



## PRESS RELEASE - For Immediate Release

### Sooke Fine Arts Show Creating a Colourful Community Event

This past weekend saw the Sooke Fine Arts Society and over 50 volunteers smoothly process 375 works of art entered into the 31<sup>st</sup> Sooke Fine Arts Show! The artists came from nearby Saltspring, Gabriola and Quadra Islands, and from Tofino, Courtney, and Port Alberni, to North Saanich, and everywhere in between.

The Sooke Fine Arts Show comes together as a myriad of intricate pieces line up over the course of a year, not unlike the sides of a Rubik's Cube. The common theme at Sooke Fine Arts are the volunteers, some of whom start to work on their parts of the puzzle more than 7 months in advance of the show. It is through the generosity of these 300+ volunteers that such a grand achievement can be accomplished.

Each year for the last several years more than 8000 visitors have been drawn to the SEAPARC Leisure Complex to see the show. Submissions were received from hundreds of artists from across the coastal islands of British Columbia who submitted 1300 artworks for jurying.

"There are social commentary pieces and some that shed insight into the human psyche which are bound to create dialogue in the show, along with realist and abstract works to round it out," says Christa Rossner, Executive Director of the Sooke Fine Arts Society and event organizer. "If pushed to sum up a theme this year I would have to say it is a very west coast show reflecting local perspective, light and environment."

The show opens to the public on July 28, and will feature daily artist talks, demonstrations, and live music to entertain guests as they stroll through 16,000 square feet of sometimes powerfully emotive art. Everything from sculpture, jewellery, fibre arts and an array of paintings and photography will be represented.

The panel of jurors who provided a professional review of works accepted into the 2017 show is made up of: a highly lauded multi-disciplined local artist Richard Hunt; multi-faceted artist and teacher, Carol Koebbeman; and internationally known sculptor, painter and champion of the arts, Jock Hildebrand.

Purchaser's Preview night (July 27) offers an opportunity to preview the gallery, purchase art, listen to jazz music, and have refreshments and appetizers. On July 29, Artist Celebration, awards are presented to outstanding artists; an invite-only event for sponsors and artists to enjoy an evening of music, wine, and art.

The Sooke Fine Arts Show takes pride in holding special events for kids, youth and seniors. On August 1<sup>st</sup> from 2-4pm, kids can experience interactive art, crafts, activities, and prizes. Youth musicians and dancers put on live music and performances from 3:30-7pm. The Youth Art Gallery features art made by local students for the duration of show. On August 2<sup>nd</sup> & 3<sup>rd</sup> seniors get a special treat from 2-4pm when they can refresh themselves with a complimentary cup of tea and scones included in their ticket price.

At 1:00 pm on July 20, as a lead-up to the opening of the show, the Sooke Fine Arts Society will hold an unveiling ceremony at SEAPARC for a public art sculpture representing thanks to the community for their generous support and selfless volunteering efforts for over 30 years.

The public is invited to experience a wide range of activities including art viewing, demonstrations, lectures and live music at the Sooke Fine Arts Show from July 28 to August 7. For more information on how to participate in the island's largest art show and sale, visit [www.sookefinearts.com](http://www.sookefinearts.com).

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