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NATUREL OF WASHINGTON, DC NAMED OFFICIAL ARTIST FOR 2017 NATIONAL CHERRY BLOSSOM FESTIVAL

Washington, DC [March 1, 2017] –The National Cherry Blossom Festival has selected DC-based artist Naturel as its 2017 Official Artist. Naturel created a one-of-a-kind piece exclusively for the National Cherry Blossom Festival (pictured at right). An annual collector's item, the artwork will be on the official [poster](#) and various [merchandise](#).

Naturel's futuristic work has quickly emerged in today's contemporary art scene. His sharp, triangular illustrations are a futuristic blend of pop and cubism, with a surrealist twist. Considered an influencer himself with a massive [social media](#) following, his talents have also attracted the eyes and ears of celebrity clients such as Swizz Beatz, Rihanna, Spike Lee, Paul Rosenberg and LeBron James, among many others.

Working directly with Jay-Z on iconic apparel designs, Naturel has also served as a Creative Collaborator for global campaigns ranging from brands such as Crooks & Castles to Nike, as well as working with multi-national brands such as Pepsi and the NBA.

The 2017 poster and merchandise will be available at the Festival's Merchandise Headquarters in Union Station, the online [Gift Shop](#), at Tidal Basin Welcome Centers, various Festival events, and other locations in the metro region.



The National Cherry Blossom Festival is the nation's greatest springtime celebration. The 2017 Festival, March 15 – April 16, includes four weeks of events featuring diverse and creative programming promoting traditional and contemporary arts and culture, natural beauty, and community spirit. Visit nationalcherryblossomfestival.org or call 877.44.BLOOM for more information and find us on [Facebook](#) (CherryBlossomFestival), [Twitter](#) (@CherryBlossFest), and [Instagram](#) (@CherryBlossFest).

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