

LIFESTYLE



Patricia Frischer

Blaine Fontana's "Love Sick"

Art for all

By Kehau Cerizo | kehou@tnews.net

Solana Beach sessions provide education, information on art world

The art world has free-for-all access with the San Diego Visual Arts Network (SDVAN) and the Galerie d'Art International.

With a three-part series starting Wednesday in Solana Beach, organizers are calling all those creative — or not creative — to change the way art finding and buying is perceived.

Called Arouse Yourself with Art: Collecting Secrets Revealed, the event is geared for the general public. Open discussion include collecting art, workshops, lectures and entertainment. Speakers are planning to offer ways to be involved in the art community — beyond buying.

"I think it diffuses some of the myths of the cliquish nature of buying art," said Joan Seifried, certified appraiser of fine art and event organizer. "There is a sort of a snob perception of the gallery, the artist and the untouchability of art in the marketplace today. [Buyers can]

WHAT Arouse Yourself with Art: Collecting Secrets Revealed

WHEN Each session starts at 7 p.m. Events are from Wednesday to Aug. 31.

WHERE Galerie d'Art International, 320 Cedros Ave., Suite 500, Solana Beach

COST Free entry; reservations encouraged

INFO www.sdvisualarts.net /Arouse.htm, (760) 943-0148

certainly have an original piece by local artists."

Organizers want to dispel myths about intimidation and the art community, boost confidence when buying or finding art, validate reactions to art and empower strong judgements when looking at art, among other goals.

"[The event] is appealing for the people who have posters on

INFO



Patricia Frischer

Alejandro Martínez-Peña's "Los Gemelos"

Art B4 >

> Wine



Escondido to continue grape tradition.

B2

> Planner



Bored? Check out these North County events.

B2

> Music



Bluesman to play in Solana Beach.

B3

> Coming Tuesday



Carlsbad presents Shakespeare in the Park.



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Peter Popping Quartet strikes world chord in Carlsbad

By Christina Chomut
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Combining jazz improvisation, Latin, classical and flamenco guitar styles to create world music, the Peter Popping Quartet will perform Saturday for the Guitar Extravaganza at Carlsbad Village Theatre.

Joined by the Guitar Quartet and a special guest vocalist, Robin Adler, the performance will begin at 8 p.m. and will feature music by San Diego local, Peter Popping, German composer Georg Philipp Telemann and the Gypsy Kings.

The Peter Popping Quartet, composed of guitarist William Wilson, percussionists Roy Gonzales and Kevin Koch, bassist Jeff Basile and Peter Popping, have been together for over a decade.



Bob Snell

Local guitarist, William Wilson, is part of the Peter Popping Quartet.

"It is always an ongoing joke to people because the band is

Guitar B3 >

Have a taste of the vine in Oceanside

Oceanside's Mission at San Luis Rey has been making wine for decades and on Monday residents will have the opportunity to share the wealth.

Possessing their own label, the mission is eager to showcase the fruit of their labor.

A wine tasting is as much a celebration of the nuances of the beverage as much as it is an education into its process of winemaking.

In conjunction with the tasting, the Oceanside mission will offer a tour led by historian and archeologist Jack S. Williams. The primary focus of Williams' research is the Native Americans' role in the early colonization of the California. Williams wears many hats. He is an anthropologist, author and teacher. The tour includes areas not

WHAT
Wine Tasting

WHERE
Mission San Luis Rey,
4050 Mission Ave.,
Oceanside

WHEN
Tour: 1:30 p.m. Monday
Tasting: 4 p.m.

COST
\$10 tour and tasting
\$5 tasting only

CONTACT
(760) 757-6184

usually opened to the public, the Meditation gardens, the Friars' Garden and the Well House. The mission was established in 1798 by Fermin de Lasuen and still operated by the Franciscan Friars of California.

— Joel D. Amos



photos.com



Pamela Jaeger's "Howl"

Patricia Frischer

Event schedule

Wednesday
Get Intimate with the Basics & Allure of the Marketplace
Participants identify their attractions, meet selected artists and collectors, learn about pricing and experience the demystification of the visual art market.
Aug. 17
Head, Heart, Soul the Perfect Climax
Information on how to "expose yourself" to more visual art, finding emerging and established artists' work and involving kids in the art buying process. Evening includes a mock auction.
Aug. 31
Contemporary Art Auction



Patricia Frischer

Fred Van Ormer's "Untitled"

Art
>From B1

their wall and nothing on their wall," said Patricia Frischer, founder and coordinator of SDVAN and main organizer. "It doesn't have to be a terrifying experience [to find art]."
SDVAN is a major nonprofit art network. The organization seeks to "improve the clarity, accuracy and sophistication of discourse about San Diego's artistic and cultural life." SDVAN is Web based and involves hundreds of artists and art groups in San Diego county.
Frischer, Seifried, Filippo Florida, director of the Galerie d'Art International gallery and event host, and Ann Berchtold, the founder of SanDiegoArtist.com and panelist, among others,

have been working for months to plan Arouse Yourself with Art.
Two exhibits will accompany the series. Emerging Artists showcases San Diego artists Matt Forderer, Pamela Jaeger, Oceanside artist Tim McCormick, Long Beach artist Blaine Fontana and Mexico artist Alejandro Martínez-Peña. "Art 4 Kids" presents San Diego artists Lauren Carrera, Harrison Howard, Fred Van Ormer, Italy artist Sergio Camin and New Jersey artist Susan Schmidt.
Sales from both exhibitions and an auction benefit San Diego Art Kidz, an elementary-school program that brings local artists into the class, and the SDVAN.
Seifried praised the artists of San Diego and said it is an opportune time for the public to get involved in the art world.
"I think this is a hot market," she said. "Although not as sophisticated as L.A., San Francisco, the East Coast, it is every bit as vital and less ex-

pensive. It is kind of undiscovered — not for the collectors, but for our own San Diegans."
Reach reporter Kehau Cerizo at 760.752.6749.

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