

Swarm Creative Director Spearheads New Art Movement During Wynwood Art Walk

Victor Bernadez better known as GO\$A is the modern leader in the new artistic comeback during the arts district ever-growing monthly event.



Miami, Jan 18, 2020 (Issuewire.com) - **SWARM**, the leading Miami-based event agency known for shaping South Florida's cultural landscape through its proprietary events including everything from culinary to craft beer, reintroduced "ART" back into the **Wynwood Art Walk**. This past **Saturday, January 11, 2020, Creative Director, Victor Bernadez**, also known as (AKA) **GOSA**, partnered with **EFFEN Vodka** to bring back "**Different by Design**" to be hosted at The Wynwood Marketplace every second Saturday of the month starting with live painting at 5 pm. Wynwood Art Walk starts at 12:00 p.m. and goes until 3:00 a.m.

SWARM, initially known by its initiation of the Wynwood Art Walk Block party, has taken a new approach to the arts district's monthly event by having its own **Creative Director, Victor Bernadez** at the forefront of its new monthly project - putting the ART back in The Wynwood Art Walk Block Party. With a unique talent that has been scouted and appreciated by both national and international fans, recently reached fans as far as Belgium, Bernadez will bring excitement and innovation back into the Wynwood art scene. The melting pot of creativity, with a reach unparalleled.

"As an artist I found myself wondering what happened to the art at ART Walk. With so much talent

surrounding each day right outside our front door, I wanted to take on this project and partner with one of our top brands to highlight what our community has to offer. In Wynwood, every street displays different and ever-changing art. It's my mission to make to create a space with a prestigious name where artists will want to be featured. I want to mentor each one into believing their work could be displayed in those bright lights." **says Victor Bernadez, Creative Director of SWARM.**

EFFEN Vodka is the monthly sponsor of **"Different by Design"** which is set to feature specially curated artists that differ month-to-month over the course of the upcoming 12 months. These artists will be hand-picked by GOSA monthly from the vast selection within the community to reignite the fuel that once lit the Wynwood area and will allow for the rebirth of the arts district's reputation. The **"Different by Design"** showcase featuring artists live painting will be located at The Wynwood Marketplace, will include events such as: **Drink & Draw** – where attendees can buy a drink and tap into their inner Picasso with a postcard copy of the artists' live painting to be filled by one's own imagination. With a 4x6 easel ready to set the tone for a showstopper, bystanders will experience the thrill of watching each artist paint live. The monthly event also includes an additional artist pavilion with multiple artists simultaneously painting live, presenting the perfect photo op for any Wynwood Art Walk attendee.

After years of establishing a name for itself, Wynwood has attracted quite the musical talent to perform at its various lounges, bars, and nightclubs. Setting a new tone, the deck hosts live bands, global performers and now will be featuring curated artists every 2nd Saturday of the month for Wynwood Art Walk Block Party to paint live. Starting at 12:00pm Wynwood goers can expect to see local up and comers show live previews of their raw talent, enjoy some Instagram-approved eats, and an ambiance the whole family can enjoy. For more information on the artist lineup, events and more follow SWARM and contact us at info@swarminc.com

About SWARM

Established 4 years ago by Tony Albelo, Javi Zayas, and Harry Davidson, SWARM has become a true leader in the event world, catering to all generations and types of people, specializing in creating signature events, partnership ventures, production, marketing, and event and bar management. SWARM is shaping the cultural landscape of the city through its proprietary events encompassing everything from culinary craft beer and cocktail festivals like Grovetoberfest, SPRUNG, and South Florida Seafood Festival, to art-centric festivals such as Basel House, HIVE, Wynwood Art Walk Block Party, and of course Wynwood Life, (noted as the most celebrated annual festival in Wynwood) to music festivals as well like Tequila Bay, Miami Music Week, and Pitbull's Worldwide New Year's Revolution. SWARM has also produced several high-volume international concerts, VIP parties, Technology conferences and sporting events such as Combate Classico, a televised MMA Championship bout hosted in Miami, the Bud Light FIFA World Cup Watch Party, the International House of Soccer event, PUMA Hoops Basketball Court Activation, UNBOUND, Blockchain Shift Conference, and more. SWARM has been the production arm of many agencies and global brands and their extensive knowledge of Florida. With budgets from the thousands and into the millions, SWARM has worked with clients at all levels. Some of these clients include national accounts and projects such as the launch of Verizon's national #unlimited campaign, to Unbound, an event immersing top executives and corporations with the newest technology. Whether it's listening to talented live musicians perform, observing artwork from artists across the globe, meeting international acts, experiencing the most creative activations / inspiring selection of arts and crafts products, and of course the best selection of cocktails and food - SWARM always delivers. Constantly continuing to reach for a higher standard in their events and experiences can only bring about even more positive growth and explosive expansion in the Miami/Wynwood area for SWARM. Always keeping company culture in mind, Tony and Javi invite all to #SWARMWITHUS attracting over 3 million guests a year to attend over 100 proprietary and

partnership events. For more info, visit www.swarminc.com/miami-event-agency/.

For up-to-the-minute news, "Like" their Facebook page at <https://www.facebook.com/SWARMeventagency>. SWARM can be reached at (305) 461-2700, or via email at info@Swarmlnc.com of running events from concept to execution has allowed them to roll-out successful and efficient events, creating some of the best festivals in South.



Media Contact

Lianet Sarduy

lia@wolfclanmedia.com

7862915362

Source : Gosa

[See on IssueWire](#)