



For Immediate Release

2/4/2025

Capital One Hall becomes Title Sponsor of the 2025 Tephra ICA Arts Festival

(Reston, Va.) – Tephra Institute of Contemporary Art (Tephra ICA) is excited to announce Capital One Hall as the Title Sponsor of the 2025 Tephra ICA Arts Festival, taking place May 17–18, 2025, in Reston, Virginia.

Now in its 34th year, the annual Festival attracts over 20,000 people to the outdoor environment of Reston Town Center. This year more than 200 artists will travel from approximately 30 states across the U.S. to exhibit and sell their work in Reston. The 2025 Festival will also feature food vendors, guided tours, artist demos, art activities for all ages, and a special performance by artist [Claire Ashley](#).

Capital One Hall will activate the heart of the Festival on Market Street with an interactive art installation at the festival, inviting attendees to contribute to its creation. After the festival, the completed artwork will be displayed on the Capital One Center campus as a celebration of this partnership. Festivalgoers will also have the chance to purchase fee-free tickets to upcoming performances at Capital One Hall, learn more about future shows, and enter to win VIP tickets to *the Broadway in Tysons* production of *Chicago*.

“At Capital One Hall, our mission is to share the transformative power of the arts, and partnering with the 2025 Tephra ICA Arts Festival allows us to bring that vision beyond our walls and into the heart of Northern Virginia,” said Cristina Mayer, Marketing Director of Capital One Hall. *“We are thrilled to support an event that celebrates contemporary art and fosters creativity within our community.”*

About Capital One Hall

Capital One Hall is a state of the art performing arts facility that serves as a cornerstone of the broader Capital One Center development in Tysons, Virginia. The facility has two theaters and 70,000+ square feet of meeting and event space.

Capital One Hall is available for Fairfax County non-profit arts organizations, programmed through ArtsFairfax, fulfilling a commitment by Capital One to provide affordable event space for community groups.



Capital One Hall is managed by ASM Global. ASM Global played an integral role in consulting on the design of the theater, and manages all booking, events and operations of Capital One Hall.

About Tephra ICA

Tephra ICA is a non-profit, non-collecting institution committed to promoting innovative contemporary art and thinking. The word “tephra” – matter from geothermal eruptions that lands upon, nourishes, and changes the surrounding environment - emphasizes the institution’s belief in the combustibility of creativity and the generation of ideas and growth that the arts can provide.

Located in Reston Town Square, Tephra ICA leads engagement with the arts with curiosity and care, and is a catalyst, generator, and local and national advocate for visual arts.

Tephra ICA Arts Festival is also supported in part by:

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