



## **See Monterey Launches *Off the Canvas* Art Tourism Campaign: A Celebration of Monterey County's Public Art and Local Artists**

*Campaign gives visitors and locals alike a new way to explore art across the county*

MONTEREY COUNTY, Calif. (December 29, 2025) — See Monterey announced the launch of *Off the Canvas*, a new arts and culture tourism initiative highlighting murals, sculptures and other arts and creative spaces throughout Monterey County — from vibrant public art installations to open galleries and more. The program invites residents and visitors alike to discover public and publicly accessible art in everyday places and to connect more deeply with the artists and stories that shape the region's creative identity.

“Inspiration is Monterey County’s superpower, so it’s no surprise that art is central to how people connect with the destination,” said Rob O’Keefe, president and CEO of See Monterey. “*Off the Canvas* celebrates the beauty and creativity in every corner of our destination, inviting people to experience our landscapes and communities through the lens of local artists.”

*Off the Canvas* highlights art experiences woven throughout the region — from mural-lined streets in communities like Sand City and Salinas to the diverse artist-owned galleries of Carmel-by-the-Sea and Big Sur, alongside creative hubs across Monterey County’s diverse communities like Carmel Valley and King City.

In the coming months, See Monterey will promote curated public art highlights, art galleries and workshops and local cultural experiences, including plans for an interactive mural map developed with the Arts Council for Monterey County. Visitors and residents are encouraged to participate by sharing their favorite Monterey County pieces using the hashtag #ShowUsYourArtMonterey.

“From Sand City to King City, and everywhere in between, each community brings something unique to the Monterey County story,” said O’Keefe. “This initiative, developed with support from the Arts Council for Monterey County, is about celebrating that diversity and giving people more ways to discover the creative spirit of our region.”

The initiative aligns with See Monterey’s Monterey County Tourism 2030 roadmap by elevating local culture, supporting countywide collaboration and spreading the benefits of tourism more broadly.



See Monterey is working with community arts partners to identify additional opportunities to expand storytelling and accessibility to the area's art over time. Future enhancements to Off the Canvas may include expanded digital resources that make exploration easier for residents and visitors.

How to engage now:

- Follow See Monterey [Instagram](#) and [Facebook](#) (@SeeMonterey) for arts and culture content and features
- Share favorite murals or sculptures using #ShowUsYourArtMonterey
- Explore arts and culture experiences at [SeeMonterey.com/arts-culture](#)

For more information on Off the Canvas and other See Monterey programs, visit [SeeMonterey.com](#).

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#### **About See Monterey**

See Monterey is a 501(c)(6) non-profit organization that drives tourism for Monterey County. Tourism is the largest industry on the Monterey Peninsula and the second largest in the county. See Monterey is a partnership of the hospitality community and local governments that aims to generate community prosperity and enrich economic vitality for Monterey County through the responsible growth of the tourism economy. In 2024, travel spending in Monterey County was \$3.1 billion, supporting nearly 28,000 jobs and generating \$310 million in state and local tax revenue that directly benefited the community. For more information, visit [SeeMonterey.com](#) and follow us on Facebook, Instagram and LinkedIn.

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