

# MEDIA RELEASE



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## **FOR IMMEDIATE RELEASE**

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## **Professional Student/Gallery Mentoring Program**

The annual collaboration between Laguna College of Art & Design and First Thursday's Art Walk member galleries culminates on December 3 from 6-9 pm when 18 Laguna Beach galleries, volunteering as mentors, will feature original works by Fine Arts seniors of Laguna College of Art & Design during the Art Walk. The students will be present at each gallery exhibiting their work, which is available for sale. A percentage of sale proceeds will benefit the student artists, Laguna College's Scholarship Fund, and First Thursday's Art Walk.

The Student/Gallery Mentoring Program, now in its 8th year, was launched by First Thursday's member and current LCAD Professor Robin Fuld. The program pairs senior students in the Fine Arts Professional Studies class with First Thursday's professional art galleries and is designed to demonstrate the intricacies involved in the business of operating a gallery and professionally exhibiting artwork. Most of the students have never exhibited their work professionally, with the exception of juried student exhibitions at the college.

The Professional Studies class is designed to teach students the fundamentals of work in the professional arena. The program includes hands-on work with representatives from the galleries whose expertise helps guide the students and to broaden the scope of their art world experience. This year's Professional Studies class is eager to learn about the art world, especially in a difficult economy. Challenging times aside, students learn how to get creative with their creativity by becoming aware of the many income streams available to them.

An integral part of LCAD's mission is to provide students with the skills and education necessary to prepare them for today's complex and changing job market. The success of the college as well as the success of alumni resides in their ability to engage in fulfilling careers. "Every year, I hope to instill in my students the importance of the business side of art, and not to fear it. There is so much help available to the emerging artist, and now they have a chance to work with industry professionals through the mentoring program who will answer their every question and show them the ropes. Besides having the passion and discipline for their art, it is essential to have knowledge of the business side," said Robin Fuld Professor of Professional Studies and Director of Career Services.

Robin points out that not all artists who graduate have set their sights on gallery representation. "The field of art has many diverse components. Career opportunities encompass teachers, frame makers, conservationists, mural artists, commission portrait painters, art advisors, scene painters for animation studios, police sketch artist, and the list goes on and on. Most students graduating with a Bachelor's degree have yet to acquire the amount of consistent work necessary for gallery representation. Many will continue on to a graduate program to hone their skills and create that work. Many will need to work at least part-time to support their education if they're not receiving some other form of financial assistance. It's a balancing act, and these students are fueled by their passion and need to create."

Gallery	Student
La Bottega Dell'Acquaforte	Hailey Swadge
The Redfern Gallery	Billy Zwick
Bluebird Gallery	Dana Heiden
DeRu's Fine Arts	Cat Dewilde
The Esther Wells Collection	Leslie Sollberger, Teresa Hill
Pure Laguna Beach	Terrence Rosso
Mandarin Fine Art	Julie Madelmont
Dawson Cole Fine Art	Madison Gregory
saltfineart	Jessica Hernandez
Debilzan Gallery	Aine Clune
Studio 7 Gallery	Brian Scott
Cove	Karen Wiechert
Studio Arts Gallery	Olivia Demilta
Sue Greenwood Fine Art	Meredith Burgeson
Peter Blake Gallery	Alex Krigbaum
Whelan Galleries	Jared Linge
JoAnne Artman Gallery	Mallory Rose
Arin Contemporary Art	Krista Ludvig

**Images:**

*Prophet of Wall Street* by Teresa Hill, charcoal on arches paper

*Three* by Madison Gregory, oil on canvas

*Swan Lake* by Terrence Russo, oil on panel

**Founded on Classical Drawing Skills, Fueled by Creative Energy, and Dedicated to Excellence**

Laguna College of Art & Design is a private, not-for-profit college where outstanding artist-educators, visual arts programs, state-of-the-art facilities, and year-round exhibitions give fresh vision to Laguna's extraordinary legacy in the visual arts. Founded in 1961, the college educates artists at all stages of their creative careers, offering Bachelor of Fine Arts degrees in Drawing and Painting, Graphic Design, Illustration, Game Art and Animation, and a Master of Fine Arts degree in painting.

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