

Movers & Shakers

Jan 8, 2010

**Patricia Frischer - Movers & Shakers Interview for Frontera
for Cecilia Ochoa and Julio Rodríguez, entijuanarte 2010**

[San Diego Visual Arts Network](#) invites you to
[Movers & Shakers 2: Who's Who in San Diego Visual Arts](#)

Reception, Thursday Jan 21 from 6:30 to 8:30

Show continues until Saturday, Feb 6

See [catalog](#) and [SDVAG supported website](#)

[Art Expressions Gallery](#): 2645 Financial Court, Suite C, SD, 92117 [Link for map to gallery](#)

Exhibition hours: Monday - Friday 9am-5pm, Saturday 10am-5pm

Info: [Patricia Frischer](#) 760.943.0148 or [Patricia Smith](#) 858.270.7577

1. **How did you develop the idea of creating an event of this nature?** We try to choose projects at San Diego Visual Arts Network which involve as many people as possible and thus result in multiple collaborations. This is good for the whole arts community, bringing them together for greater efforts. Reaching out to 45 artists and as many VIPs certainly fulfills that goal.
2. **What are the goals of gathering the most outstanding art in San Diego?** Asking artists to paint portraits of famous citizens was based on an old idea which goes back to William Hogarth who documented London's Georgian life, especially theater stars in order to build his own notoriety. It seems like a good time for that to happen in San Diego. We have continued to record this particular time in history in our region with the second of these exhibitions which are marked with catalogs and a dedicated website:
www.moversandshakers.sdvag.net/
3. **Why did the event include important figures from Tijuana?** San Diego Visual Arts Network is inclusive of a wide area from Fallbrook in the North and Baja Norte in the south. Our directory and calendar listings showcase events and we are particularly aware of the rich heritage that Tijuana supplies for the visual arts. In other words, we did not do anything special by including Tijuana, we always are aware of and grateful for these important contributors to our region.
4. **What are the main contributions and interactions that have developed between the artistic and cultural movement of San Diego and Tijuana?** During the 2008 Movers and Shakers exhibition, we were thrilled to fill two buses of patrons who had supported the show to the deluxe opening of Entijuanarte. This project was graciously supported by the Mexican consulate. We continue to encourage all Tijuana artists and art resources to list on San Diego Visual Arts Network www.SDVAN.net and use the site to promote events.
5. **How did you select the figures from Tijuana that will participate in the event this year?** In most instances, the Movers and Shakers were selected and they choose the artists that they wanted to depict them. Luis and Gerda (Govine) Ituarte, [Consejo Fronterizo de Arte y Cultura](#) (COFAC)/Border Council of Arts and Culture selected [Julio Orozco](#). Julio Rodríguez Ramos and Cecilia Ochoa V. Co-Director, [Entijuanarte](#) choose [José Alfredo Gutierrez Jimenez](#). Rachel Teagle, Executive Director of [The New Children's Museum](#) was graciously painted by [Vero Glezqui](#). Pierrette Van Cleve, Director, [Van Cleve Fine Art](#) comes brilliantly



www.SDVisualArts.net 760.943.0148 info@SDVisualArts.net

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alive in the work by [Marianela de la Hoz](#) Not all the Latin artists live in Tijuana. For example, Deborah Klochko, Director, [Museum of Photographic Arts](#) picked [Josue Castro](#) (born in Mexico City and currently residing in SD). [Ernest Silva](#) Professor of Visual Art, University of CA, San Diego was immortalized in a piñata by Alberto Caro.

6. **What are the social impact results that are expected in both sides of the border?** Whenever we can spend time with those from across the borders, we build bridges instead of walls. That is the gift that art brings to our lives. For these exhibitions, we do not just meet each other at parties (although we do give wonderful parties!), we also share intelligent conversations and the art itself, which often needs no words.
7. **Along both sides of the border, how do you see the artistic-cultural production in 2010?** Each of the Movers and Shakers was asked to give their future vision of the Visual Arts in our region and these can be read in the catalog of the exhibition. In this time when most Americans are frankly afraid to come to Tijuana and the economy is in trouble on both sides of the border, it is the new production of art that will enable a continued exchange between our cultures. Now more than ever, artists are creating, sometimes as if all of our lives depended on it.

Patricia Frischer

coordinator, San Diego Visual Arts Network, www.SDVAN.net

Patricia Frischer is a founder and the coordinator of the [San Diego Visual Arts Network](#), which funds the [SD Art Prize](#), directory and events calendar and [SMART Collector](#) features. She has curated the [Movers and Shakers: Who's Who in SD Visual Arts](#) and [Little & Large](#) promotions. Frischer has taken on the roles of gallerist, curator, writer, teacher, website coordinator and artist. Her many metamorphoses make her difficult to fit into any of the usual art world categories. She is author of *The Artist and the Art of Marketing* has lectured extensively on marketing for artists. Frischer is a trainer of artists' agents, art dealers, consultant and collectors ([ArtProCA.com](#)). Her [own artwork](#) of paintings and sculptures has been shown internationally.

Vision:

My vision for the San Diego region in the near future is to see projects where all the professional visual arts establishments can come together as a united front to demonstrate the strength of the visual arts in our region, state, country and world. It is only by encouraging the population at large to support culture by buying art that we can all thrive.



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