



For Immediate Release

American Artist Announces its Second Annual Weekend Retreat and Conference for Practicing Artists and Art Enthusiasts, Sept. 23-26, 2010 at Laguna Cliffs Resort & Spa in Calif.

Master Participant Registration Opens April 15, 2010. Participants save \$200 by registering before May 1, 2010

New York, NY - April 14, 2010: After a successful debut last fall, American Artist magazine's Weekend with the Masters event is thrilled to announce the date and location for its second annual workshop and conference, taking place Sept. 23-26, 2010 at Laguna Cliffs Resort & Spa in Dana Point, Calif. Registration opens to the public tomorrow, April 15, 2010 at 1 p.m. EDT at www.aamastersweekend.com

Weekend with the Masters is designed to give practicing artists, art collectors, and art enthusiasts who are passionate about traditional art the chance to study with some of the top representational painters of our time.

"Last year's event was phenomenal—everyone from the instructors to the participants to the staff seemed to agree that there was something extraordinarily special and almost historic about this unique event. The 2010 event will build upon this success with even more fantastic workshops, demonstrations, lectures, and panel events," says Allison Malafronte, senior editor of *American Artist* and one of the event's main organizers.

Weekend With the Masters will foster connection among like-minded painters by not only having workshops and demonstrations that allow participants to paint with the masters and watch their creative process but also through thought-provoking panel discussions and presentations that encourage discussion about what it means to be a representational painter today. Participants will have the opportunity to gain new skills and knowledge to take their painting to the next level while developing the insight and understanding needed to continue making traditional art relevant in our culture.

There will be indoor drawing, oil, and watercolor master workshops for the figure, portrait, and still life painter, as well as outdoor plein air oil master workshops for the landscape painter. These master workshops will be complemented by demonstrations, lectures, special presentations, and panel discussions led by the master instructors and guest speakers during the day and evening.

The Keynote Speaker of the Weekend is Richard Schmid, one of America's greatest living representational artists who has promoted art education through his books, articles, workshops, seminars, and television presentations. Schmid holds a doctorate in fine arts and is a recipient of The John Singer Sargent Medal for Lifetime Achievement.

Other prestigious instructors of Weekend with the Masters include: Peter Adams, Carolyn Anderson, Clayton J. Beck III, Scott Burdick, Marcia Burt, Scott Christensen, Daniel F. Gerhartz, Daniel Graves, Nancy Guzik, Albert Handell, Ron Hicks, Quang Ho, Jacqueline Kamin, David Leffel, Rob Liberace, Jeremy Lipking, Susan Lyon, Sherrie McGraw, Joseph McGurl, C.W. Mundy, Daniel Pinkham, Camille Przewodek, Stephen Quiller, Anthony Ryder, Frank Serrano, Morgan Weistling, and Stephen Scott Young.

Here is an overview of special evening events taking place during the event:

Wednesday, 9/22, Opening Reception (5:30-6:30 p.m.)

The evening before the official kickoff of the Weekend With the Masters event, *American Artist* will host an informal welcome reception during which master instructors, participants, *American Artist* and Weekend With the Masters staff, and event sponsors can get acquainted with one another. Opening remarks related to the four-day weekend will be made at this time, and there will be tables set up to learn more from our art-materials sponsors. Light refreshments will be served, and the reception will take place in the ballroom area of the Laguna Cliffs Resort & Spa. After the reception, people are free to gather together for dinner in the resort's indoor restaurant or outdoor lounge and deck.

Thursday, 9/23, Richard Schmid Panel Discussion: Technology: A Hindrance or Help to the Traditional Artist? (7-9 p.m.)

On Thursday evening, Richard Schmid will be leading a panel discussion on the importance and tradition of painting from life. This discussion will cover the artists of the past who pioneered this practice and will also examine the effects of an overreliance on photography today. Included in this discussion will be the broader topic of technology as a whole, and whether our past and present modern inventions are a hindrance or help to the traditional artist. Schmid's panelists are Carolyn Anderson, Scott Burdick, Daniel Gerhartz, Quang Ho, Jeremy Lipking, and Sherrie McGraw, all of whom will be responding to Schmid's question, "Since technology is here to stay and growing exponentially, how are we to manage it instead of it managing us?," as well as other thought-provoking questions.

Friday, 9/24, Burdick & Gerhartz Demo: Powerful Portraits, Meaningful Messages (7-9 p.m.)

