LAGUNA ART NIGHT

LAGUNA BEACH EST. 1927

CENTENNIAL EDITION 2027

Art first. Opportunity for all.

VIP previews. New collectors. A vibrant evening for local business.

PROPOSED SATURDAY EVENING / JUNE 2027



Galleries lead the evening.

A private VIP preview before doors open to the public, with artist introductions, featured exhibitions and personal collector conversations.

The opportunity
Art sales, new buyers and relationships that lead to future viewings and purchases.

More discovery. More local spending.

A shared gallery map connects art with dining and shopping, helping visitors explore more businesses, stay longer and return.

Centennial concept for Lauren Ezell and Joanne, Visit Laguna Beach.

LAGUNA ART NIGHT

The Promenade comes alive.



Small bites. Bigger opportunities.

Restaurants feature small bites and event menus that lead into dinner reservations. Shops can extend their hours; hotels can invite guests to make a night of it. The goal: more dining, shopping and overnight spending.

Music. Sand. Chalk. Live.

Live music, sandcastle creation and 3D chalk drawing join artist appearances, live painting and sculpture demonstrations, creating reasons to explore the galleries and linger on the Promenade.

Build excitement. Bring people in.

A coordinated social campaign reveals artists, VIP previews, restaurant bites and entertainment. Shared reels, partner posts and hotel outreach build anticipation and guide visitors to the event map and reservations.

Let's shape a memorable Centennial evening together.

Contact Robert & Greg | info@lbartagency.com

Proposed concept. Date, participants, programming and City approvals to be confirmed. Concept imagery.