

WATERFIRE PROVIDENCE

– CREATIVELY TRANSFORMING OUR CITY



FOR IMMEDIATE RELEASE

Tuesday, March 28, 2023

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WaterFire Providence Announces the Opening of the WaterFire Accelerate @ UNFI Café Gallery In Partnership with the UNFI Cafe PVD on Iron Horse Way



Providence, RI WaterFire Providence announces the opening of the [WaterFire Accelerate @ UNFI Café Gallery](#) at the UNFI Café PVD location on 311 Iron Horse Way. The exhibition will open on Monday, March 27, 2023, at 12:00 p.m. and will be open daily during the café's operating hours Monday through Friday from 7:30 a.m. to 2:30 p.m. throughout the year.

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"WaterFire is excited to work with UNFI to create another opportunity for our Accelerate cohort to exhibit and sell their art while also adding another accessible art experience for the Valley neighborhood." says Peter Mello, Managing Director + coCEO. Barnaby Evans, founder and Executive Artistic Director + coCEO, adds that the collaboration is a "wonderful extension of our larger mission to bring art to the community."

The gallery will showcase WaterFire Accelerate artists past and present including [Denzel Amoah '23](#), [Julio Berroa '22](#), [Justin DeGraide '23](#), [Sydney Sousa '22](#), and [Elijah Trice '23](#). There will be a variety of mediums represented throughout the exhibition including photography, 3D media design, paintings with oil and acrylic, as well as some mixed-media pieces. To reflect the ongoing partnership between UNFI and WaterFire Providence this exhibition will be continuously rotating throughout the year with all work being available to purchase through the WaterFire website.

UNFI Café PVD General Manager, David Scanlan, emphasized the importance of being a good neighbor by saying, "UNFI is excited to work with our neighbors in the Valley, WaterFire Providence, and their WaterFire Accelerate program to support local artists and display their work at the café."

WaterFire Accelerate is a year-long professional development program for emerging artists under 30 that is specifically designed to provide access to resources that will further participants' creative careers. WaterFire Accelerate engages young artists in areas outside the traditional art school experience through a series of meetings, workshops, site visits, and discussions. Professionals in the field share their experiences and learnings in open discussions where topics involving best practices, self-representation, marketing, finance and taxes, and technology surrounding art are explored. Each cohort represents the Providence community and is diverse in both the makeup of participants and their chosen mediums

To learn more about this exhibition and the WaterFire Accelerate program please visit waterfire.org/unfi-gallery & waterfire.org/accelerate.

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About WaterFire Providence

WaterFire Providence® is an independent, 501(c)3 non-profit arts organization whose mission is to inspire Providence and its visitors by revitalizing the urban experience, fostering community engagement, and creatively transforming the city by presenting WaterFire for all to enjoy. Each year nearly 1 million people come to downtown Providence to experience WaterFire spending over \$114,000,000 to the local economy, generating over \$9,000,000 of direct tax revenue for the State of Rhode Island and supporting 1,294 jobs for community residents and strengthening Providence's Creative Capital and Rhode Island's State for the Arts brands. For information about WaterFire Providence and the WaterFire Arts Center visit <https://waterfire.org/>

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About the WaterFire Arts Center

WaterFire Providence purchased the building that would become the WaterFire Arts Center in 2012 and began rehabilitation for the vacant, historic, industrial building in the underserved Olneyville/Valley neighborhood of Providence. The 37,000 sq. ft. multi-use arts center has become WaterFire's first permanent home in the community and serves as its headquarters, production complex, and a multi-purpose arts venue as well as a social enterprise platform strengthening the organization's long-term financial sustainability. Exhibitions presented at WaterFire Arts Center will further the organization's agenda of providing arts and culture opportunities and experiences for all, regardless of social, cultural, or economic background. For more information about the WaterFire Arts Center including rental inquiries, please visit: <https://waterfire.org/wfac>

About UNFI

UNFI is North America's premier grocery wholesaler delivering the widest variety of fresh, branded, and owned brand products to more than 30,000 locations throughout North America, including natural product superstores, independent retailers, conventional supermarket chains, ecommerce providers, and food service customers. UNFI also provides a broad range of value-added services and segmented marketing expertise, including proprietary technology, data, market insights, and shelf management to help customers and suppliers build their businesses and brands. As the largest full-service grocery partner in North America, UNFI is committed to building a food system that is better for all and is uniquely positioned to deliver great food, more choices, and fresh thinking to customers. To learn more about how UNFI is Fueling the Future of Food, visit www.unfi.com.