



Press Release: For immediate release

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San Diego Visual Arts Network presents Little & Large

Artists creating a Sculpture and related Jewelry for display at 41 Venues County Wide

Little & Large Launch Party: Wednesday, July 8, 7 – 9 pm

at **Sirèn** 4th Floor pool deck of the [Se Hotel](#) , 1047 5th Avenue at Broadway, SD 92101

Two “Little” runway shows. Perform in your own [flipbook](#). Tidbits for early birds.

Stay late for hotel entertainment starting at 9 pm

All venue details available on www.SDVAN.net by location, and alphabetically by venue/artist.

Watch for [Little & Large](#) near you starting in July through Dec, 2009

More info: info@sdvisualarts.net 760.943.0148

This promotion is inspired by the **Calder Jewelry** exhibition at **San Diego Museum of Art** beginning July 25, 2009 until Jan 3, 2010

The San Diego Visual Arts Network in a joint collaboration of 41 venues from Fallbrook to Coronado has challenged almost 100 local artists, both sculptors and jewelers, to work in both mediums in homage to Alexander Calder. Calder is famous for his mobile sculptures but he also created 1800 pieces of jewelry. One hundred of these will be on display at the SDMA starting July 25. Our local artists will each be displaying at least one work of sculpture and a related piece of jewelry. The individual venues will be setting criteria suitable for their spaces, but we are hoping to see some large jewelry and small sculpture included in every possible medium.

Patricia Frischer, coordinator of SDVAN and this promotion, says, “We are thrilled the arts community has come together, especially at this time of economic stress to show how creative they can be not only with the production of these fantastic, unusual art works but with this collaborative effort.”

Venues include the Bonita Museum (the most southern venue), Taboo (the pre-eminent art jewelry gallery in SD) along with 8 other central SD venues, seven North/South Park galleries, 6 El Cajon galleries, 5 galleries in La Jolla, 9 venues from the Solana Beach City Hall to the Oceanside Museum of Art (featuring the work of James Hubbell) in the North County coastal area and 4 North County Inland venues including the most northern, the Fallbrook Art Center.

Benefits abound with this promotion. Artists have found new venues for their work. Jewelers are being validated as artists. Many sculptors are welcoming this opportunity to make smaller wearable works.

The venues are getting greater exposure and the possibility of a new audience because of the cross pollination affect of 41 venues. SDVAN with its 3-4000 visitors a month and over one million hits a year gives additional coverage. Last but perhaps most important is this opportunity for the art patrons who might be happy to buy a piece of jewelry but needing a way to relate to sculpture to expand their concept of art. And for those feeling the pinch right now, hasn't artful jewelry always been reasonably affordable portable sculpture? Art buyers will find it easy to find these creations close by and hard to resist these tempting displays.

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For More information: patricia@SDVisualArts.net 760 943 0148

SAN DIEGO VISUAL ARTS NETWORK
www.SDVisualArts.net 760.943.0148 info@SDVisualArts.net
2487 Montgomery Avenue, Cardiff by the Sea, CA 92007
Public Charity 501 (c) 3 EIN #20-5910283



**Additional information:
Venues in Little and Large**

Andrews Gallery	EAP/ Escondido Municipal Gallery	Lynne Merchant	San Diego Museum of Art Gift Store
Art Expressions Gallery	Fallbrook Art Center	Madison Gallery	Silver Creek Fine Art
Bonita Museum	Front Porch Gallery	Noel –Baza Fine Art	Solana Beach City Hall Gallery
Bread on Market	Fusionglass Co	Oceanside Musuem of Art, Gift Store	Sophie’s Art Gallery
Cirello Gallery	Galeria JAN	Olaf Wieghorst Museum	St. Clair Gallery
Citizen Video	Gemological Institute Of America	Ordover Gallery	Timmons
Colosseum Fine Arts	Jett Gallery	Par Jewelry	Trios
Contemporary Fine Art Gallery	Hallmark Fine Art Gallery	Planet Rooth	Velo Cult
Devices Gallery	Kalos Designs	Taboo	White Sage Gallery
Distinction Gallery	Mixture	San Diego Art Department	101 Art and Soul

[San Diego Visual Arts Network](#) in collaboration with Regional Exhibition Venues throughout SD County announce a promotion starting in June 2009 and with a Launch Party on July 8 of **Sculptors creating Jewelry and Jewelers creating Sculpture** inspired by the **Alexander Calder Jewelry Exhibition** at **San Diego Museum of Art** (beginning July 18, 2009 until January 3, 2010)

Mission

To promote the San Diego Museum Art, the San Diego Visual Arts Network, numerous county exhibition venues and our San Diego regional sculptors and jewelers by coordinating a group promotion.

Goals

- Educate the public about these San Diego regional artists and venues which support them
- Foster relationships between sculptors and jewelers and the galleries that exhibit their works.
- Foster awareness of San Diego Visual Arts Network and the San Diego Museum of Art and the roles we take in nurturing collaborations and creating artist recognition
- Encourage Art Collecting and Connoisseurship
- Challenge the artists in our community to mentor each other and make works of the highest possible quality.

