



www.sandimasarts.org

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HELLO BUYERS AT THE FESTIVAL'S WESTERN ART SHOWS

We wanted you to know about a major change for our 2015 Western Art Show and what contributed to the change. In spite of a major investment in art panels, pedestals, lighting, a website, and advertising in national magazines and regional newspapers, our sales for the past several years have been disappointing. Certainly the 2007 recession that supposedly ended in 2009 was a factor. But, we feel there are other more devastating factors at play – namely, western art buyers of sufficient numbers in the region. After studying the problem and our options, we agreed to the following:

Maintain our Annual April Show with the same dates, but with the title of “**California Images & History**” allowing western art with a California history connection. Think of the following images: landscapes, seascapes, historical landmarks, ranches, farms, agriculture, oil wells, goldrush, railroads/transportation, missions, ghost towns, national parks, movie industry, bridges, pioneers, recreation, education, facilities, and wildlife. The possibilities are endless. California’s one of the most beautiful states in the nation, if not #1, with a rich history and diverse features. By allowing western art that reflects our history, we believe the Show will be well received by our patrons, YOU.

We hope you agree and will return to San Dimas on April 24, 25, 26, 2015 and help make “**California Images & History**” Annual Fine Art Show a huge success.

In addition, on Saturday, April 25, we have planned a major plein aire show at the Buddhist Tzu Chi Foundation's campus right here in San Dimas. The 100-acre campus is ideal for this event and is located at the end of Valley Center adjacent to ViaVerde.

If you have any comments, please pass them on to thefestival@sandimasarts.org.

Sincerely,

Jeanette Page

President/Co-Chair

Bob Poff

Fine Arts Chair/Co-Chair