

Wildflower Village
Open Door Gallery 4335 W. 4th Street
Chapel Gallery 4305 W. 4th Street
Reno, NV 89523
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For Immediate Release



WILDFLOWER VILLAGE CELEBRATES ARTOWN EVERY SATURDAY
IN JULY AND WITH *EN PLEIN AIRE* PAINTING JULY 9TH

Wildflower Village, a unique artists' haven with two art galleries on West Fourth Street, invites Artown participants to enjoy the Saturday Outdoor Festivals every weekend in July from 10:00 a.m. to 4:00 p.m. On July 2nd, local potters will demonstrate techniques and encourage participation by the public. The Wildflower Saturday Outdoor Festivals occur at 4275-4395 West Fourth Street in Reno during July and following that, on the penultimate Saturday each month.

Local artists are welcome to display and sell their wares each Saturday at the Wildflower artists' markets. All visitors are encouraged to join the fun with artists, musicians, face painters, clowns, dancers, poets and authors. The demonstrations are free, and Wildflower encourages participation as part of the tenth anniversary of the Artown Festival, July 1-31, 2005, hosted by the City of Reno. The month-long summer arts festival features more than 200 events produced by more than 60 cultural organizations and businesses in more than 50 locations citywide.

Owner Pat Campbell-Cozzi highlights Saturdays as the day Wildflower welcomes Artown visitors. "We're open seven days a week," she says, "and Saturdays are the day we shine – especially as we celebrate Artown. With all the demonstrations and special classes we offer, all visitors of any artistic interest can find their heart's desire at Wildflower in July."

On July 9th, the village hosts *en plein aire* painting with Scott Harvey. This is the second annual *en plein aire* event and features an award presented on the final Saturday Outdoor Festival, July 31st, for Best of Show.

En plein aire is painting outdoors in a style reminiscent of the French Impressionists. Harvey, who has been painting four decades, “a lifetime of art,” as he puts it, is looking forward to sharing his joy of art with Wildflower visitors. Participants should bring their own oil paints and a 16 by 20 inch canvas.

Harvey first exhibited and sold paintings at the Chautauqua Exhibition of American Art when he was 12 years old. He was a charter member of the Kansas Academy of Oil Painters, founded in 1986, and has exhibited frequently in the National Small Oil Painting Exhibition. A Reno resident almost five years, Harvey portrays beauty in his art and



Virginia Lake by Scott Harvey

music. He has been playing guitar, keyboard and drums also since his childhood and likens his art practice to that of a musician. “Just as a musician doesn’t think about every note he hits – no one can think that fast – so art becomes second nature. It acquires a certain effortlessness.”

Harvey brings that ease to his teaching. Hoping for a good turnout of visitors watching and learning from his *en plein aire* painting on Saturday, July 9th, the artist welcomes all who want to take part. “I’m a real easy-going guy. Anyone who’s got the curiosity deserves to show up, even if people feel like they’re not yet brave enough to take that step.” He adds, “I hope they do.”

In addition to the *en plein aire* painting, Wildflower continues its Saturday Outdoor Artists’ Festivals and Artists’ Markets for Wildflower guests to meet and exchange ideas, and for visitors to shop among many different kinds of art. The markets are easily accessible on the gallery grounds with convenient parking interspersed among acres of wildflowers and will run from 10:00 to 4:00 each Saturday in July and August.

The Artown celebrations at Wildflower continue each Saturday in July. On July 16th, multi-dimensional jewelry-making for the beginning and advanced jeweler is featured. The demonstration is free with public participation encouraged. Those wishing to create their own jewelry may pay for materials at the event. Reservations are recommended.

On July 23rd, Wildflower Village hosts photography demonstrations ranging from gelatin silver prints to digital imagery. The presentations are free, and guests are invited to participate. Participants are reminded to bring their cameras and asked to make reservations.

Also on July 30th, Margaret Price McGarry teaches gourd art to Wildflower visitors. Class members will learn to paint, carve, and wood-burn gourds, from small to large, with natural and art decorations. McGarry inspires students to continue the art they learn in these classes by creating their own gourds at home. The demonstration is free with participation encouraged. Reservations are welcome, and those wishing to create gourd art may pay for materials at the event.

Just five minutes from the neon of the arch and casinos, Wildflower is a village worlds apart. The pace is peaceful, yet vibrant with art, creativity and beauty. Located on six acres alongside old U.S. Route 40 west of downtown Reno, Wildflower is blooming with artists' creations – and these days, with hillsides of wildflowers. A dozen or more of the artists who exhibit in the galleries live in the village. Wildflower houses 4,000 square feet of art in two galleries featuring more than 50 artists, an espresso café, a wedding chapel, bed and breakfast rooms and motel, artists' studios and apartments. Between Johnny's Little Italy and McCarran Boulevard on West Fourth Street, the Open Door Art gallery is open from noon to 6:00 seven days a week; the Chapel Gallery, noon to 6:00 Tuesday through Saturday. Information is available at 827-5250 and wildflowervillage.com.

Pat Campbell-Cozzi revels in Artown because of the opportunities Reno offers all residents and visitors to experience and participate in art. She says to Artown participants, "May all your weeds be wildflowers!"



Wildflower Village Night Office
by Scott Harvey

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