

FOR IMMEDIATE RELEASE

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**New Serafina Coffee Shop on 7th Avenue
Meaningfully Unites Local Businesses
with Local Teen Artists**

Grand Opening to Take Place September 27th at 9:30am

PHOENIX, Ariz. – (September 20, 2019) Phoenix Center for the Arts is proud to announce an exciting collaboration with **Local Studio** and **Serafina Coffee Roasters**, all of whom collaborated on the newest Serafina location at Seventh Street and Fillmore.

Long before coffee shops were pervasive on every block, owner **Damian Serafine** was learning his trade as a barista in the 90's at the first valley coffee shop, Coffee Plantation. He opened his first coffee cart in the Valley in 1994 and, since then, has added several coffee concepts to his resume, including One Coffee Co. and the original Serafina Coffee Roasters location at The Luhrs Tower. Damian's second Serafina Coffee location, which celebrates its opening with a ribbon cutting on Friday, September 27th at 9:30am, expands on Serafine's mission to provide hand roasted coffee at fair price, while creating a community focused gathering space.

Local Studio – known for community focused innovative design-build projects – was seeking an opportunity to engage the neighborhood arts community in a meaningful, lasting way. Enlisting the support of developers Howie Cassett and Keith Ricker, who offered a \$5000 donation to Phoenix Center for the Arts' Teen Artist Guild to create a mural for the building's roof. The young artists, and muralist guide Lalo Cota, were commissioned for the project. The donation will be presented at the Grand Opening on September 27th.

The building features a technology driven mirrored stainless steel canopy floating over the roof. Over 500 individual steel pieces reflect the mural casting shadows that change with the light throughout the day.

"We hope this building becomes a gathering spot the neighborhood is proud of," says Local Studio Founder Brian Stark. "This project demonstrates art doesn't have to be static. By incorporating the environment, the user experience is unique and continuously changing."

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Serafina states, “From inception this was a collaborative effort with a singular vision: a one-of-a-kind placemaking space, showcasing community talent, great coffee, and an experience that changes each hour.”

“It’s incredible to have community partners that value creative and artistic development as a means of community growth,” says Phoenix Center for the Arts CEO Lauren Henschen. “By engaging our Teen Artist Guild, Local Studio and Serafina have provided a meaningful professional development opportunity for several young community artists, who are just getting started on their creative journey. The funds provided by Local Studio allowed us to not only provide our teen artists with an honorarium for their work, but will also enable our organization to continue funding great programs like the Teen Artist Guild throughout the year. That’s an amazing impact with a wonderful ripple effect throughout the community.”

Program Facts

Event: Serafina Coffee Roasters Grand Opening

Date: September 27, 2019

Time: 9:30am

Where: 522 N 7th Avenue, Phoenix, AZ 85007

About Phoenix Center for the Arts and Central Arts Alliance

Phoenix Center for the Arts is a Central Arts Alliance facility located adjacent to Hance Park, at 1202 N Third Street in Downtown Phoenix. Central Arts Alliance is a 501(c)3 nonprofit organization, providing arts and culture opportunities for all through education, programming, and advocacy. Phoenix Center for the Arts is proud to be a facility of and supported by the City of Phoenix Parks and Recreation Department. Phoenix Center for the Arts is supported in part by an award from the Arizona Commission on the Arts, an agency of the State of Arizona. Partial funding provided by the Phoenix Office of Arts and Culture through appropriations from the Phoenix City Council.

About the Teen Artist Guild

The Teen Artist Guild (TAG) provides a forum for teens to explore visual arts career paths, and create their own path to a thriving career as an artist. Teens will meet guest artists from the professional art world, attend lectures and tours, try out new art methods, network, and learn how to market their artistic skills. Monthly meetings, including the guest artist lecture series, will be held at Phoenix Center for the Arts on every Third Saturday, unless posted otherwise on the TAG Facebook page. Additional workshops, classes, or art shows may be offered throughout the year.

Info: phoenixcenterforthearts.org

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