



**2D4D**  
7080 SW Tierra Del Mar Drive  
Beaverton, OR 97007  
www.2D4D.org  
760-518-8578  
contact.2d4d@gmail.com

June 18, 2021 **For Immediate Release**

Media Contact: Raziah Roushan, Board President, 2D4D  
(760) 518-8578 or contact.2d4d@gmail.com

#### Photos / Files



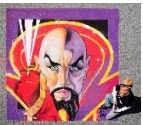
Jennifer Rippassa  
chalking 2019 La  
Strada, pic by  
Wayne Renshaw



Jennifer Rippassa  
chalking 2019 La  
Strada, pic by  
Wayne Renshaw



Joel Yau chalking,  
image supplied by  
artist.



Joel Yau chalking,  
image supplied by  
artist

## Bringing Art to the People

In honor of the 500-year old tradition of Italian street painting wherein artists draw publically for the masses, 2D4D's La Strada dei Pastelli is an immersive experience into the creative process. On August 13 and 14, 2021 seven professional chalk artists, including Jennifer Rippassa will have just 48 hours to complete large-scale images; averaging 10'x10'. When asked, Jennifer said that "...several years ago, [I] discovered the thrill and challenge of creating on the pavement before a live audience." Street painting allows her to travel around the country sharing this deep passion. "Street painting is the freedom to create whatever I want. It's an adventure; an impermanent form of art where a battle against the elements, heat, cold, wind and rain, is never-ending" she added. Which is exactly what this event is designed for.

The chalk artists lineup also includes Jolene Russell, Carrie Dziabczenko, Jessie Queen, Joel Yau, Sharyn Chan, and 3D design team Shelley and Dave Brenner. Joel says he "takes his passion for street painting around the world, participating as a featured artist in festivals across North and Central America, Europe and Asia." Joel manifests his drafting skills from being an Art Director into the large format(s) of street painting. He delights audiences far and wide with his colorful, hyper-realistic portraits that practically jump off the asphalt. Joel credits his travels to urban and rural events, much like La Strada as a source of "boundless inspiration", and uses these opportunities to "give back to the community through his various artistic pursuits."

This year, 2D4D is pairing with Beaverton Night Market to create an even more culturally-diverse event for the region at large. The two festivals will be bridging their respective themes together as they take over SW 1<sup>st</sup> Street in the heart of downtown Beaverton, Oregon. This event is free and open to the public. Please visit [www.2D4D.org/la-strada](http://www.2D4D.org/la-strada) and/or [www.BeavertonOregon.gov/NightMarket](http://www.BeavertonOregon.gov/NightMarket) for more information.

**What:** La Strada dei Pastelli Chalk Artists featured at Beaverton Night Market in heart of downtown Beaverton, Oregon is an immersive, large-scale street painting experience wherein professional artists create larger-than-life, bold images directly on the ground for all to watch. The weekend will also feature live performance by local musicians and spoken word artists. The event is FREE and open to the public. Visit <https://www.2d4d.org/la-strada/> and/or [www.BeavertonOregon.gov/NightMarket](http://www.BeavertonOregon.gov/NightMarket) to learn more.

**When:** August 13-14, 2021; 4:00-10:00pm each day

**Where:** Along SW 1st Street between SW Watson to SW Betts, in downtown Beaverton, Oregon.

**Cost:** Free to attend. Limited entry. COVID safety guidelines followed. Advanced registration link at <https://www.2d4d.org/la-strada/>

**About 2D4D**

2D4D is a nonprofit arts organization working to strengthen the region's creative impact by helping artists and arts-leaders in the 2-dimensional and 4-dimensional (time-based) fields achieve greater potentials both individually and collectively. We believe that it is through our collective voice, works, and actions that the arts inspire, provoke, enhance, and contribute to the emotional and economic wellbeing of our region. 2D4D does this by providing free and low-cost classes, workshops, networking events, exhibition and performance opportunities each designed to expose the value, function, and necessity for social diversity and dialog. This is only possible by bridging interaction between the arts and non-arts communities to recognize that each supports the other. [www.2d4d.org](http://www.2d4d.org)

**About Beaverton Night Market**

The Beaverton Night Market is a project of the city's Diversity Advisory Board, which has a primary role in planning and hosting the market each year. The concept is an original action item from the "Economic Opportunity" section of the Diversity, Equity & Inclusion Plan and has since been adopted into the Beaverton Community Vision as well. The first Beaverton Night Market debuted in Sept 2015 as a part of the city's Welcoming Week and later grew to two larger summer events.