



**Media Contact: Dianne Funk**  
**760-346-0042**  
[info@IndianWellsArtsFestival.com](mailto:info@IndianWellsArtsFestival.com)  
**Or Pamela Bieri**  
**760- 568-4422**  
[prbieri@dc.rr.com](mailto:prbieri@dc.rr.com)

**12<sup>TH</sup> ANNUAL INDIAN WELLS ARTS FESTIVAL  
ADDS “OBJET TROUVÉ” FOUND ART FESTIVAL  
CREATING A FESTIVAL OF FESTIVALS  
*April 4-6, 2014 Indian Wells Tennis Garden***

**INDIAN WELLS, CA** – (Oct. 17, 2013) New at the 12<sup>th</sup> annual Indian Wells Arts Festival, held April 4 through 6, 2014, at the Indian Wells Tennis Garden, will be the Coachella Valley’s first-ever Objet Trouvé Found Art Festival, creating a Festival of Festivals.

Objet Trouvé is the idea of using everyday objects and ‘found’ materials to create stimulating works of art.

The Objet Trouvé Found Art Festival is the genesis of two Coachella Valley-based non-profit art organizations, the Coachella Valley Arts Alliance and the Student Creative Recycle Art Program (S.C.R.A.P. Gallery). The Indian Wells Arts Festival, in conjunction with the Objet Trouvé Found Art Festival, is looking to celebrate one of the most cutting-edge and innovative forms of art.

“We are delighted to announce this innovative new festival within the Indian Wells Arts Festival,” said Dianne Funk, Indian Wells Arts Festival founder and producer. “Our goals to present quality art and partner with outstanding community organizations meets a perfect match with S.C.R.A.P. Gallery and the Coachella Valley Arts Alliance. Their vision for the Objet Trouvé Found Art Festival adds a whole new dimension to the arts festival experience.”

**Tradition, Innovation**

In the tradition of Pablo Picasso, Marcel Duchamp, Man Ray, Juan Gris and Georges Braque, 50 artists will exhibit and create one-of-a-kind artworks for sale. Featured objet trouvé categories will include assemblage, collage, sculpture, jewelry, painting and ceramics. In addition, installations and hands-on, found art demonstrations will take place during the three day festival.

All working in Paris in the 1900s, Duchamp, Picasso, Braque and Gris originated the first art

works we now know as *Objet Trouvé*. Celebrating the importance of this art movement at turn-of-the-century Paris, the *Objet Trouvé* Found Art Festival will construct a replica of Paris' Eiffel Tower and it will be completed on site. True to the concept of *objet trouvé*, this tower will incorporate found materials in its construction and stand approximately 20 feet in height -- becoming the landmark for *Objet Trouvé*'s own festival location within the festival.

**Call for *Objet Trouvé* Artists:** Artists interested in participating in the *Objet Trouvé* Festival are encouraged to apply online at <http://objettrouvefoundartfestival.com/#dashboard>

***Deadline for entries is January 6, 2014***

### **About the Indian Wells Arts Festival**

Celebrating its 12<sup>th</sup> year at the Indian Wells Tennis Garden, the Indian Wells Arts Festival has been rated one of the **100 Best Fine Art Shows in the country** by Sunshine Artist magazine, and **2014 Top 100 Event** by the American Bus Association. The festival seeks out and brings together a wide variety of high quality fine art and quality craft to delight its audience of residents and tourists alike.

More than 10,000 attendance and \$650,000 in reported art sales in 2013, the Festival incorporates a number of local charities as Festival Partners and donates to their art scholarship funds.

For festival information visit <http://indianwellsartsfestival.com>.

### **About S.C.R.A.P.**

Located at the Riverside County Fairgrounds in Indio since 1997, the S.C.R.A.P. Gallery has been integrating art and the environment for youth in the Coachella Valley. Its mission is to actively engage youth in art experiences introducing them to their local and global environment through the use of recycled and reused materials.

The S.C.R.A.P. Gallery provides a link between industry, education, the arts and the environment through exhibitions, art programs and field trips as well as creating opportunities for local and renowned artists to provide hands-on workshops and programs for children. It is the only arts organization in Riverside County dedicated to providing hands-on art opportunities for children and adults using recycled, found and/or reused materials—all components to making responsible and constructive global citizens.

### **About the CV Arts Alliance**

Beginning in 2000, the Coachella Valley Arts Alliance (CVAA) produced and collaborated with other cultural organizations in presenting Performing and Visual Arts events.

A major project of the CVAA is the Coachella Valley Art Center, located at 45140 Towne Street, Indio, now functioning as a place where creative people of all levels of expertise come to conceptualize, make, talk, and share with others from the Coachella Valley and beyond.

The Coachella Valley Art Center collaborates with local high schools, College of the Desert, Riverside County Mental Health Department, the Ophelia Project, and Safe House of the Desert in presenting a

variety of exhibits and programs representing the diversity of the valley. Future programs will include visiting artists and lecturers. For information: [Cvartsalliance@aol.com](mailto:Cvartsalliance@aol.com)