

FOR IMMEDIATE RELEASE

March 13, 2025

VMFA's ¡FridaFest! Celebrates Artist Frida Kahlo and Her Heritage on April 5
The Virginia Museum of Fine Arts launches its newest exhibition *Frida: Beyond the Myth*
with a free community event



Still Life (I Belong to Samuel Fastlicht), 1951, Frida Kahlo (Mexican, 1907–1954), oil on masonite. Private Collection, Courtesy Galeria Arvil, Mexico © 2025 Banco de México Diego Rivera Frida Kahlo Museums Trust, Mexico, D.F. / Artists Rights Society (ARS), New York

Richmond, VA — The Virginia Museum of Fine Arts (VMFA) will celebrate artist Frida Kahlo and her Mexican heritage with a free, fun-filled community event, [¡FridaFest!](#) The event will take place from 1:00 to 7:00 p.m. on Saturday, April 5, 2025, which is the opening day of the museum's highly anticipated exhibition *Frida: Beyond the Myth*.

People of all ages are invited to enjoy live music, food and beverages, artist demonstrations, a photo booth, and more at [VMFA in Richmond](#). The festivities will take place outdoors in the museum's Robins Sculpture Garden and indoors in VMFA's Cochrane Atrium. In the event of inclement weather, all ¡FridaFest! performances and artist demonstrations will be moved indoors.

“The Virginia Museum of Fine Arts welcomes Virginians and visitors to the Commonwealth to enjoy this wonderful celebration of the iconic artist Frida Kahlo,” said Director and CEO Alex Nyerges. “As one of only two institutions in



Mariachi America RVA, which specializes in traditional Mexican music, made its debut in 2024. Photo by Mercedes Rivera

the United States — and the only East Coast venue — to present the exhibition *Frida: Beyond the Myth*, we are delighted to provide rare firsthand access to Kahlo’s art and to introduce our museum to new audiences.”

Richmond DJ Ray-Ray will play traditional Mexican music along with salsa, bachata, merengue, cumbia, plena and reggae during ¡FridaFest! There will also be live performances by [Bio Ritmo](#), [Mariachi America RVA](#), [Mexican Folk Jerocho](#) and [Miramar](#).

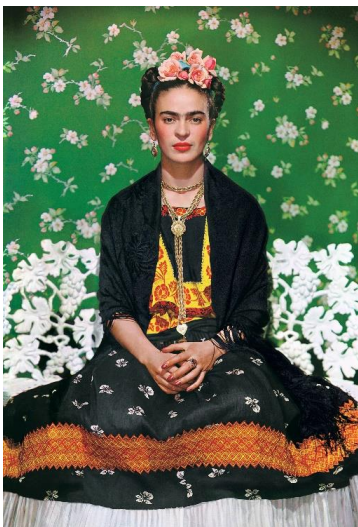
Visitors will see live visual arts demonstrations. [Jeannine Diego](#) will be joined by VCUarts students who will show backstrap loom weaving. [Michelle Israel](#) will paint on canvas and [Diego Sanchez](#) will show the process of mural painting on a portable wood panel. ¡FridaFest! attendees can also enjoy an interactive art activity. On their mobile print truck, stationed at VMFA during ¡FridaFest!, [Studio Two Three](#) artists will hold a screen-printing workshop where visitors can make their own prints.

Food and beverages will be available for purchase from food trucks located beside VMFA on Grove Avenue. Vendors will include [Con Salsa Venezuela](#), [La Doña Cocina Mexicana](#), [La Guelaguetza](#) and [Taqueria Panchito](#). Sweet treats, including *paletas* (ice cream bars), will be sold by [Dulceria Minilandia](#) and [La Michoacana](#). Inside VMFA, [Best Café](#) will sell specialty menu items, and margaritas will be available for purchase by guests ages 21 and older with IDs. Exhibition-related merchandise will be available in the [VMFA Shop](#).

Emmy award-winning VPM News journalist [Keyris Manzanares](#) will emcee the event. The [Virginia Hispanic Chamber of Commerce](#) (VHCC) is VMFA’s official community partner for ¡FridaFest!



