

Art In Full Bloom At Indian Wells Arts Festival

THE INDIAN WELLS TENNIS GARDEN HOSTS THE EVENT APRIL 3-5

By Delene Garbo

THINKING OF CHANGING IT UP SPRING

BREAK weekend? Why not join thousands of art lovers who are making their way to world-renown Indian Wells Tennis Garden, host sponsor and venue for the 2015 top-ranked Indian Wells Arts Festival, April 3-5.

This much anticipated event has something for everyone - from monumental rock sculpture to glass blowing demonstrations. A children's area offers a variety of activities including face painting, chalk drawing, and holiday photo opportunities for both kids and adults. The weekend comes alive with wine, cocktails, live entertainment, and great food finds, including Sunday "Eggs + Champagne in The Garden" brunch menu, available until noon. The Indian Wells Tennis Garden ambiance and mountain surround provides the ideal back drop for an array of art exhibits on display throughout the grounds. It is this kaleidoscope of textures and hues that provided the inspiration for the 2015 Indian Wells Arts Festival commemorative print, "Indian Wells in Bloom," created by award-winning artist, Erin Hanson. This stunning 60" x 40" original acrylic painting on canvas exemplifies desert grandeur, brought to life through unexpected details showcasing the "Open Impressionist" technique for which Hanson is known.

"Open Impressionism," the name I've coined for this particular style of painting, allows me to ignore the traditional rules. This way I can utilize a colorist, more open approach," says Hanson, who observes landscape abstract shapes without constriction of any kind. "The overall technique with a dash of "plein-air-style" generates a more primal interpretation of the landscape.

"After many years of participating in the Indian Wells Art Festival, I feel honored to be

selected as the poster artist for 2015!" says Hanson. "This festival is one of the premier shows in the desert, and artists travel from across the States to show their work here. The setting is very aesthetic, held underneath waving palm fronds and shade trees, and the food is fantastic too!"

Throughout the charming artisan village-200 acclaimed judged and juried artists will showcase their wares. Festival-goers will be able to interact and learn about various techniques and inspirations as they explore the marketplace surveying everything from paintings, drawings, ceramics, glass, photography, sculpture, jewelry, and apparel, to hand-crafted one-of-a-kind finds. All items including this year's Poster Art are available for purchase.

Once again the Festival will donate to a variety of local charity partners' scholarship funds; including the Ophelia Project, a five-year team mentoring program serving girls from 8th grade through high school. A significant part of Ophelia's curriculum engages students in an annual art project; this year the girls are creating hand-painted silk scarves to be exhibited at the Festival. Festival artists will once again donate selected works to the program's silent auction; proceeds to benefit the Ophelia Girls.

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Adding a new twist to this year's festival, the innovative *Objet Trouve'* Found Art Festival, conceptualized and co-chaired by William Schinsky of the Coachella Valley Art Center (CVAC) and Karen Riley of Student Recycle Art Program Gallery (S.C.R.A.P), will include the debut of the *L'Inte'rie'ur de la Boite* exhibit.

"We are inviting artists and the general public to collect objects, related or unrelated and make

their own artistic declaration inside the box," explains Schinsky. Interested artists and guests are asked to use any sort of box - a shadow box or even a shoe box, any size, of any material. Boxes will be displayed as part of the *L'Inte'rie'ur de la Boite* presentation," adds Schinsky.

