



## Press Release

For Immediate Release

### Watsonville Art Wall Launches with Interactive Outdoor Movie Premier "Migration Stories: The Distance from Me to You"

February 18, 2016: Watsonville, California. Today, Peter and Lisa Mackeonis announced the launch of the Watsonville Art Wall (WAW), a massive 4,000 sq. ft. canvas located in the center of historic downtown Watsonville. This inaugural event on WAW, the first wall on the Monterey Bay to be dedicated to ever-changing public art. will be the Friday, March 18 (7:30pm) premier of "[Migration Stories: The Distance from Me to You](#)" by artist, photographer, professor and filmmaker, Robin Lasser. This unique triptych documentary event will juxtapose bird migration to the migration of people, by combining a central main 'screen,' with fifteen people from twelve countries describing their journeys to the greater Bay area, with a projection on either side displaying imagery from nature, to show global rhythms and commonality. At the end of the showing, there will be time for the audience to share their own stories, projecting their live image and audio in real time.

The Watsonville Art Wall (WAW):

[WAW](#) is part of Watsonville's Revitalization Program, designed to help elevate the city through creative and rotating murals and art installations. WAW is a 125 ft. by 30 ft. wall located on the *Petroutsas* family building at 347 Main Street (opposite *El Altono* restaurant, and across from the plaza) within the grassy park. [Arturo Thomae](#), an Aptos-based muralist whose work can be seen just about everywhere in Santa Cruz County, as well, as Monterey County, is WAW's lead artist, will be painting a permanent *Trompe-l'œil* border on each side of the wall, which will serve as a frame for the 'canvas' in between. The March 11 film event will kick off a series of events and art installations there.

The Filmmaker:

[Robin Lasser](#), a San Jose State University Photography professor and filmmaker, has exhibited her work nationally and internationally in Argentina, Canada, China, Japan, Los Angeles, New York City, Prague, Russia, San Francisco and San Jose and is currently the U.S. Project lead and a participating artist in a cross-cultural art exchange between Russia, Iran, India and the United States.

Peter and Lisa Mackeonis:

Peter and Lisa Mackeonis operate the internationally acclaimed [London Art Wall](#), in London, England, which has featured works by both international and local street artists, as well as, promotions for international charities. They have lived in Watsonville since 1998.

The Event:

The film premier on Friday, March 18<sup>th</sup> at 7:30 P.M. on WAW is a free event, so the public is invited to bring a chair, blanket and food and drink (no alcohol please) to the park and enjoy the show. People should arrive early if they wish to purchase food across the street at the Watsonville Farmer's Market, or bring a favorite ethnic food to share.

Part of a Larger Project:

This event is part of [Pajaro Valley Arts Gallery's](#), "Immigration, Borders, Boundaries and Beginnings," exhibit, which will show March 2<sup>nd</sup> to April 17, 2016. Lasser's film is the first of two, the second being, "Migratory Cultures: Mapping the Distance from Me to You," which will show at the Pajaro Valley Art Gallery March 20, 2016 at 7:30 P.M. Lasser's project will go on to be shared with audiences in San Jose, San Francisco and Bangalore, India.

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