

EDITORIAL Celebrating Art

One of the advantages to working in the office here at the arts center is the joy of hearing laughter ring through the building. Not a day goes by that someone does not come to install a show, prepare for a performance, rehearse a play or just two friends who haven't seen each other in a long time happen to meet. Every occasion is a reason to laugh. The high celestial ceilings seem to pull laughter and cheery greetings up to themselves, to amplify and broadcast the warmth and shared happiness.

So while the arts center does this on a daily basis, we as the humans who move in its spaces, need to prepare ourselves for certain times of larger celebrations. Every time a new art show opens we honor it, and celebrate the artist or artists involved, with the pouring of wine and very special foods. It is our way of showing gratitude for all the inspiration, the plain raw work with one or more tools, and the energy it takes from the time a show is planned until the last bit of stray string is swept from the floor.

There are art shows only if a large cadre of artists are working day after day in the solitude of their studios, spare rooms, and converted garages. It is in some very strange places they endeavor to make the wide range of objects with the hope that their creation will catch the eye of a beholder. As well, there would be no reason to display the art if people did not come with open minds and hearts to see and rejoice.

In this time of winter holidays, the artists make special efforts to design unique objects, often solely for the purpose of pleasing a buyer to take this homemade item, a product of our times and local, as a special gift to give to a friend or family. In order to assist the artists in this quest, Gualala Arts volunteers and staff put in many extra hours to bring to you the fabulous Festival of Trees – the centerpiece of this issue.

Not only is this an event made to bring family and friends together in the spirit of the holidays, but it is a time of celebrating art and artists. Your attendance at the Festival of Trees is your contribution to the celebration of the artist. Please plan to attend and bring your Thanksgiving guests to this feast of art.

Sketches Newsletter of Gualala Arts Center

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Thanks to **Sharon Nickodem** for doing all three of the Festival of Trees pages.



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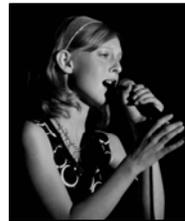
2007 Studio Discovery Tour Even Better

The figures are in and the forty-one artists who participated this year shared sales of approximately \$148,000. Congratulations to each and every one who worked on this project to make it such a booming success. Showers of thanks to the visitors and local art patrons who made their journeys from studio to studio.

What a difference this is when compared to the year 2002, when thirty-six artists brought in a little over \$44,000. Each season adds to the experiences gathered the year before so new improvements build on the past. The average number of years an artist participates in the Tour is four, with some artists having been in for up to eleven years. Some say it takes about four years to build a strong customer base, and most artists report that each year they experience an increase in sales.

In December it already will be time to sign up for next year. It is not too early for you, as an artist, to think about whether the Studio Discovery Tour is what you need to find, or build, your support base of customers.

Welcome Two New Mendonoma Idols



Songs were sung, the judges consulted, and to huge applause, two performers were crowned as the best vocalists on our coast. The honors went to **Joselyn Malik** (left) in the Junior Division and to **Gina Jimenez** (below) in the Adult Group. The sixteen finalists of the evening, who had already won over the other fifteen singers who had tried out, put on a fabulous show. Even to get to the finals was an achievement and each performer made the very best of it.



The walls shook with the enthusiastic cheers of the sold-out audience as they rallied around their favorites. It was an exciting evening that benefited the local radio station, KTDE, 100.5 FM and Gualala Arts. Amie Heath and Tony Ariola were co-producers, Lounge Lizard Liz was great emcee, with local keyboard artist Don Krieger, and accompanists Sue Bohlin and Wayne Harris on guitar – all did an outstanding job.

Wish List

- We need a volunteer to take publicity materials around to inns and outlets once a week.
- Could you donate a multi-disk DVD player?
- We still need a laptop computer for accounting.
- We need a desktop computer with Windows operating system.

Deadline for information in *Sketches* on events in **December** is **Wednesday, October 31.**