

The Magic of Capitola *en Plein Air*

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Art lovers Marla and Brad, visiting from Gulfport, Florida, meet Santa Cruz artist Maggie Renner Hellman as she paints *en plein air*. Photo by Ron Holman.

November 7-8, 2015 The City of Capitola Art & Cultural Commission is hosting The Magic of Capitola *en Plein Air*, its first annual juried competition, exhibition, and sale of *Plein Air* artworks created in Capitola. It is a FREE, lively, community-focused event, with hands-on art-making for all visitors, live music, and dozens of local and regional artists selling their works and competing for the top prize.

On the first Saturday of November, dozens of professional and amateur artists will paint *en plein air* in varied mediums, outdoors, throughout Capitola, at locations including New Brighton Beach, Depot Hill, the Esplanade, and the Jewel Box. The public is invited to view those artists in action, from 10-2 on Saturday, November 7th.

Then on Sunday from 12-6, a host of events, including the Public-Art Pop-Up Tent, where teaching Artists from the Mariposa's Art program (a program of The Cultural Council of Santa Cruz County) will provide everything needed to make art happen! And a temporary public art work will be underway, inviting creative collaboration from visitors to the Pop Up. Anyone and everyone will be making art that day!

On November 7 & 8, at Esplanade Park artists and art lovers can:

**Become or watch a *plein air* painter in the wild,
Take in (or take home!) the beauty of more than a hundred paintings on display,
Win prizes for completing a Public Art SmARTphone Scavenger Hunt,
Pause for an educational moment with a noted curator,
Contribute a creative piece at the Mariposa's Art Public Art Pop Up Tent
(Or just take a tiny masterpiece home)
And maybe win a generous prize in the amateur or professional division competition!**

<http://capitolapleinair.com>

Full Press Kit at [For the Press](#)

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Sunday at noon, look for the artists, arriving at Esplanade Park with their finished, framed works for the competition. The exhibition and sale begins!

Starting at 1pm Sunday, families and folks of every age should check out the Public-Art Pop-Up Tent to make some art of their own. Teaching Artists from the Mariposa's Art program (a program of The Cultural Council of Santa Cruz County) will provide



everything needed to make art happen! And a temporary public art work will be underway, inviting creative collaboration from visitors to the Pop Up. Anyone and everyone will be making art that day!

"Including an Arts Education component helps round out the event, and engages the community in a different way. We become creators instead of just consumers," says Commissioner and Event Coordinator, Jenny Shelton. "And how delightful too, that we can invite our guests to add a piece to the public art project that is developing side-by-side with the hands on art project for kids and adults."

At the bandstand at 2 pm, museum curator and jurist Susan Hillhouse Leask will talk a little bit about the history of *Plein Air* painting before announcing the winning entrant. The best in show will be purchased for \$1,500, and displayed as part of the City's public art collection. A \$750 second place prize and other pro and amateur division ribbons will be awarded.

At 3, the quartet, Jazz With a Twist, gets started, with some elegant jazz and standards, easy on the ears. Folks can **continue to browse and buy art directly from the artists until 6 pm**. Sales are commission free, so artists take home 100% of their sales from the event, making this a great event for artists! The Pop Up continues until 5pm.

This event is FREE to the public. All are welcome! (But, please bring a checkbook to collect a piece of Capitola Art and Culture!) Artists who wish to register will pay a minimal registration fee to enter. For more information or to register as an artist for the event go to capitolapleinair.com. *NOTE: In case of rain, Sunday, November 8 activities will be held at the Capitola Community Center at Jade Street Park (4400 Jade St, Capitola, CA 95010)*

About the Art & Cultural Commission

The Capitola Art and Cultural Commission also produces other cultural events, such as the Twilight Concerts, Summer Movies at the Beach, and the Art & Music at the Beach Series. They instigate the call for all new works in the City's Public Art Collection, and recently released a free iOS app that provides information about local historic sites and public art, the "Capitola Self-Guided Tour of Public Art and Historic Sites," available at the app store. More info at <http://www.cityofcapitola.org/acc/page/art-cultural-commission>

EVENT LISTINGS

(104 WORDS)

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(64 WORDS)

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