



Contact William Toren
Telephone 818-943-4375
Email williamtoren@hotmail.com
Website www.IndianWellsArtsFestival.com

FOR IMMEDIATE RELEASE
February 11, 2016

MARNA SCHINDLER SELECTED AS 2016 INDIAN WELLS ARTS FESTIVAL COMMEMORATIVE POSTER ARTIST

‘Spirit of Indian Wells’ to be unveiled to the public Feb. 18 by Mayor Dana Reed at
Indian Wells City Council Meeting

INDIAN WELLS, CA, February 11, 2016– The Indian Wells Arts Festival is delighted to announce acclaimed San Diego artist Marna Schindler as its 2016 Commemorative Poster Artist. Selected for her ability to capture whimsy with colorful cloisonnism, Schindler’s original painting ‘Spirit of Indian Wells’ is a vibrant 32” x 24” acrylic on canvas that celebrates the natural and sometimes hidden beauty of the Coachella Valley desert.

“Marna’s style is captivating to the viewer’s curiosity, balancing the sense of awe with amusement while providing a sense of exploration. ‘Spirit of Indian Wells’ is a storybook without words, cheerfully personifying our desert’s flora, fauna, and lively inhabitants,” says Indian Wells Arts Festival producer Dianne Funk.

‘Spirit of Indian Wells’ will be unveiled to the public by Mayor Dana Reed at the upcoming Indian Wells City Council meeting, Thursday, February 18, as the festival’s title sponsor. Joining Mayor Reed and other city officials for the unveiling, Schindler will be on hand to present her painting and available for questions and photographs. The meeting begins at 1:30 p.m. at Indian Wells City Hall, 44-950 Eldorado Drive in Indian Wells, Calif.

~ more ~

Awaiting to be spotted by viewers of the painting are a mischievous fox, a shy bobcat, a curious roadrunner and other denizens of the desert landscape that is anything but barren to those familiar with it. "It's my hope that when people see 'Spirit of Indian Wells' it brings them a sense of discovery and joy, and pride in experiencing the wonders of the desert," says Schindler. "It's meant to be representational, to honor the natural beauty of the desert, and to incite a dialogue between the viewer and the art."

Schindler's passion for art and connection to nature began as child exploring the deserts of both California and Baja California with her family. As a young girl, her art was featured in National Geographic's Kids World. As an accomplished adult, Schindler's art has been featured in the San Diego Museum of Man's Discovery magazine and prestigiously exhibited at the world-famous San Diego Zoo where her journey as an artist began with art classes in her early youth.

The award-winning artist identifies her style as similar to the Fauvist movement of the early 20th century, Paul Gauguin in particular, incorporating a technique which brings out bold areas of color separated by strong lines. As the festival's feature artist, this will be Schindler's second year showcasing her art in the Indian Wells Arts Festival, April 1-3 at the Indian Wells Tennis Garden. "It's such a nice, laid-back, sophisticated show where you get the opportunity to talk with people at length."

AT A GLANCE

Indian Wells Commemorative Poster Art unveiling ceremony, 1:30 p.m. Thursday, Feb. 18 at Indian Wells City Hall, 44-950 Eldorado Drive.

The 14th annual Indian Wells Arts Festival, held on the Tennis Garden's Grass Concourse (Enter from Washington Street between Highway 111 and Fred Waring Drive, Indian Wells, California), opens Friday through Sunday, April 1-3, from 10:00 a.m. to 5:00 p.m. (Gates close at 4:00). Children FREE, Adults \$13. Free parking and valet available. For more information visit, www.IndianWellsArtsFestival.com.

ABOUT THE INDIAN WELLS ARTS FESTIVAL

The Indian Wells Arts Festival has grown to become the headlining event of the Coachella Valley's arts festival season. In its 14th year the event continues to garner an international draw featuring 200 juried artists from across the nation and more than 30 countries working in dozens of mediums ranging from painting, sculpture, photography, ceramics, textiles and jewelry, who are awarded first, second and third place ribbons by a panel of judges. Guests can meet and purchase directly from artists.

Rated "Best of the Best" by Palm Springs Life magazine, the Indian Wells Arts Festival is ranked in the top 100 fine art and fine craft shows in the nation by Sunshine Artist magazine and Greg Lawler Art Source Review. It has also been recognized as a Top 100 Event by the American Bus Association. Adding to the uniqueness of the event is the Gourmet MarketPlace featuring makers of original gourmet goods with wares ranging from fine oils and vinegars to indulgent bath and body creations.

~ more ~

On-site artist demonstrations include glass-blowing, painting, textile weaving, and sculpting along with other creative and interactive art activities for enthusiasts of all ages. Live jazz music and entertainment can be found throughout the festival as well as a variety of food offerings and cocktails under an open-air shaded pavilion as well as the RumChata Bar and the Champagne Circle. In addition, an “Eggs + Champagne in the Garden” brunch menu till noon is offered both Saturday and Sunday.

The Indian Wells Arts Festival is proud to incorporate non-profit collaborations with community partnerships with the Ophelia Project, a national teen mentoring program; the Coachella Valley Youth Ensemble; and Cathedral City High School’s DATA Digital Imaging Apple Distinguished Program among other impactful youth and community groups.

Primary sponsors for the Indian Wells Arts Festival include the City of Indian Wells as title sponsor; the Indian Wells Tennis Garden as host sponsor; The Desert Sun, Palm Springs Life Magazine, Hot Purple Energy, Raymond James Financial, Bank of Southern California, Saddleback Golf Cars, Jensen’s Finest Foods, Rite Aid, Bristol Farms, and Bagel Bistro.

###

If you would like more information about this topic, please contact William Toren at 818-943-4375 or email at williamtoren@hotmail.com.