



di Rosa



Media Contacts:

di Rosa: Erik Williams

erik.williams@dirosaart.org / (707) 226.5991 x34

Zapolski Real Estate: Alfred Leach

alfred.leach@leachadvisors.com / (203) 722-0923

**di ROSA AND FIRST STREET NAPA TEAM UP TO CELEBRATE THE ARTS
WITH INSTALLATIONS PLANNED IN DOWNTOWN NAPA**

New “Artist Alley” at First Street Napa will Showcase Acclaimed Artists
with Immersive and Fun Cultural Experiences

NAPA, CA, March 16, 2022 – di Rosa Center for Contemporary Art and First Street Napa, the Napa Valley’s premier destinations for residents and visitors, today announced a collaboration to celebrate and feature artists who inspire the distinct culture of Napa Valley and the Northern California region. di Rosa will lend artwork and sculpture for display at First Street Napa’s new “Artist Alley,” which will make its public debut this spring.

“di Rosa’s mission is to engage deeply with the community through our collection, and we are thrilled to do this in collaboration with First Street Napa,” said Andrea Saenz, di Rosa’s Deputy Director. “Timing for this couldn’t be better, as di Rosa enters its 25th year of serving the public.”

di Rosa’s collaboration with First Street Napa will begin with the lending of large-scale sculptures from its permanent collection for prominent display at Artist Alley. Future plans are in the works for immersive outdoor programs and events.

“Our relationship with di Rosa Center for Contemporary Art fulfills a long-standing vision to make First Street Napa a community-centric destination that celebrates our local artists and culture and enriches the visitor experience for the thousands of guests who travel to Napa every year,” said Todd Zapolski, principal & founder, Zapolski Real Estate. “Our new Artist Alley showcase will feature exceptional artistic installations that

will be tightly integrated with the outstanding dining, wine tasting, shopping and lifestyle experience that First Street Napa is known for.”

Artist Alley will provide Napa residents and visitors alike with an immersive experience that features murals, sculpture, film, and interactive digital media from acclaimed local artists and leading museums.

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. 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 that are protected in perpetuity under the Napa County Land Trust. di Rosa Center for Contemporary Art is located at 5200 Sonoma Highway, Napa. The campus is open to the public Friday to Sunday from 11 AM to 4 PM. For more information visit www.dirosaart.org.

About First Street Napa

First Street Napa is a 325,000-square-foot mixed-use property that spans three city blocks in the heart of downtown Napa and features Napa’s top independent artisan retailers, popular national retail brands, exceptionally designed landscaping and seating areas, and locally curated art installations in its new Artist Alley that appeal to visitors of all ages. The property was developed by Zapolski Real Estate LLC in cooperation with Trademark Properties as part of its vision to create an immersive destination experience for cultural enrichment, shopping, wine tasting, lifestyle, hospitality, and dining. Visit www.firststreetnapa.com and follow @FirstStreetNapa on Facebook, Instagram, and Twitter for complete details on other opening activities and special events.