Scott Burdick and Daniel Gerhartz are known not only for their incredible skill and vision but also for the powerful messages they convey through their portraits and figures. Although they both began their training at The American Academy of Art, in Chicago, and were both heavily influenced by Richard Schmid while studying with him at the Palette & Chisel Academy of Fine Arts, they have taken slightly different paths in both their technical and conceptual approaches. In this demonstration audience members will get to watch these gifted artists stand side by side while interpreting the same model, observe both the similarities and differences of their process, and hear them explain what it is they wish to convey through their work.

Saturday, 9/25, Masters & Mentors: Benefit Silent Auction & Inside the Artist's Studio Interview Session (6-9 p.m.)

Our Saturday evening event is designed to encourage the masters of tomorrow through our special benefit silent auction and Inside the Artist's Studio interview session. A portion of the proceeds from the silent auction—which will feature drawings, paintings, DVDs, books, and art materials donated by our master instructors, local organizations, and event sponsors—and ticket sales to the interview session will be donated to two local art-education funds. For our special Inside the Artist's Studio presentation after the silent auction, *American Artist's* new editorial director Michael Gormley will be interviewing three masters on stage who can all trace their

lineage of learning back to a master of the past. Daniel Graves (who studied with Nerina Simi, who studied with Jean Leon Gerome, who studied with Jacques Louis David), Daniel Pinkham (who studied with Sergei Bongart, who studied with Nicolai Fechin), and Camille Przewodek (who studied with Henry Hensche, who studied with Charles Hawthorne) will each be asked questions related to their training, their personal experience with their mentors, and why they feel passing on this lineage of learning to the next generation is important.

EVENT DETAILS

The host hotel for the Weekend With the Masters event is the Laguna Cliffs Resort & Spa, a four-diamond coastal retreat perched high atop the cliffs of Dana Point, overlooking the Pacific. The newly renovated hotel boasts upscale amenities with a California coastal décor that reflects the spirit of Dana Point. Their on-site restaurants, lounges, lobby area, or outdoor deck make great convening areas for pre- or post-workshop conversation and socialization. *American Artist* has reserved a block of rooms for Weekend with the Masters' participants at a special discounted rate of \$145 plus tax and \$3 resort fee for a Single or Double.

CLASS STRUCTURE: Weekend with the Masters instructors will be teaching three classes each: two full-day master workshops and one half-day demonstration or half-day lecture.

Portrait, figure, and still life workshops and demos, as well as lectures and presentations, will take place in the Laguna Cliffs Marriott Resort & Spa conference rooms on each of the four days of the event, with several classes held at the Laguna College of Art & Design on Friday, Saturday, and Sunday. The plein air portion of the program will take place on the grounds of the Laguna Cliffs Marriott Resort & Spa, with some classes held at nearby locations on or near Laguna Beach.

COST: The Weekend with the Masters participant fees are organized into two categories:

1. **The Master-Participant Flat Rate option** is the only way to sign up for the master workshops (the classes that allow you to paint with the masters) and is ideal for committed artists of all levels who are ready to take their skill level and understanding to the next level. By paying the Master-Participant Flat Rate you are entitled to sign up for as many master workshops, demonstrations, lectures, presentations, and evening events as you can fit in your schedule throughout the four-day event. Those paying the Flat Rate will also have first choice of classes when registration opens on April 15, and only the remaining nonpainting offerings that do not sell out will be available on a Pay-Per-Class basis in July. The Master-Participant Flat Rate is \$1,395, or \$1,195 if you sign up before May 1.
2. **Pay per Class Option:** This option allows participants into the demonstrations, lectures, panel discussions, and evening events only. Participants cannot sign up for the master workshops (the classes that allow you to paint with the masters) with this option. Pay-Per-Class registration will open three months after the Flat-Rate registration to ensure that Flat-Rate participants get first choice of all class offerings. To choose this registration option, click on the Pay-Per-Class tab when it opens July 1.

WEBSITE: www.aamastersweekend.com

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About the American Artist Magazine Group

Founded in 1937, American Artist is the leading monthly magazine for representational and figurative artists seeking inspiration and instruction on improving their craft. Devoted to the realism in art that its readers cherish, American Artist considers the artists it features to be shining examples of excellence in their medium, whether oil paint, sculpture, watercolor, pastel, colored pencil, graphite, printmaking, or charcoal. American Artist is published by Interweave, a leading arts and craft media company. Additional publications in the American Artist Magazine Group include: Watercolor, Drawing, and Workshop, as well as the online media site ArtistDaily.com, an online community for professional and recreational artists and students.

EVENTS SPONSORS AND SUPPORTERS: American Artist Weekend with the Masters is made possible by our sponsors and supporters:



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