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Raymond James Gasparilla Festival of the Arts Kicks-off 50th Anniversary with Commemorative Logo & Historic Announcement of Juror from NYC's Museum of Modern Art

The festival will move to Julian B. Lane Riverfront Park in 2020

TAMPA, Fla. (Sept. 5, 2019) – In a move designed to celebrate its 50th anniversary, Gasparilla Festival of the Arts, Inc. (GFA) unveiled a commemorative logo mark and the Festival Juror for the 2020 Festival taking place February 29th – March 1st. This 50th anniversary event also marks the Festival's first year at the new Julian B. Lane Riverfront Park in Downtown Tampa.

GFA officials unveiled the logo and festival juror at the Straz Center during this year's Volunteer Kick-Off Party for partners, supporters, and volunteers. GFA is managed entirely by volunteer organizers during its 50-year tenure in Downtown Tampa.



The logo mark takes inspiration from the characteristics for which the Festival is known: Vibrant, Bold, Passionate, Committed, and Memorable.

The inaugural Gasparilla Festival of the Arts featured a juror from the Museum of Modern Art (MoMA) in New York City. In keeping with that history, GFA officials announced **Paul Galloway, Collection Specialist of Architecture and Design, at MoMA** as its Festival Juror for the 50th Annual Festival. Mr. Galloway coordinates the growth and management of the museum's collection. A regular speaker at museums, conferences, and universities, Mr. Galloway has made the celebration of art and design a personal mission. In addition to his position at MoMA, Mr. Galloway teaches Art History at the City University of New York and has been awarded research grants from the Art Matters Foundation and the Robert V. Storr Research and Travel Fund. "We are honored to have Paul Galloway as our Festival Juror. A juror of his caliber, coming from MoMA, is a prestigious highlight for our vibrant festival and a perfect way to mark our 50th year," said John Scheffel, President of the Board of Directors.

One of the premier juried outdoor festivals in the United States, the Festival has changed locations several times during its 50-year history, each move a reflection of Tampa's evolution as a city and GFA's support of new initiatives. Our new home at Julian B. Lane Park, 1001 N. Boulevard in Downtown Tampa, allows the festival to enhance and expand activities as part of its 50th anniversary celebration and beyond. It will also improve accessibility and convenience for artists showcasing and selling their work.

In keeping with its reputation as one of the nation's top outdoor art shows, GFA will continue to feature a diverse collection of artworks from some of the most talented national and international artists. More than \$75,000.00 will be awarded by the Festival juror, including the \$15,000.00 Raymond James Financial Best of Show Award. More than 250 artists and thousands of visitors attend the Festival each year.

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The Gasparilla Festival of the Arts is a 501(c)(3) non-profit corporation dedicated to producing an annual, premier juried outdoor art festival for the enjoyment and education of patrons, artists and guests as well as for the enhancement of the Tampa Bay area's cultural arts. The non-profit organization relies on support from sponsorships, on-site retail sales and corporate and individual gifts to fund its programs and events.