

Professional Artists Gather to Promote Innovative Workshops!



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There are many ways to get started in art. Don't be overwhelmed – be inspired! Artists are unique. One artist may look at a sunset and exclaim "I must capture this moment!" while another sees a jar of red paint and say "Oh, how can I use this?" What if you could meet and choose between 20 professional artists willing to share their time and expertise to help others start art.

The Paint Spot presents....

Art Instructor Appreciation & Networking Event
Saturday May 15, Noon – 5 PM
10032 81 Avenue

Savvy consumers are seeking a broader range of workshops.** Education in art-making is always evolving. Watercolours, oils and acrylics are still popular but there are many other options. Some customers are looking for new digital grounds, contemporary mixed-media and artful journaling. Others are seeking ancient art materials such as Silverpoint, Chinese Painting and Encaustics. "I've researched new materials and found teachers" says Kim Fjordbotten, owner of The Paint Spot. "We want to ensure beginners can find what is important to them.

A diverse range of professional artists are invited to spend a day at The Paint Spot. Sharing interests and trends will help everyone understand the range of instruction available. For example, Erik Visser teaches a fantastic course through City Art Centre called 'Freestyle Painting: Two days, four paintings – no paint brushes!' On the other hand, Michael Sass teaches oil painting realism using old master techniques with modern non-toxic materials. Frank Haddock will be signing copies of his Graphite Drawing DVDs. Jean Pederson will be signing her new book 'Expressive Portraits'. Lee Bale shares her passion for textile art.

** "Art is now so much more than traditional art materials." 'Artists & Art Materials Study 2009' surveyed the kinds of art made by recreational artists last year: 30% were multi-layered (mixed media collage, handmade books, cards, scrapbooks or 3D Art); 23% were drawings; 17% were paintings; and 18% were digital art.

MORE MORE MORE

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Think you're not artsy - think again! More people are choosing to create art to reduce stress and improve focus - it is a relaxing and engaging process. Summer Bozohora and Angel Baldinger are two instructors who facilitate workshops where intuition flows free unhindered by expectations or worries. They help individuals get in touch with life, solve problems, and learn to be innovative while turning mistakes into positives.

Art is for everyone! A class is an enjoyable way to spend time with friends and family. The Paint Spot offers half-day and full-day classes where all the materials are provided. Coming in June, Johanne Zenga from Pebeo Creative Products will present workshops on textile and glass painting. Johanne says "Bring your dishes and clothes, we will provide the paint and teach you how to personalize and decorate them – it is artful recycling!"

The Paint Spot has relocated to a larger space on 81 Avenue. Claywork Studio Link, and Four Winds Glass Studio are also here. "Our neighbours share the same work ethic and creative corporate structure. We all sell art materials employ artists, host workshops and exhibit art work for sale," says Kim "It is a bohemian retreat within old Strathcona."

May 2010 is our 25th Anniversary! The Paint Spot is a community art materials store run by artists who love to share their experience and product knowledge. The Paint Spot also operates the Naess Gallery and The Whyte Avenue Art Walk July 16 – 18, 2010. "Creating art is important to me, plus I love materials." says Kim "We have a great store full of creative products and innovative ideas because our friends, suppliers, staff and customers educate us every day."



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