

San Fernando Valley Arts News

A special publication of the

San Fernando Valley Arts Council

Editor Thelma Starr, MA Ed

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Mission and History

The mission of the San Fernando Valley Arts Council (SFVAC) is to support and promote the appreciation and the growth of culture and the arts in the San Fernando Valley. In addition SFVAC enhances the cultural needs in the valley by making the arts readily available to residents of all economic, racial, and educational backgrounds. It is our goal to reach out to all areas of the valley, especially those areas that have been the most underserved. The council is dedicated to improving the quality of life in the community through the encouragement and development of the arts.

The San Fernando Valley Arts Council, a non-profit organization, has provided cultural programs and support to arts education services since 1969. In the past, the SFVAC has served as an umbrella organization and fiscal receiver for successful local cultural groups such as the Valley Cultural Center, The Friends of the Madrid, and Arts in Education Aid Council. SFVAC partnered with California Institute of the Arts and the LA Cultural Affairs Department in running the Encino Media Center from 1996-1999. The SFVAC has supported many local arts programs over the years and has contributed to local schools by donating resources and services to valley arts education, and arts and crafts exhibits of the annual Los Angeles Parks and Recreation Salute to Recreation,

Valley Artists Studio Tour 2010 - VAST

The Valley Artists Studio Tour-VAST, evolved as one of the premier art events of the Valley. This year during the first weekend in October, October 2 and 3, VAST will showcase the artworks of **30** fine artists working in a variety of media. Since 2002 during October, National Arts and Humanities month, the San Fernando Valley Arts Council has presented VAST to showcase the many talented artists of the Valley. During this self-guided tour, you'll get an inside glimpse into the working studios of award winning fine artists. Since many of these studios are not generally open to the public, this will be a rare occasion to experience the creative "happenings" in your own backyards. VAST is an ideal time to meet original artists, to purchase art from the source and start collecting the works of your favorite Valley artists. SFVAC is letting the rest of the art world know that there are fine arts and fine artists in the Valley. Proceeds from VAST our fund music and art education projects and other community events.

So "Take the Tour", visit the artists, be inspired and help the arts. Tickets, good for both Saturday and Sunday October 2 and 3 from 10 am to 5 pm, are priced at \$20 in advance. Take advantage of the discount rate of \$15 each when purchased for groups of 5 or more. Children 12 and under are FREE. Included in the ticket price is a "**Meet the Artists**" reception with entertainment and art sale on Saturday evening October 2nd, from 7 pm to 9 pm. There you will enjoy food, wine, and music, and possibly take home a work of art that tickles your fancy.

For more information or to purchase tickets for the **2010 Valley Artists Studio Tour**, please call **San Fernando Valley Arts Council at (818) 469-3380**. You may also visit the web sites www.sfvartscouncil.com or send a check to San Fernando Valley Arts Council c/o VAST Tickets, PO Box 571476, Tarzana, CA 91357. ###

New meeting place

As a result of the generosity of Rickey Gelb of the Gelb Group, the SFVAC now meets in the Air Business Center building at 7100 Hayvenhurst Avenue near the Van Nuys airport. The meeting are held on the second Monday of every month at 7:00 p.m. in the lower level conference room. Everyone is invited. The committees established include VAST, Performing Arts, Music, Education and Arts Advocacy/Community Partnerships. Our major planning effort is for the 2010 Valley Artists Studio Tour.

Volunteer The San Fernando Valley Arts Council is looking for volunteers to serve on committees; Valley Artists Studio Tour, fundraising and event planning. If you are interested, please call: 818 469-3380