

## TAKING ART TO A NEW LEVEL

### IT'S THE "WALK OF THE TOWN"



Southern California known for its beautiful sandy beaches, lush tropical landscaping and ideal year 'round summer weather, is also a creative mecca to some of the nation's most artistic people.

Many of these talented artisans, including our own Luanne Nichols Shoup (pictured left) can be found in lovely Huntington Beach.

Throughout Huntington's Downtown District, over 300 unique and exciting businesses line the streets offering one-of-a-kind boutique and café experiences for the enjoyment of residents and visitors alike. With so much to see and do in Huntington Beach, its downtown Main Street and surrounding vicinity is known as the vibrant "*Heart and Soul of Surf City.*"

It's no surprise that it's in this "artistic vortex" where we find such interesting and dynamic works of Modern American art.

In 2009, Luanne had the vision to bring some artistic spirit into her quaint little downtown area. She submitted a proposal to the City Council and with great enthusiasm; the Business Improvement District approved her idea.

Luanne is the co-founder of the monthly "Art Walk" that takes place every third Wednesday of the month in downtown Huntington Beach. Thanks to Luanne's vision and commitment to the art world, this "Art Walk" provides a new venue for artists to showcase their incredible work in front of, and inside these businesses.

As many of you know, Luanne is the daughter of the renowned artist, Betty Lou Nichols. Betty Lou enjoyed sharing her insights and appreciation of art with a very young Luanne.

Together they enjoyed long, leisurely nature walks, often stopping to photograph trees and rivers to provide inspiration for painted canvases.

Luanne remembers as early as age 6, working alongside her mother at her family's cabin in the San Bernardino Mountains. Under her mother's careful eye and attention to detail, Luanne was learning the subtle mix of color and composition. From her youngest days Luanne's passion for art has played a big role in her life.

Taking the idea for the Art Walk from the concept stage to reality was an interesting process fueled by both her enjoyment of artistic expression and by meeting the many challenges along the way.

Throughout this project, Luanne had the opportunity to learn more about the individual local artists. Her primary involvement was to review each artist's application. She also took the time to familiarize herself with the artist's work. If the artist was approved, Luanne matched the artists and shops by determining the proper venue for each artist to display their unique, artistic creations.

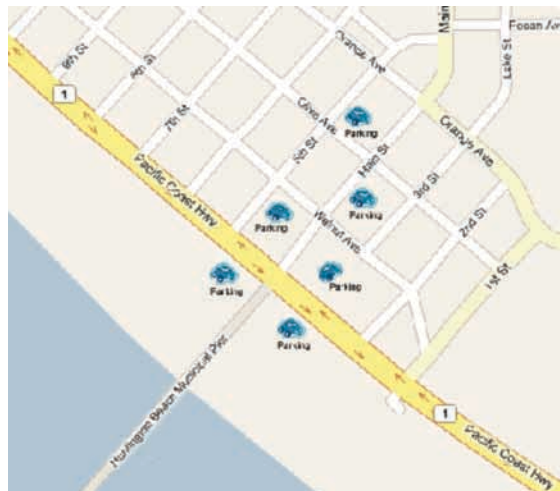
Luanne's concept became a reality in January, 2010. When the time for the first walk arrived, she could hardly believe her vision had finally come to fruition after all of the time she spent planning for the event.

But not so fast! Unfortunately on what was to be the first day of the first Art Walk, the January weather chose not to cooperate. With a hard rain, strong winds and no electricity Luanne managed to find a Starbucks nearby that still had their electricity working and needed to contact everyone in order to cancel the event. Much to her disappointment, the first art walk had to wait another month.

By the time the third Wednesday in February, 2010 rolled around, artists and residents were so anxious for the Downtown District's first Art Walk that "the walk of the town" was already becoming the "talk of the town."

The unusually warm February day didn't place a damper on anyone's spirits. In fact, the crowd's mood was in high gear and they were anxious to see what this first Art Walk was all about!

Visitors and tourists would begin the walk at the Huntington Beach Art Center located at 538 Main Street. Walkers were greeted and given a map to view the myriad of participating artists while traveling through downtown Huntington Beach.



The first Art Walk featuring artist displays began at the art center and branched out to the side streets. At that time the tour ended at the Shorebreak Hotel on the strand.

It didn't take more than that first day, for the first official Art Walk to be recognized as a huge success with a large turn out.

The timing of the March Art Walk fell on the St. Patrick's Day holiday and generated quite the buzz. There's nothing like a festive event, a like-minded community spirit and an overabundance of green beer to liven the atmosphere!

As the popularity of the tour grew, the walk expanded to the side streets off Main Street to the specialty shops. Currently the walk extends thru Huntington's core and ends just a half block away from the Huntington Beach Municipal pier.



Creative minds see beauty everywhere.

The modern local artisans of Huntington Beach don't restrict their creativity to traditional mediums or their outdoor activities to purely utilitarian pleasures as this photo shows.

Some of the larger most colorful displays included many highly stylized mosaic surfboards.

The Huntington Beach artistic community is diverse with such a broad appeal. From the serious to the whimsical, there's a little something for everyone.

Here is another wonderful example of a shop blending artwork with their store merchandise.



This is a photo of the shop "Triple 2" from the outside showing the art displayed inside.

Many of the local businesses are delighted to turn their shops into art galleries for the evening.

We're happy to see some fine examples of local talent as several artists proudly share their passions.





There is quite the assortment of mediums at the Huntington Beach Art Walk.

