

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 HIGHLIGHTS THE ART OF SOFT GLASS
AND CELEBRATES WITH ARTISTS' MARKETS IN AUGUST

Wildflower Village, a unique artists' haven with two art galleries on West Fourth Street, highlights exquisite soft glass by artist Jacob Carlson and celebrates its Saturday Outdoor Artists' Festival with Artists' Market on the penultimate Saturday of August. Wildflower owner Pat Campbell-Cozzi invites guests on August 20th to celebrate the artist's reception from noon to 6:00 p.m. and browse the artists' market from 10:00 a.m. to 4:00 p.m.

Glass artist Jacob Carlson, a Reno native, practices his art in Loyalton, California. There he owns a studio and gallery and offers soft-glass workshops. Six years ago he fell in love with glass art by apprenticing at Lake Tahoe. Carlson is a master of soft glass, which comes from "traditions of thousands of years of Italians using the same recipe of glass that I'm using," he says. "It is a 2000-year-old craft. Art glass in America has made a transformation from using a rigid form and production style to breaking free from the molds they used for thousands of years."



glasswork by Jacob Carlson

American glasswork revolutionized just thirty years ago, when artists began blowing glass outside the constraints of purely functional forms. "It is a new idea," Carlson says. "You're not walking a path that anyone else has been down previously. Anything is possible."

Wildflower Village in August—2

The August 20th reception for Carlson is accompanied by the continuing Saturday Outdoor Artists' Festivals and Artists' Markets, which occur every Saturday through August. Guests are encouraged to browse Wildflower's Open Door Gallery and Chapel Gallery, the outdoor booths of local artists' works, and the grounds filled with acres of wildflowers.



glass ornaments by Jacob Carlson

Owner Campbell-Cozzi's gourmet hors d'oeuvres and wine are served throughout the day.

Wildflower Village is a unique artists' haven with two art galleries on West Fourth Street. 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 75 artists, an espresso café, 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 at 827-5250 and wildflowervillage.com.

Owner Pat Campbell-Cozzi invites Reno residents and guests to discover the uniquely beautiful experience of Wildflower. "You'll find an artists' escape here – one that touches the heart of the artist inside each of us. You'll know what we mean when we wish you, 'May all your weeds be wildflowers!'"



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