



11TH ANNUAL INDIAN WELLS ARTS FESTIVAL
Where Art is a Happening!

(check out the unusual and special highlighted events and exhibits)

WHAT: 11th Annual Indian Wells Arts Festival – where *Art is a Happening!*

WHEN: April 5, 6, 7, 2013 10a.m. – 5p.m. (Gates close at 4:00)

WHERE: The Indian Wells Tennis Garden on Miles Avenue, Indian Wells, CA

PRICE: Adults \$12/Children Free. Parking is free. Valet available.

BENEFITING: The Ophelia Project and S.C.R.A.P. Gallery and other nonprofits

CONTACT: 760-346-0042

<http://IndianWellsArtsFestival.com>;

<https://www.facebook.com/IndianWellsArtsFestival/info>; or

<https://twitter.com/iwartsfestival>

Indian Wells, CA – More than 200 award winning artists showcasing their fine art and quality craft will transform the magnificent path-lined plaza of the Indian Wells Tennis Garden – home of the BNP Paribas Tournament – into a spectacular festival experience on April 5, 6, and 7 from 10 a.m. – 5 p.m. Indian Wells is conveniently located in the heart of the Southern California – Palm Springs/Desert Resort communities. The Indian Wells Tennis Garden with its beautiful landscaped grounds has been the host sponsor of the Indian Wells Arts Festival since inception.

Ranked as one of the 100 Best Fine Art Shows in the country (2012, 2011, 2010, 2009) by Sunshine Artist Magazine and voted 2009 Best of the Best Art Festivals by readers of Palm Springs Life magazine, the Indian Wells Arts Festival celebrates its 11th year.

The Indian Wells Arts Festival is designed to create a festive art marketplace experience for both the collector and first-time buyer, as well as to host community celebration and benefit local non-profits such as The Ophelia Project and S.C.R.A.P. Gallery. Other local non-profit Festival Partners include Old Town Artisan Studio, Aztec Dancers of Desert Mirage High School, Palm Springs Unified School District, Cathedral City High School Digital Arts Academy, Braille Institute of the Coachella Valley, and George Washington Charter School.

You don't have to be an art aficionado to enjoy the Indian Wells Arts Festival. The creative synergy of working artists, local sponsors, exhibitors and non-profit partners creates a color-filled artisan village vibrant with activity.

Selected by jury process, artists are on hand to explain and demonstrate the techniques that created hundreds of pieces of one-of-a-kind artwork available for purchase. Offerings include painting, drawing, ceramic, glass, photography, sculpture, jewelry, apparel and hand-crafted wares. On-site demonstrations include glass blowing, painting, weaving, large scale stone sculpturing, larger-than-life mural painting, sand sculpture, wood carving and pottery throwing. With a celebrated reputation for its quality and wide variety of fine art and quality craft, artists travel from throughout the country to participate.

A Gourmet Market Place offers gourmet specialties, while sidewalk chalk drawing, children's activities, wine tasting, live musical entertainment, book signings, and refreshments are ongoing throughout the day.

The City of Indian Wells welcomes the festival as it generates activity and exposure to the area. "The Indian Wells Arts Festival is an outstanding cultural event that draws locals and visitors," said Indian Wells Mayor Mary Roche. "We are proud that it has become one of our city's annual signature events.

Since its inception, the Indian Wells Arts Festival has grown in stature and continues to showcase incredible artistic talent. The Indian Wells Tennis Garden is the perfect venue for this world-class arts festival. We applaud Indian Wells Arts Festival producer Dianne Funk for creating this exceptional annual cultural event. The festival has so much to offer art enthusiasts of all ages."

Entrance fee is \$12 for adults and children are free. Parking is free and valet is available.

For more information please call 760-345-0042 or go to <http://IndianWellsArtsFestival.com>

For commemorative poster orders and festival information visit www.IndianWellsArtsFestival.com or call 760-346-0042.

EVENT HIGHLIGHTS:

COMMEMORATIVE POSTER: The 2013 Indian Wells Arts Festival commemorative poster has been exclusively created by the renowned mother/son artists, Linda Lee Kinman and Dusty Kinman of Kinman Studios located in Dexter, Oregon. This talented duo specializes in painting Southwest deserts during the springtime in order to capture the fleeting beauty of wildflowers in oils on linen canvas painted with palette knives.

Linda Lee and Dusty will present the painting for the commemorative poster entitled *Trail To The Pyramids* at a special unveiling to take place at the February 7, 2013 Indian Wells City Council meeting at 1:30. The piece depicts a popular hiking trail and monument detailed with indigenous flora/fauna brilliantly capturing the beauty and essence of Indian Wells.

It takes the Kinmans approximately three weeks to create their joint work of art. Dusty works on the background painting the mountains and trees, while mother Linda Lee utilizes her skills in the foreground. Dusty, with the encouragement of his late father, who was also an artist, attended his first festival at the age of 19 and sold 17 paintings in three days. Dusty's young five-year-old son, Aaden, a budding artist, is also following in the footsteps of his grandparents and father.

"I do what I love to do because I love life," says Dusty, who hides hearts in every painting.

