

SUNRISES NOT HIGH RISES

CULTURE TRIPPING



DOWNTOWN
GALLERY DISTRICT

THE HIGHWAYMEN

CULTURAL ISSUE
Nº 1



FOR PRESS INQUIRIES, PLEASE CONTACT:

Nina Zapala, Public Relations

*on behalf of Vero Beach, Fellsmere, and Sebastian
in Indian River County, FL*

Email: nina.zapala@evokad.com

Cell: 407.304.6539

Allison McNeal, Director of Tourism

*for Vero Beach, Fellsmere, and Sebastian
in Indian River County, FL*

Email: tourism@visitindianrivercounty.com

Phone: 772.567.3491



let's connect

Interested in learning the latest and greatest from the destination? Stay connected and view live video feeds, breathtaking photos and learn what journalists, our visitors, and our community are saying about the destination.



[facebook.com/VeroBeachCVB](https://www.facebook.com/VeroBeachCVB)

Our Facebook page is a community of like-minded travelers who share a joy of untouched beaches, conservation acres, locally inspired culinary and culture and the best sunrises on the East Coast! Like, Follow, Share and join us on our never-ending journey! @VeroBeachCVB Tag the town you're visiting: #LoveVeroBeach #LoveFellsmere #LoveSebastian



twitter.com/IRCTourism

Instant news on the area. Stay tuned! Do share any breaking news we want to know! @IRCTourism Tag the town you're visiting: #LoveVeroBeach #LoveFellsmere #LoveSebastian



[instagram.com/verobeachcvb](https://www.instagram.com/verobeachcvb)

Picture it—a perfect day in the life in Indian River County, Florida in Vero Beach, Fellsmere, and Sebastian. Sharing one of the most photo-worthy towns in Florida. @verobeachcvb Tag the town you're visiting: #LoveVeroBeach #LoveFellsmere #LoveSebastian



[pinterest.com/verobeachcvb](https://www.pinterest.com/verobeachcvb)

We are so fortunate to have some of the most picturesque beach landscapes and wildlife in the state of Florida. Share your favorite pins of our area to your boards: Visit VeroBeach, Fellsmere, Sebastian



[YouTube.com/IRCFL](https://www.youtube.com/IRCFL)

Immersive video experiences are just a click away. We can't wait to inspire, delight and surprise you with the many experiences that await. Follow us @IRCFL

VERO BEACH | FELLSMERE | SEBASTIAN

Culture

T R I P P I N G

This artful community comes alive from the musical stages, curated shows and rehearsal rooms that call Vero Beach, Fellsmere, and Sebastian, Florida home. This area is a trifecta drawing local, professional and international talent to its stages and shores alike. Visitors are pleasantly surprised by the variety of culture experiences; from heritage museums and art museums, to ballet, and opera all offering seasonal shows that are visit worthy. Ocean Drive, has built up a reputation as luxurious, retail boutique shopping experience, while the monthly Sunset Saturday Night free music concerts also draws crowds. Both shoppers and concert goers-alike will enjoy the booming local restaurant scene offering an eclectic mix of casual and fine dining local haunts. Artists in resident can also be found at a variety of art galleries located within the historic downtown district of Vero Beach, just a few miles from Ocean Drive.

The downtown area is charming and filled with in-resident artists who inspire hands-on creations. Inviting retail retreats and on-trend restaurants can also be found in this quaint walkable downtown. Today's modern travelers will enjoy strolling and shopping for authentic treasures to take home and cherish as opposed to mass-marketed souvenirs.





THEATERS

Riverside Theater

As the largest producing accredited professional theater in the Sunshine state, Riverside Theatre offers audiences 255 performances annually bringing to the area show-stopping hits such as *Les Miserables*, *42nd Street* and *The Producers*. Known as "America's largest small-town theatre," A class act of Off Broadway delivering performances to appeal to most as contemporary dramas, comedies and seasonal, light-up lavish musicals to a variety of stars that come to Riverside each year as part of their special events and distinguished lecturer series. Riverside Theater is the perfect way to spend an evening after a blissful day at the beach.

Vero Beach Theater Guild, Inc.

