



City of Ventura Cultural Affairs

January-February 2011

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July 4th Street Fair applications available January 18

Downloadable applications for Ventura’s popular 4th of July Street Fair will be available for artists, crafters and non-profit organizations at www.cityofventura.net/streetfairs starting January 18 complete with submission instructions and deadlines. The 4th of July Street Fair is a show juried by experienced artists and crafters and is a free admission to the public event.

Vendor booths for the 4th of July Street Fair extend along Main Street from Fir Street to Ventura Avenue as well as side streets Chestnut, Oak and California interspersed with three stages of entertainment and free shuttle bus service from the Ventura County Government Center to the Street Fair.

Musicians or community groups interested in performing on stage should mail a press kit with a demo CD to the Street Fair office by March 1. All entertainment will be finalized by March 31.

For further details visit the website or contact Michelle Godoy at 805.654.7749 or PO Box 99, 501 Poli Street, Room 226, Ventura, CA 93002.

Museum presents Advice on Collecting California Art on January 22

Do you know what to look for when you collect California art? Learn about the history and strategies of collecting California paintings from Scot Levitt, Vice President of Fine Arts and Director of California and Western Painting and Sculpture at Bonhams & Butterfields, on Saturday, January 22 at 2:00 p.m. at the Museum of Ventura County.

The presentation is \$10 general public, \$5 museum members, and includes admission to all gallery exhibitions, including Nature's Palette, the art of California Impressionist Meredith Brooks Abbott. For reservations to the Levitt presentation, call (805) 653-0323 x 315.

Levitt's expertise ranges from old master to modern art, with a particular interest in California and western paintings and sculpture. He oversees Bonhams & Butterfields fine arts appraisals, conducts auctions on a regular basis, and currently oversees their monthly consignment clinics in Los Angeles. He is a member of the American Arts Council of the Los Angeles County Museum of Art.

The Museum of Ventura County is located at 100 East Main Street in downtown Ventura. Hours are 11 a.m. - 5 p.m. Tuesday through Sunday. Admission is \$4 adults, \$3 seniors, \$1 children 6-17, members and children under 6 are free.

For more museum information go to www.venturamuseum.org or call 805-653-0323.

"Be a Saint" benefit for artists at Sylvia White Gallery on February 13

"Be a Saint" while enjoying a fabulous gala event with dinner, drinks, live music, free raffle and silent auction admission in support of Ventura's artists on Valentine's Day, February 13, 6-9 pm, at the Sylvia White Gallery, 1783 East Main Street.

This second annual event—a sellout last year— includes a juried art auction with starting bids at 25% of retail value, a 75% discount and extraordinary opportunity to acquire your favorite art. Each artist selected by the jurors will be entered in the ArtAdvance Lottery. One lucky artist will be the grand prize winner, picked at random to receive \$1000 cash. The number of \$500 winners will be determined at the event, depending on the money raised (last year there were 12 winners).

Purchase tickets online at www.artadvice.com/blog/be-a-saint/ for \$50/person or \$75/couple with special art supporter packages available. Ventura businesses are encouraged to donate goods or services to the raffle to receive free admission equivalent in value to donations by contacting William@artadvice.com or calling 805.643.8300.

Current and upcoming shows at the gallery include Helen Frankenthaler & John Lee (Jan 12-Feb 5; reception Jan 15, 3-5 pm) and (Squeak Carnwath Feb 26-Mar 26, reception and book signing Feb 26, 3-6 pm). Gallery hours: Wed-Sat 11 am-5 pm.

Current and upcoming shows at the gallery include John Ridings Lee Solo Exhibition (Jan. 12-Feb. 4) and William Hendricks' Proof *Prueba*: Cuba—Nothing Personal (Jan. 12-Feb. 5); opening reception for both exhibits, Jan 15., 3-5 pm. Gallery hours: Wed.-Sat.11 am-5 pm.



Go behind the scenes at Brooks Institute on February 23



Go “behind the scenes” at Brooks Institute—the world famous school of photography and visual journalism in the City of Ventura—on Wednesday, February 23, as part of the Discover Ventura and Ventura Travel Programs. The school is located on a former motion picture studio lot complete with sound stages and computer labs for video editing and graphic design. The tour includes lunch at the campus Zoom Café. After the Brooks tour the group will stop at the gallery of local nature photographer Ken Wise. Travelers meet at the Travel Programs Office 420 E. Santa Clara Street at 9:30 am for bus departure promptly at 10 am with return expected at 2 pm. Cost is \$25. To register call 805-658-4726 or visit www.cityofventura.net/eRecreation.

Support the arts through the Student Festival of Talent on February 26

Support the arts through an event that showcases student talent within the Ventura Unified School District supported by faculty, staff, parents, alumni and the community and directed by Brian McDonald from The Rubicon Theatre on Saturday, February 26, in the Ventura High School Theater, 2 North Catalina Street.