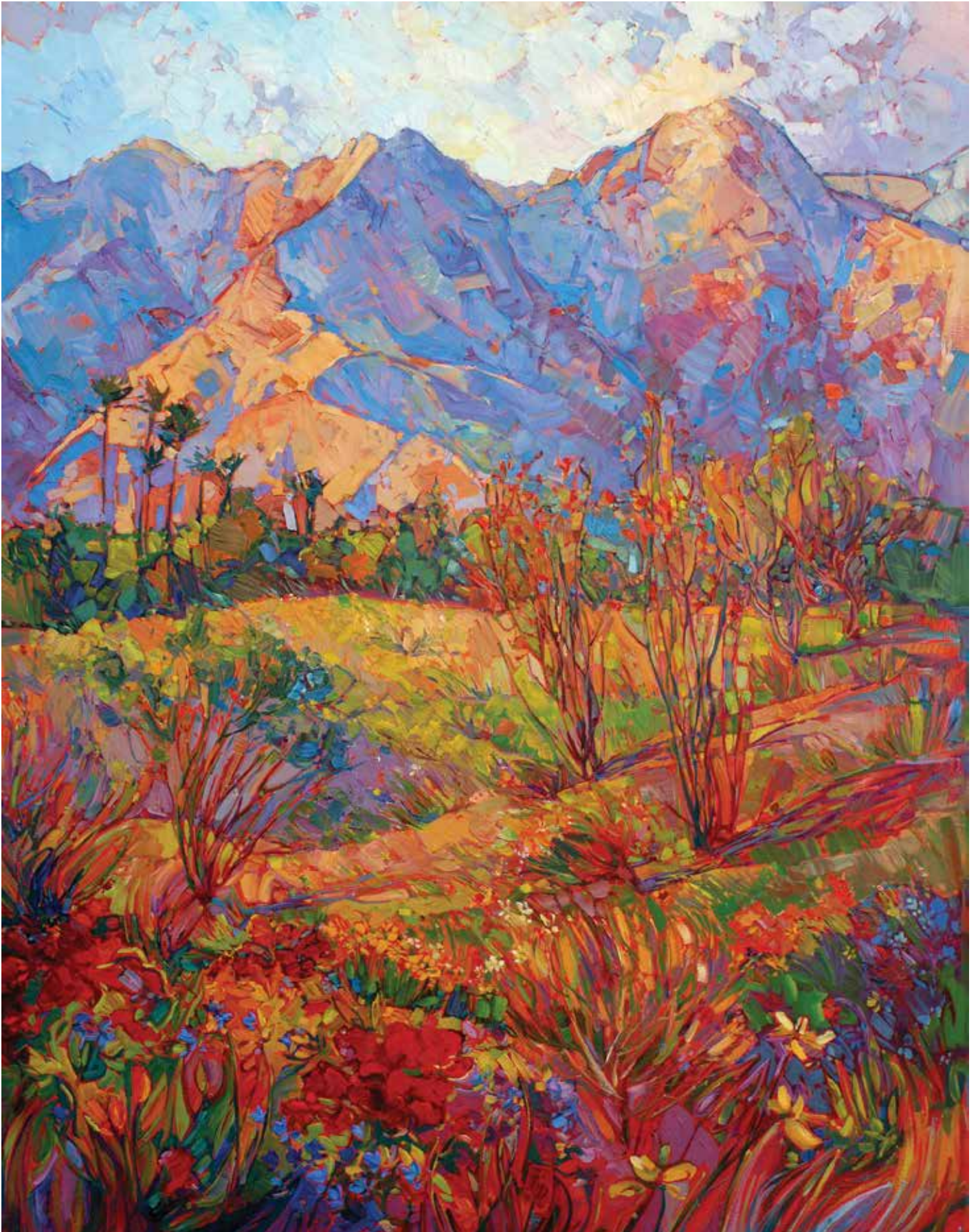
"Not only is the 'Found Art' we create unique, it is 'the art museum for the environment,'" said Co-Chair Riley, "as our artwork diverts unwanted materials from landfills," she added. "*Objet Trouve'* will be on display all three days of the Festival...Just look for the 20 foot replica of the Eiffel Tower by the huge shade structure...that's where you will find us...that's our landmark!"

"The Indian Wells Arts Festival is delighted to take part in a return collaboration with the *Objet Trouve' Found Art*," said event producer Dianne Funk, of Dianne Funk Productions. "Together we are able to generate an inspired 'festival of festivals' and are excited to celebrate one of the most cutting-edge art forms, currently trending nationwide."

"We are pleased to take part in the Indian Wells Arts Festival," says Indian Wells Mayor, Ty Peabody. "The City's participation not only strengthens the festival, it generates vitality for Indian Wells and other desert cities; distinguishing the entire Coachella Valley as an art-friendly cultural tourism destination."

The 13th annual Indian Wells Arts Festival, held on the Tennis Garden's East Plaza Grass Concourse (Enter from Washington Street between Highway 111 and Fred Waring Drive, Indian Wells, California), opens Friday through Easter Sunday, April 3-5, from 10:00 a.m. to 5:00 p.m. (Gates close at 4:00). Adults \$13; Children FREE. Free parking and valet available. For poster orders and more information visit, www.IndianWellsArtsFestival.com, or call 760-346-0042.

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Indian Wells in Bloom acrylic on canvas by Erin Hanson