A landmark theater with roots in the community for more than 57 years. An expanded 5,000 sq.-ft. new rehearsal hall, a green rooftop terrace for alfresco activities, a new space for educational programs; workshops, adult and children's classes keep this theater modern and relevant.





BALLET

Ballet Vero Beach

Dance, dance, dance, as traditional ballet or interpretive dance series are the heart and soul of this dedicated troupe. The Ballet continues to promote the art of dance as a universal language one that needs to be experienced on a personal level. A quick insight into the commitment of the Ballet which bring to the community a unique, "Give back decree of 11 tickets for each performance". These tickets are distributed to social service organizations throughout the community.

OPERA

Vero Beach Opera

World class opera set in the intimate community of Vero Beach for more than 28 years. The Metropolitan Opera stars continue to build a strong following in Vero Beach while attracting Opera lovers from around the sunshine state. The Vero Beach Opera inspires younger generations by offering international vocal competitions, opera studies, community outreach programs, homestay programs, vocal and piano scholarship programs.





HISTORICAL MUSEUMS

Indian River Citrus Museum

Step back in time and learn how Indian River Citrus became the world's premier citrus producer. Artifacts, historic photography and fun memorabilia give visitors to the museum insights into how it all began.

Mel Fisher's Treasure Museum

July 20, 1985 was a momentous day for Mel Fisher it's the day his dream came true. His passion for treasure hunting finally paid-off when \$450 million dollars in treasure was discovered by Fisher and his team. Today, guests to the museum will learn about the many treasures that reside along Florida's east coast, and of course the Spanish wreck that is 100 yards off Wabasso Beach. An intimate museum complete with video, a jewelry store and historical artifacts.

McLarty Treasure Museum

An interesting stop for travelers who want to learn more about the fleet of Spanish treasure ships that sank off the coast of Vero Beach. More than 1,500 survivors struggled to shore between Sebastian and Fort Pierce and set up camps and sent for help from Spanish colonies from St. Augustine and Cuba.

The museum provides displays of golden coins, weapons, and tools salvaged from the fleet of ships. The museum sits on the site of the survivors' camp and is a National Historic Landmark

ART MUSEUM

Vero Beach Museum of Art

Vero Beach is akin to a cosmopolitan museum, yet it's located in the friendly, oceanfront community of Vero Beach. Guests are welcomed with two sculpture parks featuring gorgeous life-size metal statues which pepper the grounds and inspire visitors to discover additional exhibitions within. Upon entering visitors can explore five art galleries, the art library, the museum store and café. The Museum offers changing exhibitions of world-class art, group tours, and daily activities to engage children and adults. To encourage local participation the museum offers "free admission Saturdays." Of course, art events, such as "Cork, Canvas and Company Night", art seminars and guided docent tour to learn about the Museum's permanent collection are fun ways to spend the day. The museum is also on a mission to provide younger patrons with an iPad app called "smArtZone" which helps children and teens alike to become their own artist.

DOWNTOWN GALLERY DISTRICT



J

ust a few miles west of the Museum of Art and Riverside Theatre is the historic, revitalized Downtown Arts District of Vero

Beach. The district is rich with uncommon eateries, boutiques, street festivals and an unusually high number of art galleries featuring the work of brilliant local artists at affordable prices. The first Friday evening of every month, the Downtown Arts District opens its doors (and runs a trolley) for the public to stroll and explore its many offerings. When buying gifts for birthdays or special events, Flametree Clay Art Gallery, is the place to shop for unique, one-of-a-kind gifts. The Gallery showcases beautiful handmade bowls, vases, sculptures, and ornaments, many under \$100. In addition to Flametree, other 14th Avenue art destinations include the Artist's Guild Gallery, Main Street Vero Beach, Gallery 14. Tiger Lily and, for a distinctive splash of Florida history, The Highwaymen Gallery.



THE *Highwaymen*

The Highwaymen's legendary story began in the 1960s when 26 black artists, shunned by local galleries, took to their cars to sell their lush oil landscapes for 25 to 35 dollars apiece along Florida's highways—sometimes while the work was still wet. Today, the paintings sell for thousands of dollars and are exhibited in museums nationwide. Vero's Highwaymen Gallery in Vero Beach helps carry the torch for future generations to experience this now-celebrated style of Florida art.