This year’s show “I’ve Got the Music in Me” begins at 7 pm preceded by a student art sale, silent auction and pasta dinner in the cafeteria at 5:30 pm. Tickets are \$15 at the door, \$10 in advance sold at all school sites and \$20 for reserved seats sold at 805/641-5000 x1550 or email info@vep4usd.org. For more information visit vep4vusd.org.



The Ventura Kiwanis/Ventura Education Partnership Festival of Talent started in 2002 when Ventura Unified Superintendent Trudy Arriaga suggested a talent show fundraiser to support the redesigned, all-volunteer Ventura Education Partnership. Since then the Festival has raised almost half million dollars for the GrantSmart program for special classroom class room projects devised by the applicant teachers and other staff which would not otherwise be funded.

Get your Early Bird Special for the Kids Swap Meet by February 28



The Kids Swap Meet returns to Barranca Vista Park, 7050 Ralston Street in Ventura on Saturday May 14th from 9 am to noon. Celebrating its 6th year as West County’s original “By Kids – For Kids” swap meet, youth of all ages up to 18 years are encouraged to clean out their closets of gently used toys, clothing, bikes, games, collectibles, books and more for a morning of selling and swapping.

The vendors have used their sales in the past for fundraisers, special causes or just for a unique purchase. The booth fee of \$15 includes a 10’ x 10’ space, advertising postcards, help with set -up, take-down and as always, left over items can be donated to a special non-profit for pick-up after the event. Get an early bird discount of \$5 on your booth if you register before February 28. Download an Kids Swap Meet application at www.cityofventura.net/cs/arts/barranca-vista-center

The swap meet anchors the Annual Family Festival in the Park, a family event celebrating our community organizations and Barranca Vista arts education programs. If you have any questions about the festival or would like to have a booth at the event contact Kathryn Lawson at 654-7552 or kdippingo@cityofventura.net.

Enter the Art Tales poetry and short story by March 1

It usually begins in silence. You view a painting or sculpture that triggers memories or sparks curiosity, conversation, or controversy. You move on but the artwork is sublime; it stays with you, stirring your imagination, and provoking the impulse to unlock the story inside. This is the uniquely creative challenge of Art Tales.



For the third annual Art Tales – a contest for creative writers – the City of Ventura in partnership with E.P. Foster Library, invites area writers to submit an original short story or poem that was inspired by one of the Municipal Art collection works of art currently on exhibit at E.P. Foster Library in downtown Ventura. Each of the six pieces in this year’s assortment was inspired by the mysterious cycles and symbols of nature, challenging the viewer to puzzle over the work’s message.

Writers are asked to interpret the artwork broadly using a technique called *ekphrasis*. This method, which literally allows one work of art to inspire another, has been in practice for over 2,500 years, giving a fresh “voice” to art and offering a unique and symbiotic exchange between two creative and inspired minds. Using this method, for example, a writer in 2010 could compose a poem or story that interprets the enigmatic smile on the Mona Lisa, painted more than 500 years ago. Winners over the past two years have risen effectively to this challenge, producing some extraordinary literary responses.

Submit entries by March 1 by email only, which will be judged in three age categories by a committee of professionals and educators. Winners will receive a cash prize, see their story or poem published on the city’s website, and receive a bound edition of the winning entries. For guidelines, submission instructions, and a VUSD approved, downloadable, lesson on ekphrasis go to www.cityofventura.net/ArtTales. For more information contact Julie Maechler at 805.658.4759.

Free arts management data workshops at City Hall on March 9



On March 9, 2011, the City of Ventura and the Ventura County Arts Council will present two FREE California Cultural Data Projects training workshops: *New Users* and *Reports*. The workshops will be presented at City Hall in Ventura (501 Poli Street) in Ventura.

A representative from the California Cultural Data Project will offer two types of **FREE** CDP training sessions – *New User*, for those just getting started, 10-11:30 am, and *Reports Orientations*, for organizations who have submitted one or more years of data, 12:30-2 pm. Light morning refreshments and lunch will be provided.

The **California Cultural Data Project (California CDP)** is a powerful online management tool designed to strengthen arts and cultural organizations. Arts and cultural organizations enter financial, programmatic and operational data into a standardized online form and can then use the CDP to produce a variety of reports designed to help increase management capacity, identify strengths and challenges and inform decision-making. They can also generate reports to be included as part of the application processes to participating grantmakers.

This emerging national standard enables participating organizations to track trends and benchmark their progress through powerful reporting tools, empowers researchers and advocates with information to make the case for arts and culture, and equips funders with data to plan and evaluate grant-making activities more effectively.