A special contest will be held (details pending) to guess how many hearts are hidden in the Indian Wells Arts Festival 2013 commemorative poster. Also, there are plans to offer a miniature painting of the larger at a free drawing during the festival that runs from Friday April 5 through Sunday April 7 at the Indian Wells Tennis Garden.

SALTON TIDE: Cristopher Cichocki has been creating artworks that incorporate the Salton Sea for nearly a decade. Cichocki has illuminated awareness of the dire ecological issues that confront the Salton Sea and its surrounding regions. Cristopher assembles found objects from the Salton Sea and later appropriates these findings into his paintings, sculptures and installation works. The Indian Wells Art festival will showcase one of Cichocki's fluorescent neon-colored fish installations titled: "Salton Tide." This large scale work will undoubtedly confront festival goers with an unexpected contrast in the midst of the venue's prestigious flower garden. In conjunction with "Salton Tide," Cristopher will team up with other individuals and organizations who will be on hand providing information concerning the future of the Salton Sea. The artist talks about his project: "The Indian Wells Arts festival is the perfect context to raise awareness to the

local demographic. Scientists estimate that within 20 to 25 years the Salton Sea will become a dead sea making much of Southern California a dust bowl of toxic debris. People need to be aware that if nothing is done to save the Salton Sea this region will become uninhabitable. The longer we wait for a solution to save the Salton Sea the more difficult it will be to resolve this pressing issue. My installation "Salton Tide" speaks directly to this harsh ecological reality while serving as a catalyst of discussion, hope and awareness for the future of our region."

METAL GIANTS: Born in Durango Mexico, Ricardo Breceda, has lived in California for the past 25 years. Soon after the release of the movie Jurassic Park III and influenced over his daughter's enthusiasm for dinosaurs, Ricardo apparently traded a pair of boots for welding equipment and started transforming metal into life-like creations, some as large as his 350 foot long sand serpent. Most of his life-sized works can be viewed at his current studio in Temecula, California. As far as the exactness in proportions of his creatures, dinosaurs and horses alike, for the most part, they are all anatomical correct. He has even created a jeep, miner and mule, stagecoach and more. His sculptures are now referred to as "*sky art*" blending in with and enhancing the desert setting.

THE GLASS TOUCH: Watching a skilled glass blower at work is an extremely rewarding experience that allows the viewer a glimpse into the art of a centuries old craftsmanship. Bruce Freund received his B.A. degree in ceramics from University of California, Irvine and went on to earn a Masters Degree in Glass and a teaching credential from California State University, Fullerton. He also attended the Pilchuck Glass School in Stanwood, WA and the Pratt Arts and Crafts School. He has won a string of awards for his work primarily from shows he has participated in. Some of these are the Mill Avenue Merchant Association Show (1988-1994 consecutively), Studio City Festival of Arts (1990-1993), Desert Art Show Indio (1993 & 1994) and the Sawdust Festival. Freund has made commissioned pieces for many celebrities from the entertainment world including: Barbara Streisand, Elizabeth Taylor, Jennifer Beals, Madonna, Justin Bateman, Cher, Lee Brevard and Tommy Chong (of Cheech and Chong). Bruce maintains a low profile visibility and makes the majority of his glass pieces by himself with no assistance. He has mastered the art of blending a rainbow of colors in to the same piece but at the same time is very versatile in his designs and techniques. You won't want to miss the opportunity to view him in action demonstrating throughout each day of the Festival.

SET IN STONE: It all starts with limestone so heavy that a crane is required to move the tons of stone into position onsite at the Indian Wells Arts Festival where David Flossi will demonstrate how he turns stone into art. David Flossi communicates his perspective, vision, and wonder of the miraculous equation of life through his work in stone. "I want to entice the viewer with beauty- not just visual attraction but a physical feeling that moves and resonates. I look for the spirit of my subject. Why is this happening? What is it about this theme that inspires me? Can it have a positive affect on people? There is a pattern of my subject matter to engage the viewer and redirect focus from the visual to the deeper meaning and the more profound potential in all of us." David uses stone because it is a link to the earth; its richness and varieties are a miracle in

itself. He finds that carving stone is the most difficult of all the artistic mediums. The difficulty in the medium requires the sculptor to commit to a long and difficult process that yields a great reward, says David, who feels the process is similar to the journey of life. He likes to think that the glass in his sculpture represents the human spirit, life, and the miraculous.

MAGIC WEAVE: Mel Mendez first learned how to weave at his parent's home in a small town in the state of Oaxaca, Mexico called Teotitlan del Valle. In his family line they all have been weavers. Mel started weaving at the age of 12 years old. He learned by watching his father weave. With his father's guidance Mel has become a skilled weaver. Mel now weaves rugs at his shop in Arizona. Mel's wife, Lucy, also participates in the weaving process and their two daughters are learning the family skills. Mel has been weaving rugs for the last 24 years of his life. Their rugs are made out of 100% wool. They are woven on a two foot pedal loom. This loom was introduced to the Zapotec weavers by the Spanish during the take over of Mexico.

INK SPOT: The Ink Spot is a new literary corner that features readings, discussions with authors, and interactive exhibits representing the Inland Empire's vibrant literary community and hosted by the University of California at Riverside. Meet the creative geniuses who penned some of your favorite books; find out how they came about their stories; the process of book writing and publishing; and take home a signed copy.

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