



PRESS RELEASE

For Immediate Release
December 17, 2014

Contact: Alison Elsner-AEPR
760-413-5053, allalis@aol.com

**** NOTE: First IWAF podcast is available Thursday, December 18, as of 4:00pm PST, featuring a discussion about Objet Trouvé Found Art Festival. Please visit <http://www.indianwellsartsfestival.com> to listen in or download. ****

OBJET TROUVÉ FOUND ART FESTIVAL RETURNS TO 13th ANNUAL INDIAN WELLS ARTS FESTIVAL, ADDING COLOR AND CREATIVITY OVER EASTER WEEKEND

-Celebrated Art Form Creates 'Festival within a Festival'

(Indian Wells, CA.) -- For the second year, the “Objet Trouvé” Found Art Festival will return to the 13th Annual Indian Wells Arts Festival, taking place April 3, 4, and 5, 2015 at the Indian Wells Tennis Garden in Indian Wells, California. Creating a “festival within a festival,” over twenty artists will exhibit their cutting edge works directly adjacent to the main Indian Wells Arts Festival venue as a special component to the overall event.

Objet Trouvé Found Art Festival and the Indian Wells Arts Festival are open to the public Friday, Saturday and Sunday, April 3, 4, and 5, 2015, from 10:00am until 5:00pm each day (with gates closing at 4:00pm). Admission for adults is \$13, and children are free for 12 and under (includes both Festivals). Parking is free, with valet parking available. The Indian Wells Tennis Garden’s main entrance is off of Washington Street between Fred Waring Drive and Highway 111 in Indian Wells, California.

Festival producer **Dianne Funk**, President of Dianne Funk Productions, said, “To our delight, this is the one and only Festival of its kind in the entire country that has created a festival within a festival and which incorporates and celebrates the Objet Trouvé found art element. Exploring this unique art style is fun and fascinating, and it’s truly a way to encourage everyone to be involved in and comfortable with creating and appreciating art, whether novice or expert, young or old.”

“Objet Trouvé” translates from French to “found object” and represents an artistic style that uses everyday objects and “found” materials to create stimulating visual displays. Recognized for its innovative art forms, the Objet Trouvé Found Art Festival will display creative categories to include assemblage, collage, and sculpture as well as installations and hands-on art demonstrations. This year’s theme of “Think inside the Box” uses all types and sizes of boxes and crates for the public to discover and explore.

The innovative Objet Trouvé exhibition was conceptualized and co-chaired by **William (Bill) Schinsky** of the Coachella Valley Art Center (located in Indio) and **Karen Riley** of the S.C.R.A.P. Gallery (also in Indio).

-more-

Objet Trouvé Creates Festival within a Festival – April 3-5, 2015 – page 2

Bill Schinsky said, “This work is reminiscent of the style and genre of art created by Pablo Picasso, Marcel Duchamp, Man Ray, Juan Gris and Georges Braque, and we are excited to see it return this year after being met with such enthusiasm last year.”

Karen Riley said, “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!”

For additional information about the Objet Trouvé exhibit at the Indian Wells Arts Festival, please visit <http://objettrouvefoundartfestival.com>, or visit William Schinsky / Coachella Valley Art Center at <http://www.coachellavalleyartcenter.org> or Karen Riley / S.C.R.A.P. Gallery <http://www.scrapgallery.org>.

ABOUT THE INDIAN WELLS ARTS FESTIVAL:

The 13th annual Indian Wells Arts Festival will once again take place on the grass plaza of the newly expanded Indian Wells Tennis Garden on Easter weekend, Friday, April 3 through Sunday, April 5, 2015. The Festival, “...where Art is a Happening!”, transforms the venue into an artisan village of 200 acclaimed artists. In addition to viewing and purchasing art, over 12,000 attendees will have the opportunity to enjoy live entertainment, wine and cocktail stations, food kiosks, and children’s activities throughout the weekend, as well as to visit the highlighted “Objet Trouvé” Found Art Festival in an adjacent exhibit area.

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 as well as a 2014 Top 100 Event by the American Bus Association. Art displays feature unique and affordable works from renown-artisans covering a full spectrum of form, including paintings, sculptures, jewelry, photography, and hand-crafted wares. Guests can meet and purchase directly from artists. This is a juried show with a panel of judges who will award first, second, and third place ribbons to artists in 11 categories and 20 mediums.

On-site demonstrations will include glass blowing, painting, weaving, large scale stone sculpturing, larger-than-life mural painting, sand sculpture, wood carving and pottery throwing in addition to the “Recycle Bicycles” display, sidewalk chalk drawing, and other creative and interactive art projects.

A variety of food offerings will be available throughout the Festival, as well as the Tommy Bahama’s Bar. There will also be live entertainment from acclaimed musicians such as Independent Music Awards nominated band Incendio and contemporary jazz keyboardist Lao Tizer.

On Easter Sunday, April 5, all guests are invited to the “Easter Sunday Egg + Champagne in the Garden” brunch menu until noon, which will begin at 10:00am (when the gates open), where a special menu will be offered. Photos and Easter activities will be available for children and families.

The Indian Wells Arts Festival is excited to incorporate non-profit collaboration into the event by once again inviting the Ophelia Project of the Coachella Valley which coordinates programs for teen girls designed to increase academic achievement. This year, artists will donate pieces of art for a silent auction at the Festival to benefit the charity.

Primary sponsors for the Indian Wells Arts Festival include: Indian Wells Tennis Garden-Host Sponsor, Desert Magazine-Print Media Sponsor, Palm Springs Life-Premier Sponsor, Hot Purple Energy-Exhibit Area Sponsor, Bank of Southern California-Area Sponsor, Saddleback Golf Cars-Area Sponsor, and Jensen’s Finest Foods, Rite Aid, Bristol Farms, Trader Joe’s and Bagel Bistro-Artist Hospitality Sponsors.

For further information, please visit <http://www.IndianWellsArtsFestival.com>, email info@indianwellsartsfestival.com or call 760-346-0042. The Festival can also be found at <https://www.facebook.com/indianwellsartsfestival> and on Twitter [@iwartsfestival](https://twitter.com/iwartsfestival).