Keyris Manzanares, Emmy-award winning journalist and emcee of VMFA’s ¡FridaFest! Photo © Marcus Ingram



Frida on White Bench, New York, 1939, Nickolas Muray (American, born Hungary, 1892–1965), carbon pigment print. Private Collection © Nickolas Muray Photo Archives, Licensed by Nickolas Muray Photo Archives

“¡FridaFest! and *Frida: Beyond the Myth* will offer unique opportunities to engage with Frida Kahlo’s art and heritage and to see the profound impact she’s had across the globe,” said Michel Zajur, VHCC’s founder and CEO. “VMFA has long been a beacon of cultural enrichment in the Commonwealth. As the Chamber celebrates our 25th anniversary this year, we are thrilled to work with such a renowned institution to continue creating meaningful cultural experiences for our diverse community.”

Up-to-date information about ¡FridaFest! and the performance schedule can be found at www.VMFA.museum.

Frida: Beyond the Myth

On view at the Virginia Museum of Fine Arts (VMFA) from April 5 through September 28, 2025, the exhibition [Frida: Beyond the Myth](#) will feature more than 60 works of art, including captivating works by Frida Kahlo (1907–1954), along with photographs of the artist by internationally renowned photographers and members of her inner circle. Visitors can admire Kahlo’s powerful paintings, embedded with vivid symbolism, while learning about the deeply personal contexts and events that inspired her work. The exhibition will be accompanied by English and Spanish interpretive texts, audio guides and programming. Organized by the Dallas Museum



Critically acclaimed band Bio Ritmo creates its own unique sound by mixing musical influences and building on the rhythms of salsa. Photo © 2023, Peter McElhinney

of Art, where the exhibition premiered, *Frida: Beyond the Myth* is co-curated by Dr. Agustín Arteaga, the former Eugene McDermott Director, and Sue Canterbury, the Pauline Gill Sullivan Curator of American Art, at the Dallas Museum of Art. The exhibition is organized for the Virginia Museum of Fine Arts by the museum's exhibition curator Dr. Sarah G. Powers.

Exhibition Tickets

Those planning to see the exhibition *Frida: Beyond the Myth* during ¡FridaFest! are encouraged to buy their exhibition tickets early at www.VMFA.museum. Exhibition tickets are \$20 for adults, \$16 for seniors 65+, and \$10 for youth ages 7 to 17 and college students with ID. Tickets will be free for [museum members](#), children ages 6 and under, Commonwealth of Virginia employees, and pre-K through

12th grade schoolteachers. [Museums for All](#) participants will be able to purchase tickets at the reduced price of \$2 each with a limit of four tickets per Electronic Benefits Transfer (EBT) card. As a participant of Blue Star Museums, VMFA also provides free tickets for all active duty, National Guard and Reserve military personnel and their immediate families.

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Exhibition Sponsors

Presented at VMFA by [Altria Group](#), *Frida: Beyond the Myth* is sponsored by the Community Foundation for a greater Richmond; Lettie Pate Whitehead Evans Exhibition Endowment; Fabergé Ball Endowment; Mr. and Mrs. Thomas F. Garner, Jr.; Dr. and Mrs. William V. Garner; Julia Louise Reynolds Fund; Lilli and William Beyer; Frances Massey Dulaney; Maggie Georgiadis; VMFA Council Exhibition Fund; Charlottesville Initiative for VMFA; Nancy and Wayne Chasen; Davenport Family Foundation; Birch Douglass; Virginia R. Edmunds; Ann and Gus Edwards; The Jeanann Gray Dunlap Foundation; Laura and Berno Hamilton; Bertie Heiner; Ed and Beverly Jennings; McGue Millhiser Family Trust; William and Pamela O'Connor; Richard S. Reynolds Foundation; Virginia Sargeant Reynolds Foundation; Mary and Don Shockey; YouDecide; Denise Berthiaume and Jack McKeown; Mr. and Mrs. Robert W. Cabaniss, Jr.; Cynthia Cobbs and James Ludwig; The E. B. Duff Charitable Lead Annuity Trust; Steven Dunn and Tom Burkhardt; The Francena T. Harrison Foundation; Nancy and Peter Huber; James W. Klaus; Deanna M. Maneaker; Alexandria Rogers McGrath; Candace H. Osdene; Michael Schewel and Priscilla Burbank; Marcia and Harry Thalheimer; Lilo and Scott Ukrop; Richard J. and Nancy Plott Williams; two Anonymous Donors; Robin D. Baliles; Agnes Lisa Barker; Van Baskins and Marc Puritun; Michael and Maura Bisceglia; Carol Ann Bischoff and Mike Regan; Page and Sandy Bond; Wendy Brown; Suzanne T. Chitwood; Noelle J. Coates and Thomas C. Palmer; John W. Collier III and True Harrigan; Mr. and Mrs. Frank M. Conner III; Mr. and Mrs. John E. Corey; John and Susan Davenport; Christopher English and Meda Lane; The Doris Glisson Memorial Fund; Michelle Gluck and John McGurl; Terry E. Grant; Sherrie Page Guyer and Raymond A. Guyer III; Lisa Hogan and Mark Giles; Dr. Anne-Marie Irani and Dr. Lawrence Schwartz; Eucharia "Ukay" and Richard Jackson, M.D.; Glen Kettering and Claudia del Giudice; Drs. Eileen and Edward Kitces; Arnel U. Manalo; Teri Craig Miles; Karen Moran and Wistar Morris; Joseph Papa and John-Stuart Fauquet; Celia Rafalko and Rick Sample*; Ellen Ray, Main Street Law Offices; John and Maria Reed; Reynolds Gallery; Dr. and Mrs. Stephen Richard; Dr. and Mrs. Irvin Seeman; Jennifer L. Sisk; Dr. and Mrs. R.



