



Explore Gwinnett Announces Inaugural 'Not Your Mother's Art Fest'

Unique Celebration of Nontraditional Art Styles and Unconventional Creativity, Held in Partnership with the City of Lawrenceville and Slow Pour Brewing Company

GWINNETT COUNTY, Ga. (October 16, 2024) – [Explore Gwinnett](#), Gwinnett County's official tourism organization, today announced the inaugural '[Not Your Mother's Art Fest](#)' in conjunction with 2024 Artober Gwinnett. Taking place Friday, October 18, from 6 to 10 p.m., Not Your Mother's Art Fest is a one-of-a-kind celebration of nontraditional art styles and unconventional creativity. A tribute to art that defies expectations, this free festival held in partnership with the City of Lawrenceville and Slow Pour Brewing Company blends the unusual with the unexpected into a vibrant, family-friendly, immersive experience.

"We look forward to Artober Gwinnett every year as it gives us the opportunity to shine a spotlight on our amazing local arts organizations, venues and artists," said Lisa Anders, chief operating officer of Explore Gwinnett. "This year, we're especially excited to offer a fresh perspective, highlighting 'untraditional' art forms in the first-ever Not Your Mother's Art Fest. We invite both longtime art enthusiasts and curious newcomers to join us in celebrating art that breaks the mold and inspires originality."



In addition to Not Your Mother's Art Fest, Artober Gwinnett will kick off the Gwinnett Creativity Fund (GCF) 2025 grant cycle. Now in its fifth year, the GCF aims to enhance the community's diverse cultural scene by providing financial support to local arts and educational organizations through operational and project grants. Artober will also feature a events showcasing the depth and diversity of the county's creative community. A full list of October's art and cultural events in Gwinnett County is available [here](#).

For more details on Not Your Mother's Art Fest, visit www.ExploreGwinnett.org/Not-Your-Mothers-Art-Fest or contact Madison@ExploreGwinnett.org. To learn more about the 2024 GCF Grants, visit www.GwinnettCreativityFund.com/Project-Grant.

For more information on Explore Gwinnett, visit ExploreGwinnett.org. Stay up-to-date on the latest news by following [@ExploreGwinnett](#) on Instagram or [ExploreGwinnett](#) on Facebook.

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About Explore Gwinnett:

Explore Gwinnett serves as the official tourism organization of Gwinnett County, Georgia's second most populous county located just northeast of Atlanta. Explore Gwinnett works to increase economic impact

and promote the county as a tourism destination by serving over 100 hotels and driving over \$1 billion in annual visitor expenditures. Gwinnett County offers award-winning dining ranging from authentic Asian fare to southern delights, an abundance of shopping, arts programming, outdoor activities and more. Locals and tourists alike can explore various culinary offerings with special Explore Gwinnett-produced events including Sippin' in the Suburbs Beer Tours, Seoul of the South[®] Korean Food Tours and Gwinnett Burger Week. Gwinnett County is a flourishing community for artists who benefit from the Explore Gwinnett-managed Gwinnett Creativity Fund. In addition to its booming tourism industry, Gwinnett County serves as a thriving production hub for the film/TV creative economy.

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