



MEDIA RELEASE

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“OPEN-IMPRESSIONIST” ERIN HANSON SELECTED AS COMMEMORATIVE POSTER ARTIST FOR 13TH ANNUAL INDIAN WELLS ARTS FESTIVAL

-Original Artwork Unveiling at Indian Wells City Council

(Indian Wells, CA.) – Erin Hanson of Glendale, California, has been selected as the featured commemorative poster artist for the 13th annual Indian Wells Arts Festival. A special artwork unveiling and poster presentation of Hanson’s painting, *“Indian Wells in Bloom,”* an original 60”h x 40”w acrylic painting on canvas, will be made at the start of the Indian Wells City Council meeting on **Thursday, February 19 at 1:30pm**. Organizers and supporters of the Indian Wells Arts Festival will be in attendance during the presentation to Mayor Ty Peabody and Council members by Hanson (not related to Councilmember Douglas Hanson) and Festival Producer Dianne Funk. The presentation is open to the public. (Indian Wells City Hall is located at 44-950 Eldorado Drive in Indian Wells, California.)



Hanson paints with a minimalist method of placing paint strokes without layering, categorizing her style as “Open-Impressionism.” She brings classic impressionism together with modern expressionism, adding an element of “plein-air” style. Her paintings focus on natural landscapes and have been inspired by climbing Red Rock Canyon near Las Vegas and the southern California desert. Hanson has spent almost a decade professionally painting the dramatic scenery of Utah, Nevada, Arizona and California. (see full background, below).

Erin Hanson said, “I am very honored to have been chosen as this year’s poster artist. I have greatly admired the artwork chosen for the Indian Wells poster for many years, and I am so happy that one of my pieces of art will go down in the annals of Indian Wells. In my featured artwork, I wanted to capture Indian Wells in all its many forms of beauty. I am going to be further exploring Joshua Tree, Borrego Springs, and our own Coachella Valley, looking for little pockets of unexpected color and dramatic compositions to inspire my new line of desert oil paintings.”

Dianne Funk, Indian Wells Arts Festival Producer, said, “Erin’s painting perfectly captures the message of the Festival, which allows attendees to take home a commemorative print that depicts the desert. The mountain backdrop is the actual horizon that Festival-goers experience from the Indian Wells Tennis Garden, and her work fits well into the fresh new look inspired by desert landscapes. All of Erin’s large paintings are bold, dramatic and brilliant in color and content. We’re thrilled to be partnering with Erin, as she has a very strong art background as well as gallery and museum representation across the country.”

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Artist Erin Hanson to Unveil Indian Wells Arts Festival Painting at City Council – February 19, 2015 – page 2

The 13th annual Indian Wells Arts Festival, “...where Art is a Happening!”, transforms the Indian Wells Tennis Garden into an artisan village of 200 acclaimed artists for three full days over Easter weekend. 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 as well as to visit the 2nd annual “Objet Trouvé” Found Art Festival in an adjacent exhibit area.

The event is 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.

ABOUT ERIN HANSON:

Erin Hanson is an accomplished artist with a highly respected portfolio of work that has garnered numerous awards and honors. When she is not on site in her studio and gallery in Glendale, California, she is traveling around the United States participating in top festivals and art shows, including La Quinta Arts Festival, Southwest Art Festival, Beverly Hills ArtSHOW, Art in the Square Festival in Southlake, Texas, Kimball Arts Festival in Park City, Utah, and many others.

Raised in La Cañada, California, Ms. Hanson’s art talent and love of the outdoors were evident as a child. She began her study of oil painting at eight years old, and at age ten, she was charging customers for portraits of their dogs. She even painted an album cover on commission. By the time she was twelve, she was working at a mural studio, learning the techniques of acrylics on the grand scale of 40-foot canvases. Two years later, a high school scholarship took her to Otis College of Art, where she studied figure drawing.

Graduating high school at age sixteen, with a strong passion for science as well as painting, Hanson acquired a degree in bioengineering from the University of California at Berkeley (Cal), paying her own way through both high school and college. While studying microbiology and multi-variable calculus, Hanson still found time to paint, creating detailed works of ink and watercolor. After graduating, she launched her own wholesale sales business on eBay. Her professional success created the time and opportunity for her to return to her love of painting, and, as such, she has found her calling as a full time, professional artist.

Hanson has dubbed her work, “Open-Impressionism,” describing her minimalist method of placing thick, impasto paint strokes without layering. Having always admired this unique style of painting as a child, she uses as few brush strokes as possible to create fresh, alive paintings of magnificent and dramatic landscapes. She paints in her studio in Glendale from landscape photographs she takes during her hiking and backpacking trips.

Through the years, Hanson has continued to receive inspiration from the outdoors and nature in producing her large collection of work. She visits the Colorado plateau every year, exploring areas such as Zion National Park, Canyon de Chelly, and Monument Valley. Her other favorite places to paint include Paso Robles, Joshua Tree National Park, and the Anza-Borrego desert. Erin Hanson transforms these landscapes into an abstract mosaic of color and texture, her application of paint lending a sculptural effect to her art. Her oil paintings bring a fresh new look to western landscapes.

For more information about Erin Hanson, please visit her website at <http://www.erinhanon.com>. She may also be contacted at 818-860-1623, by emailing amy@erinhanon.com or by visiting her gallery in person:

The Erin Hanson Gallery
6731 San Fernando Road
Glendale, CA 91201

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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 Eggs + 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, The City of Indian Wells, The Desert Sun, Palm Springs Life, Hot Purple Energy, Bank of Southern California, Saddleback Golf Cars, Jensen’s Finest Foods, Rite Aid, Bristol Farms, Trader Joe’s and Bagel Bistro.

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).

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