



NEVADA'S FIRST INTERNATIONAL ART FAIR INCLUDES STRONG LOCAL MUSIC PRESENTATION

80 regional musicians to perform throughout the Reno Tahoe International Art Show weekend events this September

June, 2022 (Reno, NV) - The Reno Tahoe International Art Show (RTIA Show), taking place September 8-11, 2022 at the Reno-Sparks Convention Center, will be the first ever international art fair in Nevada and will anchor a large scale city to lakeside celebration of art, design, film and music in Reno Tahoe. As part of a broader vision that seeks to lift Reno Tahoe onto the national stage as an arts and cultural center, the event will showcase 80 regional musicians throughout the weekend events.

"Over time, and with a strong musical presence, we anticipate a region-wide impact much like South X Southwest had on Austin" commented Briana Dolan, COO of the RTIA Show.

Unlike many art fairs in the US, the RTIA Show will showcase 200+ curated regional artists and bespoke furniture designers as part of a central 'Heart of Reno' feature, presenting over 1,000 pieces of original fine artworks never before seen outside of Northern Nevada. Showcased in the adjacent ballrooms will be 40+ national and international galleries presenting the works of renowned artists from around the world.

The RTIA Show will present regional art organizations with pavilions representing UNR School of the Arts and the John and Geraldine Lilley Museum of Art, Truckee Meadow Community College, Sierra Watercolor Society, Latimer Art Club, Tahoe Art League, The Generator, Holland Project, and Sierra Arts Foundation, with a space sponsored by Renown. The show's features, including an indoor/outdoor sculpture walk with installations from this year's Burning Man, a First Nations, Indigenous Peoples art pavilion, short film programming curated by Cordillera International Film Festival, a neon exhibit and silent auctions benefitting the Eddy House and Stacie Mathewson Behavioral Health & Addiction Institute join locally sponsored bars and ongoing live musical performance to create a lively, fun environment unique to the region.

"I am stoked to have such a great opportunity with RTIA, to showcase the quality of musicians living and performing in our city and region," said RTIA Music Director Remi Jourdan, Founder

of Tunetrax. “Attendees will enjoy musicians, bandleaders, composers and music producers, performing traditional and progressive jazz and blues, classical music, brass bands, acapella, Improvisations, Latin, reggae, world, pop and folk.”

To celebrate the launch of this inaugural event, the RTIA Show will host the Opening Night Concert Friday, September 9 at Cargo Concert Hall featuring the musical talent of the Reno All-Star Collective, a 10-piece band composed of some Reno Tahoe's finest coming together to perform the music of Stevie Wonder, Amy Winehouse, James Brown, Jon Batiste, Jimi Hendrix, Al Green, The Skatalites, and original music exclusively for the RTIA Show- and for one night only. The concert will kick off with special guests from San Francisco's Jazz Mafia, an eclectic artist collective of accomplished players in Electro, Hip-Hop, World, Classical, and Jazz.

The RTIA Show officially opens the evening before with a VIP Preview event Thursday, September 8 featuring the Reno Jazz Syndicate Big Band's 17 musicians conducted by Tristan Selzler. Open to the public, show hours are 10am-6pm Friday, September 9 and Saturday, September 10 and 10AM-4PM on Sunday, September 11. Two stages will be activated during show hours with musical performances in solo, duo, trio and quartet. Daily, Weekend and VIP tickets are now available at www.RTIAshow.com and include the option to purchase discounted tickets to the Opening Night Concert and Saturday night Awards Gala, which includes live performance by Reno Modern Brass. The RTIA Show invites designers, architects, art consultants, collectors and art enthusiasts to take part in this exciting event and the overarching Creative Movement igniting in Reno Tahoe.

The media can reach out to Briana Dolan, with any questions about the event or to set up an interview. Please contact her at bdolan@rtiashow.com.

About RTIA Show

Created as a pillar of the Reno Creative Movement by founders Kevin O'Keefe, former Executive Vice President of Emerald Expositions and Director of ICFF and his daughter Briana Dolan, former Director of Communications for hospitality design giant Adam Tihany, the Reno Tahoe International Art Show is Northern Nevada's first international art and design show. In a changing world, the father-daughter team aims to anchor a significant fine art, design, film and music event in Reno Tahoe with the broader vision to lift the region as a nationally recognized destination for art and culture. The inaugural RTIA Show runs September 8-11 at the Reno-Sparks Convention Center with hospitality presented in partnership with Atlantis Casino Resort Spa.

About Tunetrax.com

Tunetrax is a music tech startup from Reno, Nevada. Tunetrax developed a digital music platform offering a one-stop shop for artists to build their Electronic Press Kit, upload and share their songs, videos, photos, blogs, newsletters and upcoming shows with music fans.

Music fans discover artists making new music. <https://tunetrax.com>

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