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Description automatically generated with medium confidence**Contact: Rebecca Gruss**

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**VALLEY ART CENTER ANNOUNCES PLANS FOR 40TH ‘ART BY THE FALLS’ FESTIVAL DURING MAIN STREET BRIDGE CONSTRUCTION IN CHAGRIN FALLS**

*Full weekend of events showcasing work from over 130 artists, live music, family fun and more will continue during bridge construction*

**CHAGRIN FALLS, OH (December 15, 2023)** - Valley Art Center is thrilled to announce the 40th Art by the Falls festival, a highly anticipated fine art and contemporary craft event that draws art enthusiasts from across the United States, will continue to take place in June 2024 in Chagrin Falls but will be temporarily relocated due to the Main Street bridge reconstruction. Previously held at Riverside Park, the festival this year will take place on Saturday, June 8th from 10 am to 7 pm and Sunday, June 9th from 10 am to 4 pm at Cleveland Metroparks Polo Field at 41324 S Woodland Rd in Chagrin Falls.

With sufficient parking, traffic flow access, a large open space for artists to display and sell their work, and just down the road from downtown Chagrin Falls, the Cleveland Metroparks Polo Field in the South Chagrin Reservation was selected to host the festival during this construction period. To highlight and ensure a continued connection to downtown Chagrin Falls in support of residents, local merchants, and festival goers, Valley Art Center is arranging for trolley services to run from the Polo Field to downtown Chagrin Falls throughout the festival hours. “We understand the positive financial impact Art by the Falls has on local merchants and we wanted to make sure to continue that positive impact by providing ongoing trolley services to downtown,” says VAC Executive Director, Bec Gruss. “With the number of visitors to the festival and the even more limited parking and traffic flow challenges due to the construction, we needed to find an answer that was a win-win for everyone involved and we think we’ve done that.”

Valley Art Center Board of Trustees dedicated substantial thought and energy to ensure the best outcome for everyone involved including artists, community members, merchants, and visitors. Recognizing the disruption of the Main Street bridge reconstruction in downtown Chagrin, the Board seeks to limit additional challenges to village parking and traffic flow during the festival. This decision is intended to alleviate stress for those accessing local merchants, emergency services and residential neighborhoods. Past years’ festivals have averaged 15,000-20,000 visitors over 2 days. This annual festival has been a critical part of the mission of Valley Art Center to support artists and the community for the last four decades, bringing artists, art buyers, art appreciators and families together through the power of art. Ensuring this tradition and mission continues uninterrupted was of highest importance for the community.

Art by the Falls showcases over 130 artists from around the country, including painters, potters, jewelers, sculptors, photographers, and other fine artists. The festival is a wonderful opportunity for art enthusiasts and collectors to discover and purchase new and unique works. Art by the Falls also offers culinary delights, live music, a community art project, an art raffle, an engaging Kids’ Pavilion, and fun surprises throughout the park.

As a non-profit community art center, VAC produces Art by the Falls as part of its mission to enrich and inspire the community through meaningful visual art education, exhibitions, events, and partnerships. Be sure to treat yourself or a loved one by signing up for an art class or workshop while exploring the festival, as well as the newly re-imagined Valley Art/Shop.

Contact the Valley Art Center at 440-247-7507 or [valleyartcenter.org](https://www.valleyartcenter.org/) for further details.

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**About Valley Art Center**

Valley Art Center is member supported and receives additional support through Cuyahoga Arts and Culture, the Ohio Arts Council, and several other organizations and individuals. Located at 155 Bell Street, VAC is the hub of the visual arts in the Chagrin Valley, providing local communities with art classes, exhibitions, and art shopping for over 50 years. Each year, VAC offers over 400 classes, workshops and summer camps for students, from children to seniors, who range from beginner to seasoned professional. The Valley Art/Shop and galleries host hundreds of unique original pieces of art for sale, from functional to flashy, at a wide variety of price points.