

Southwest Arts Festival®

Celebrates 21st Anniversary of Art, Culture and Tradition

January 26-28, 2007

BY JUDY VOSSLER

The 21st Southwest Arts Festival®, produced annually by the Indio Chamber of Commerce, is again celebrating art, culture, and tradition with the three-day festival of art, food and music, January 26-28, 2007. “Indio is known as the Coachella Valley’s ‘City of Festivals,’ and we are proud to host this popular annual cultural celebration at the lush, picturesque Empire Polo Club,” said Sherry Johnson, CEO of the Indio Chamber of Commerce.

Throughout the Southwest Arts Festival’s® 21 year history, it has earned a well-deserved reputation as the largest outdoor marketplace in the Coachella Valley for art and fine crafts, including Southwestern art, traditional and contemporary art, oils on canvas, watercolors and acrylics, paper collage, bronze sculpture, glass, jewelry, basketry, pottery, and wearable art, created by 250 artists.

Sunshine Artist, America’s premier show and festival magazine, has listed the Indio Chamber of Commerce’s Southwest Arts Festival® in their Top 100 “Best Predominately Fine Art & Design Shows.” Sherry Johnson reports, “We are making preparations for more than 15,000 festival-goers and art collectors to enjoy the total experience of this entertaining outdoor marketplace in the Coachella Valley’s City of Festivals.”

A jury panel was challenged with selecting 250 artists from an international field of more than 550 qualified applicants who submitted a colorful and exciting variety of oil, watercolor, and acrylic paintings, bronze sculpture, pottery, glass, jewelry, paper collage and wearable art. A partial list of popular returning artists include: Sasa Blackoff, Stephen Clapham, Joe Eggert, Shelly Rapp Evans, Rock Newcomb, Kim Seyesnem-Obrzut, Amado Peña, Paco Soler, Michael Swearngin, and Victor Martinez. Festival-goers will have the opportunity to meet and become acquainted with these and many other popular artists.

The Indio Chamber of Commerce enjoys a strong relationship with loyal major sponsors of the Southwest Arts Festival®: The Cabazon Band of Mission Indians, *The Desert Sun*, and Empire Polo Club. For the 12th consecutive year, The Cabazon Band of Mission Indians is the Poster Patron Sponsor of the Southwest Arts Festival.

The 2007 Southwest Arts Festival® poster by Patricia Wyatt titled “Earthscape,” a part of Patricia’s Earthscape Collection, addresses the connection with the land which is filled with the myths of the ancient people and their kindred animal spirits. They

live between the land, the sky, and the water; and they are illuminated by the sun and the moon. Patricia said, “I try to capture a sense of these spirits in the patterns of the mountains and in the texture of the skies above.” The land has the feeling of textiles and the individual threads that complete one fabric. This collection of mixed media paintings celebrates the six directions, north, east, south, and west and above and below and echoes the myths of the people that came before us.

Annually, returning fans of the Southwest Arts Festival® look forward to browsing through the colorful art, enjoying warm desert winter weather, tasting a scrumptious variety of Mexican and American foods, sipping in the full service cocktail areas and listening to sounds of Native American flutes, romantic and New Age music, soft Spanish ballads, and contemporary jazz.

The Southwest Arts Festival®, produced by the Indio Chamber of Commerce, is showcased at the spacious Empire Polo Club; entrances are located on Monroe Street between Avenues 51 and 52 in Indio, California.

Fact Sheet:

Southwest Arts Festival®: Art and Fine Crafts for All
 Friday, Saturday, Sunday — January 26-28, 2007
 Location: Empire Polo Club, Monroe Street between Ave. 51-52, Indio California
 Artists in Attendance: 250
 Gates open 10:00 a.m.-4:30 p.m. Show closes at 5:30 p.m.
 Under 12: Free Admission
 Adults: \$8
 Seniors: \$6
 Parking: \$5 per vehicle
 Valet Parking: \$8 per vehicle
 Foods, Full No-host Bar, and Entertainment

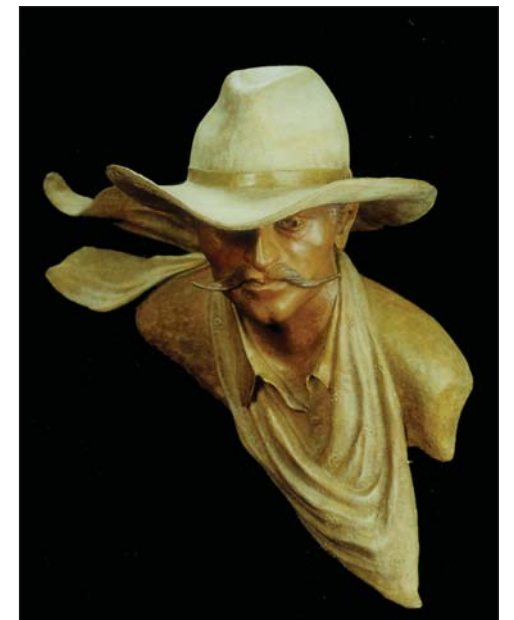
INDIO CHAMBER OF COMMERCE

82-921 Indio Blvd.
 Indio, CA 92201
 760-347-0676
 fax: 760-347-6069
 E-mail: info@indiochamber.org
 www.southwestartsfest.com

“Indio is known as the
 Coachella Valley’s ‘City of Festivals’”



Earthscape by Patricia Wyatt, 2007 Poster



Bronze Cowboy by Joe Eggert



Carved and painted Plexiglas by Edward Meyerowitz



Wild Horses by Linda Pirri



Chivay by Victor Martinez



Prickly Pear V by Heidi Rosner