We are delighted to announce that the launch party for this county wide event will be on Wednesday July 8 from 7 to 9 pm for invited guests at the brand new deluxe [Se Hotel](#) in downtown SD. We will be hosting a runway show extended over the swimming pool on the fourth floor featuring all the jewelry. There will be an opportunity for guests to perform in and take away their own [Flip Book](#). The Se Hotel is arranging for after party entertainment starting at 9 pm.

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There is no fee for involvement in this promotion. The only requirement of participation is listing on SDVAN in our art resource or artist directory, which is also free.

We are pleased to announce that two venues will be holding Little and Large workshops, [The San Diego Art Department](#) and [Sophie's Art Gallery](#). The San Diego Museum of Art has provided an [Alexander Calder lesson plan](#) for educators and students.

The Little & Large committee is composed of the following who are giving of their time as volunteers to make this project successful: [Denise Bonaimo](#), Kaarin Vaughn, [Lea Dennis](#), [Susan Hirsch](#), [Diane Sanchez](#), [Lisa Van Herik](#), Kyoko Saito, [Rosemary KimBal](#), [Thomine Wilson](#), [Alexandra Rosa](#), [Philly Joe Swendoza](#), Ranee Alano, Jo Anne Pember, [Georgia Hoopes](#) and [Patricia Frischer](#)

For More information: patricia@SDVisualArts.net 760. 943. 0148

The Little and LARGE Background Interview: Patricia Frischer

How did the idea of Little and Large develop?

It just so happened I heard an announcement from Derrick Cartwright at a SDMA Contemporary Committee meeting in the fall of last year that the Alexander **Calder Jewelry** show was coming to the museum in July. The light bulb went off almost immediately as I thought about how this artist had created his stunning sculptures but also made over 1800 pieces of jewelry. Why not ask local sculptors to make a piece of jewelry? Then naturally, we must give that same chance to local jewelers by asking them to create a sculpture. I had no idea this seemingly simple concept would be so embraced by the art community.

Do the artists work in teams to create the work?

It is a bit confusing so let me try to be as clear as possible. We are asking each artist (either a sculptor or a jeweler) to make both a work of sculpture and a piece of jewelry just like Alexander Calder made both jewelry and sculpture. Each artist will display these two works that are related to each other. That is the talking point of the show. We are even asking them to write a few words about that relationship. We are giving artists the opportunity and challenge to work in another medium, if they are not already doing so. Each sculptor chooses a sculpture s/he has made and then makes a related piece of jewelry for this promotion. Each jeweler does the same; chooses a piece of jewelry and makes a related work of sculpture. The artists are not partners together...they all work independently and they show these two works side by side. Some artists have been asked to show a number of these combinations at their venues.

Why is this a good promotion for the San Diego Visual Arts Network?

As coordinator of the SDVAN I saw many immediate benefits for our organization. It is our first county wide promotion, thus giving us wider exposure than ever before. We made collaborations with a new set of volunteers, artists, art galleries, museum shops. We also received masses of new listings on the site from those resources as well as the potential for building our mailing list. We are asking for a 5% voluntary donation for any work sold during the promotion to help raise funds for our future projects.

Have you noticed any special reactions from the artists?

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"Many artists are delighted to have found new venues for their work to help "boost their careers and hopefully their pocketbooks" as stated by our La Jolla coordinator Lisa Van Herik. Some of the jewelers are being validated as artists as this is the first show for them in art galleries and not shops. The sculptors are getting a chance to create jewelry which might possibly have a better market than larger works during the current economic market. We have found that many sculptors are welcoming this opportunity to make smaller wearable works at this time when large pieces are not selling so well. Also jewelers are embracing the idea of making larger works which don't need to be wearable; thereby helping them cross over and break down the boundaries between art and craft.

Why do you think so many venues joined this promotion?

The venues are being exposed to new artists and by joining such a large collaboration are getting greater exposure and the possibility of a new audience. This is an opportunity to come together and present a united front in a community and draw more attention to visual arts. Besides the official launch at the Se Hotel which is a party but also a brilliant time for networking, at least four major areas of town (El Cajon, North Park, Cedros Design District in Solana Beach, and La Jolla) are able to feature these artists during their monthly Art Walks. Many are having private openings as well as giving up to three special evenings to celebrate and promote themselves and the artists. SDVAN with its 3-4000 visitors a month and over one million hits a year gives tremendous coverage to these venues.

Do you have any personal desires for this promotion?

I hope we are giving the art patrons who might be happy to buy a piece of jewelry a way to relate to sculpture and to expand their concepts of art. And for those feeling the pinch right now, hasn't artful jewelry always been reasonably affordable portable sculpture? With 40 venues county wide and approximately 100 artists, art buyers will find it easy to find art close by and hard to resist these tempting displays. One of the largest challenges for SDVAN is to try to create more art collectors in our region.

San Diego Visual Art Network has a mission to improve the clarity, accuracy and sophistication of discourse about San Diego's artistic and cultural life. We are dedicated to reinforcing the idea that the visual arts are a necessary and vital part of the health of our city. By providing a directory and events calendar and facilitating collaborations we hope to not only build the confidence of those involved in the arts, but disseminate information throughout San Diego thus raising the bar on the writing, production and appreciation of the visual arts in our region.

I personally can't wait to see all the special works that are being created just for this promotion. I get so excited when I am in the proximity of good art. Plus, I love a good party and this launch party will be a chance to Party with the Art Stars.

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