Miramar reimagines the Latin American love song known as the bolero, drawing inspiration from classic Mexican, Puerto Rican and Cuban combinations with a retro rock-and-roll edge. Photo © 2024, Chris Smith

P. Sowers III; Ellie and Rick St. John; Lewis and Tina Stoneburner; Stephen Thompson and Jon McCue; Thomas and Deborah Valentine; Britt and Mark Van Deusen; Randy and Lelia Graham Webb; George and Patti White; White-Trivas Family Foundation; Anne Marie Whittemore; Mr. and Mrs. Christopher Hale Williams; and Stephen L. and Harriet Heldenfels Yake. Marketing support for this exhibition is provided by the Charles G. Thalhimer Fund.

This exhibition is organized by the Dallas Museum of Art.



About the DMA

Established in 1903, the Dallas Museum of Art (DMA) is among the 10 largest art museums in the country. With a free general admission policy and community outreach efforts, the DMA is distinguished by its commitment to research, innovation and public engagement. At the heart of the museum and its programs is its global collection, which encompasses 25,000 works and spans 5,000 years of history, representing a full range of world cultures. Located in the nation's largest arts district, the museum acts as a catalyst for community creativity, engaging people of all ages and backgrounds with a diverse spectrum of programming, from exhibitions and lectures to concerts, literary events, and dramatic and dance presentations. The DMA is an Open Access institution, allowing all works believed to be in the public domain to be freely available for downloading, sharing, repurposing and remixing without restriction. For more information, visit DMA.org. Free general admission to the Dallas Museum of Art is made possible with generous support from the Robert Gerard Pollock Foundation. The Dallas Museum of Art is supported, in part, by the generosity of DMA members and donors, the National Endowment for the Arts, the Texas Commission on the Arts and the citizens of Dallas through the City of Dallas Office of Arts and Culture.

About the Virginia Museum of Fine Arts

The Virginia Museum of Fine Arts in Richmond, Virginia, is one of the largest comprehensive art museums in the United States. VMFA, which opened in 1936, is a state agency and privately endowed educational institution. Its purpose is to collect, preserve, exhibit and interpret art, and to encourage the study of the arts. Through the Office of Statewide Partnerships Program, the museum offers curated exhibitions, arts-related audiovisual programs, symposia, lectures, conferences, and workshops by visual and performing artists. In addition to presenting a wide array of special exhibitions, the museum provides visitors with the opportunity to experience a global collection of art that spans more than 6,000 years. VMFA's permanent holdings encompass more than 50,000 artworks, including the largest public collection of Fabergé outside of Russia, the finest collection of Art Nouveau outside of Paris and one of the nation's finest collections of American art. VMFA is also home to important collections of Chinese art, English silver, French Impressionist, Post-Impressionist, British sporting and modern and contemporary art, as well as renowned South Asian, Himalayan and African art. In May 2010, VMFA opened the James W. and Frances G. McGlothlin Wing I after a transformative expansion, previously the largest in its history. A new expansion, the McGlothlin Wing II, is planned to open in 2028. Comprising more than 170,000 square feet, it will be the largest expansion in the museum's history and will make VMFA the fourth largest comprehensive art museum in the United States.

Recently named one of the 20 best art museums in the U.S. by *The Washington Post*, the Virginia Museum of Fine Arts is the only art museum in the United States open 365 days a year with free general admission. For additional information, telephone (804) 340-1400 or visit www.VMFA.museum.

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