



## PRESS RELEASE

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# Dominion Riverrock announces new 'RVA Plein Air Paint Off' event for 2017 festival

## Event will showcase work of popular Richmond artists during festival

RICHMOND, VA – A new challenge will take place at this year's [Dominion Riverrock](#) that promises to add a major splash of color to the festivities: Riverrock's first-ever 'RVA Plein Air Paint Off,' set for Saturday, May 20. During the paint off, 10 popular Richmond artists will have four hours to create a work of art that will be judged and showcased before being made available for sale on Sunday, May 21. Dominion Riverrock is partnering with Glave Kocen Gallery and renowned local artist Matt Lively to put on the event.

While the challenge is taking place, the artists will be scattered all over the festival grounds, creating plenty of viewing opportunities to see the competitors at work as their paintings come to life. Artists scheduled to compete include Ed Trask, Matt Lively, Hamilton Glass, Greig Leach, Andras Bality, Amy Smith, Nico Cathcart, Linda Hollett-Bazouzi, Vincente Gonzalez, and Mickael Broth.

"To share even a sample of our robust art community with patrons of Dominion Riverrock who may not be familiar with these artists and Richmond's thriving art scene will be very rewarding," said BJ Kocen of Glave Kocen Gallery. "I also really hope that after seeing this competition, people will be inspired to get outside and paint! I think the artists will get caught up in the challenge and will really pull out all the stops to be Richmond's first Paint-Off Champion."

A canvas size of 30"x40" for all competitors will create an additional challenge for the artists during the time window, as most plein air painters work on a much smaller scale. With diverse styles and processes, the paint-off promises to be thrilling, inspirational, and educational all at the same time and will present a unique challenge to participating artists.

"An outdoor studio is a physically demanding scientific field study where something wonderful gets made from nothing," said Matt Lively. "It will be very exciting for the participating artists in the first RVA Plein Air Paint-Off! It is an honor to be a part of this, and I feel like I have been training for it for years."

"Dominion Riverrock places a strong emphasis on art and its association with outdoor lifestyles. It's part of the ethos of the festival and an important piece of our culture here in Richmond," said Megan Schultz, event director for Dominion Riverrock. "We are excited to introduce the RVA Plein Air Paint Off, and we're excited to work with Glave Kocen, Matt Lively, and a talented group of artists for this competition."

The RVA Plein Air Paint Off will take place from 12:00pm-4:00pm on May 20, with the sale time on the following day still to be announced. Dominion Riverrock is set for May 19-21, 2017 and is open to the public and free to all spectators. For more information, visit [www.dominionriverrock.com](http://www.dominionriverrock.com).

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### **About Dominion Riverrock**

Dominion Riverrock, organized by Venture Richmond and Sports Backers, began in 2009 and is now the nation's premier outdoor sports and lifestyle festival, bringing athletes, spectators, musicians, and even dogs to Brown's Island for a three-day festival against the backdrop of downtown Richmond's urban riverfront. The festival features a variety of outdoor sports including trail running, kayaking, biking, bouldering, slacklining, stand up paddleboarding, and dog jumping. The event was designed to promote Richmond's unique riverfront, downtown trails, and whitewater rapids to outdoor enthusiasts. As a result of the creation of Dominion Riverrock, there is a stronger appreciation for the value of outdoor recreation throughout the entire Richmond region. Learn more about the festival at [www.dominionriverrock.com](http://www.dominionriverrock.com).