemporary Art Debuts “Site Walk Weekends”

NAPA, CA. (August 27th, 2018) - di Rosa Center For Contemporary Art, Northern California’s premier destination for transformative encounters with contemporary art, is excited to announce “di Rosa Site Walk Weekends.” di Rosa Site Walk Weekends begin Labor Day Weekend and will, for the first time in di Rosa’s history, allow guests to self-guide the entirety of the galleries and grounds.

“This is monumental for di Rosa,” says Robert Sain, Executive Director of di Rosa. “Visitors have always been able to see di Rosa’s grounds and collections with the accompaniment of a tour guide, but many have longed to explore the grounds at their own pace, and make the experience truly their own. di Rosa Site Walk Weekends allows this, and opens up di Rosa’s art and historic property to a whole new level of guest experience.”

Until now, visitors and guests to di Rosa have experienced self-guided access to the galleries and guided access only to the Sculpture Meadow and Courtyard. With the launch of di Rosa Site Walk Weekends, visitors will now be able to wander the grounds unaccompanied, exploring the Sculpture Meadow, Courtyard, and Olive Grove, in addition to Galleries 1 and 2. Visitors will also be able to enjoy the scenic walk alongside Winery Lake (approximately .5 miles one-way), or take the shuttle that travels between stops at the galleries and Courtyard in 15-minute intervals.

di Rosa Site Walk Weekends build on the success of di Rosa’s “No Reservations” campaign, which launched this past June. No Reservations allowed guests, for the first time, to self-guide through Galleries 1 and 2, without the need for a guided tour. Guests taking advantage of No Reservations were still, however, unable to visit the Sculpture Meadow or the Courtyard and were required to take the shuttle service to travel between galleries.

No Reservations was a major step forward for di Rosa’s vision and transformation from a private collection to a public institution. di Rosa Site Walk Weekends continue that transformation, allowing guests to experience the grounds and art in a multitude of new, different, and personal ways.

“di Rosa Site Walk Weekends signal a critical step toward expanding the organization’s approach to providing transformative encounters with contemporary art,” says Amy Owen, Curator at di Rosa. “We’re thrilled to offer the public more opportunities to engage with di Rosa’s rich holdings of Northern California art - many recently restored - and to freely traverse the landscape that has been the site and inspiration for pivotal works of art.”

With the launch of Site Walk Weekends, di Rosa will introduce a new re-admission ticketing policy, building off the new admissions structure introduced with “No Reservations.”
admission, guests will now be able to leave and re-enter on the same day of purchase. Guests will also continue to be able to choose between self-guiding and taking a guided tour at no additional cost. General Admission is $18 for adults, $15 for seniors, military, educators and students, and is free to members, anyone age 17 or under and—for the first time—college and university faculty. Select educational programs, such as Amuse Bouche, are free with admission.

di Rosa Site Walk Weekends are offered Fridays, Saturdays, and Sundays from 10 AM to 4 PM from August 31 until October 28th, 2018. For more information, visit dirosaart.org.

ABOUT DI ROSA CENTER FOR CONTEMPORARY ART

di Rosa Center for Contemporary Art presents contemporary exhibitions and educational programs for all ages and maintains a permanent collection of notable works by artists living or working in the San Francisco Bay Area from the mid-twentieth century to the present day. A wide range of styles, media, and subject matter provides an overview of the creative energy and freedom to experiment that characterize this region of California. Protected in perpetuity under the Napa County Land Trust, di Rosa features multiple galleries, a sculpture park, and a 35-acre lake, all located on 217 scenic acres in Napa Valley’s famed Carneros region. For more information, visit dirosaart.org.

CONTACT

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