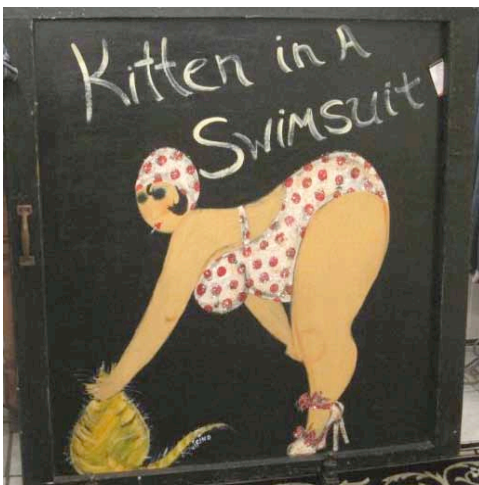
Some of the descriptions include: 2-D and 3-D Mixed Media of amazing original work incorporating more than one type of media to create the entire piece .

You'll find ceramics, all original items created out of clay by the artist both functional and non-functional in addition to original glass pieces as well.

Original digital art work is displayed where the image or the manipulation of source material was executed by the artist using the computer. Below you will see the artist Janna Stern with two examples of her use with digital art. [www.jannastern.com](http://www.jannastern.com)



Drawings of original work using chalk, graphite, pastel, charcoal, wax crayon and ink applied by pen or brush are presented by artists.



Many original paintings are offered that are created with pigment including acrylic, oil, egg tempera, gouache, watercolor etc. There are also prints created manually by the artist using plates, stones or screens.

The work must be hand pulled original prints, signed, numbered and in limited editions.

Some artists show their beautiful photography displayed in different sized prints made in editions, signed and numbered on archival papers created by his/her original negatives or original digital images.



Artists display original three-dimensional work created in any media.

It is also determined by the artist as sculpture.

Several original hand tooled, built, turned or carved work can be found at the Art Walk.

This includes finely-crafted bowls, boxes, furniture, etc. You'll find that many of the artists will take custom orders.

A great example of using recycled materials is this mannequin created by artist Brandon Alder. Brandon shared his unique talent during the February Art Walk.



Thanks to Luanne's vision and her passion for art, downtown Huntington Beach has been rejuvenated with new artistic flair and is drawing quite the crowd to this once a month special event! Even tourists are flocking to this exciting Art Walk.

Luanne continues her passion for art. Not only has she helped to create this incredible Art Walk for her downtown area, she continues to fuel her interest by attending an assortment of art classes that are offered locally.

Most recently she has experimented with Chinese brush painting. Her talent certainly shows in these lovely lotus blossoms.



The Art Walk in June welcomed another variety of artists.

In addition to all the wonderful displays of original art mastered by so many talented artists, you'll also find live entertainment.

Three different sets of musicians were entertaining the visitors along the Art Walk path. It was great entertainment while the visitors were meeting all the artists and admiring the displays.



It wasn't long before news of the Huntington Beach Art Walk began to spread.

Most recently, some of the local television channels have been attending the Art Walk and interviewing artists while filming parts of the event.

As shown in this photo, Artist Viola Chang, hosted by Altera Real Estate, is interviewed by Jan from Channel 3 TV.



These photos show the works from artist Tom Wolfe at the Main Street Fountain.

Tom paints with Enamel paint, which is a very difficult medium in order to create these beautiful pieces.

The photo to the right shows Artist Tom Wolfe with a VIF (Very Important Fan) Luanne Nichols. Website for Tom Wolfe: [www.wolfmog.com](http://www.wolfmog.com)

The Art Walk continues to improve each month. A large pool of artists have been established and the planning stages are becoming easier for Luanne each event. Local shop owners are more than pleased to sponsor an artist and they soon found that the artist's displays were drawing new patrons into their shops.

One of the main rules, there has to be different artists each month. An artist can only repeat once a quarter. This is a "fine" art event where no tie-dye clothing, beaded jewelry, tole paintings or crafts, etc. are placed on display.

Thanks to Luanne's vision and her passion for art, downtown Huntington Beach has been rejuvenated and is drawing quite the crowd to this once a month special event! For more information on the Art Walk, visit [www.hbdowntown.com](http://www.hbdowntown.com).

The December Art Walk also became another successful event. Not only were the streets lined with 25 local artists, there were gorgeous decorations, live music and a big wagon pulled by two beautiful horses down Main Street. A special location was also set up for vendors to sell jewelry and an assortment of other holiday gifts.

Luanne is still very active in her porcelain restoration business. She meets a lot of her customers through local shows and her website. You may contact her through her website at [www.ceramicrepairbyluanne.com](http://www.ceramicrepairbyluanne.com) or [www.headvasecollector.com](http://www.headvasecollector.com)



Luanne regularly attends the semi-annual Disney Show. One of the shows was held at the Crown Plaza Hotel in Anaheim, California. Between both Disney Shows, the largest show takes place in July.

The show is so huge it consumes two-convention size rooms and begins with wall-to-wall customers, sometimes making it difficult to get down all the aisles. It's estimated over 2,000 shoppers and spectators alike attend this show.

Luanne's girlfriend, Suzette, sells vintage Disney items and shares her show table with Luanne.

Oh and as for the story on the photo of Luanne with the big gun? We thought you'd be wondering -- no, this isn't Luanne's way of getting shop owners or artists to agree to participate in the Art Walk, or her way of keeping "tie dye craftspeople" and "wannabe popsicle stick birdhouse artists" out of her "fine arts only" walk.

Luanne is actually posing for a self-portrait that was a required project for one of her photo classes. And while Luanne admits to having a little bit of an obsession with guns, this gun was actually a wedding gift from her husband.

Thank you Luanne for both a fun story, and for adding a little more color and culture to our world! And now that we know you know your way around big guns, we promise never to nag you about rushing our head vase repairs ever again!