Register through Event Brite as follows:

New Users Training: <http://cacdp-ventura.eventbrite.com/>

Reports Training: <http://cacdp-ventura2.eventbrite.com/>

We recommend the New User Training Session if your organization is new to the CDP or if you need a refresher on data entry. This training session will provide an overview of the history and goals of the California CDP as well as an introduction to the types of data collected. During the session, we will talk participants through the process of entering data, applying to participating funders and generating reports.

The CDP Reports Orientation Session is designed for organizations that have already submitted at least one Data Profile into the system. Learn more about the 77 trend and comparison reports available to your organization at no-cost! This training offers tips for integrating use of these reports in your financial management, planning and evaluation.

For more information, email Georgeanne Lees (glees@ci.ventura.ca.us) or call at 805/658-4720.

IN FOCUS: The successor to ArtWalk

The City of Ventura and Community Partners are going through the exciting process of designing a new art event that will replace, enhance or re-imagine the ArtWalk concept. The City artistic landscape has changed considerably over the years, with the WAV, Bell Arts Factory, Art City, Crowne Plaza, Red Brick Gallery, Sylvia White Studios, Stoneworks, BAA and the newly remodeled Ventura County Museum able to house multiple artists and art exhibits.

Following the Fall Harvest ArtWalk, a reassessment of this long-running event began. Knowing that the City no longer had the funding and staffing to fully support ArtWalk, an initial stakeholders meeting was held on December 10 at City Hall to talk about the future of ArtWalk. Some of the topics discussed by representatives from the Downtown Ventura Organization (DVO), a representative from the Cultural Affairs Commission, the VCB, Bell Arts Factory, WAV, BAA, the Chamber of Commerce and other interested parties included:

- Does ArtWalk have a future?
- Can ArtWalk be coordinated by entities other than the City?
- Do City partners have the funding to pay for their own part time coordinator to stage the ArtWalk?
- What type of support would the City offer for a future arts event?
- Create a new art event based on completely new ideas

The group was in consensus that ArtWalk has outlived its time, and a new community program needed to be created. All the stakeholders agreed that the next step in the process would be to involve the community in a workshop meeting. December 8 was selected for a Community Workshop, presented at the WAV. Chris Valesco, President and Executive Director of PLACE, and the driving force in the development of WAV, agreed to facilitate the meeting. Hundreds of on-line invitations were sent by many organizations in the hopes of reaching artists, merchants, patrons and arts organizations.

On December 8, approximately 100 community members met at the WAV Theatre/Gallery to brainstorm ideas for a new arts event. After brief introductory remarks, four breakout groups went into different rooms and discussed the principles of a new event.

The topics were:

- Why have one?
- How do we organize it?
- How do we pay for it?
- When and where

The groups returned to the main WAV theatre/gallery, and each of the four breakout group facilitators discussed the ideas that had emerged from their topic.

The next breakout focused on one topic: What is it? Once again, each facilitator reviewed their groups' notes with the participants. All attendees were given colored dots and asked to affix them on their three top choices for an art event. The top six choices were:

- Sell Art
- Art Week
- Studio Tours on a party bus (with maps of artists' studios, artist demonstrations or talks at each stop. Create an experience for participants with live art demos.)
- Online presence
- Enhance ArtWalk
- Do-It-Yourself projects for everyone

Attendees had the opportunity to discuss their breakout group ideas, and provided input on recommendations for future cultural programming in the City of Ventura. This is the beginning of a longer community process, with more community meetings to follow. Any recommendations will be forwarded to the Cultural Affairs Commission and City Council for consideration.

For more information, contact Georgeanne Lees at glees@ci.ventura.ca.us.

Olivas Adobe retrofit complete

The City of Ventura is thrilled with the completion of the recent retrofit and electrical upgrade for the Olivas Adobe. As part of the renovation, the buildings on the property were reinforced to be more earthquake safe, the small and large adobes were rehabilitated with improved electrical and signage, and the small adobe was converted into a living history site. Funded by a grant from the California Cultural and Historical Endowment with matching funds provided by the City of Ventura, the much-needed work on the property has been a challenging but rewarding experience.



One of the most gratifying experiences of the Adobe Retrofit project was witnessing the reinstallation of the many historic photos, mirrors, wall pieces, and other details that have always endowed the adobe with its unique personality. The idea was to protect the adobe's newly restored walls by installing a wire suspension system in the Monterey Style House. The same hanging system was also installed in the small adobe to allow interchangeable exhibits. For this project the City commissioned local arts professional Gerald Zwiers. An accomplished artist in his own right, Gerald possess an impressive resume that includes vast experience as a curator, conservator, art installer, and art framer, and by the time the project was complete, we'd used a good number of his skills. Gerald did a remarkable job of maintaining the historic feel of the home without changing the integrity of the historic pictures. Our gratitude for his artful touch is heartfelt.