

A People Palette

by Diana Hobstetter

A People Palette

Contents

Program Benefits	3
About the Project	4
Picture of A People Palette	5
A People Palette Elements	6
The Paintings	7
The Questionnaires	8
The Abstracts	9
The Photos	10
The Website	11
Color and Diversity	12
Programs Overview	13
Website Sponsorship	14
Touring Exhibition Program	15
“A People Palette - Our People Palette”	16
Commissioned Paintings	17
About the Artist	18
“A People Palette” History	19
Other Exhibition History	20
Resume Highlights	21
Contact Information	22

A People Palette

Program Benefits

The People Palette Program is designed to share the People Palette art project, as well as offer opportunities to extend and make it truly a part of your community. Benefits include:

- Promotes diversity in an artistic and dynamic way
- Involves your organization and/or community in the arts
- Promotes tolerance and multiculturalism
- Non-threatening approach
- Interactive programs
- Encourages positive attitudes within your organization
- Can be a tremendous PR tool.
- Money spent on this program can be accounted for/allocated in the following ways:
 - a) promoting diversity
 - b) supporting the arts
 - c) supporting women

A People Palette

About the Project

A People Palette is a dynamic art project about people and the beauty of differences. Its focus is a series of portrait paintings. Each painting shows the unique beauty of the individual, but it is the cumulative effect of viewing the paintings as a group that allows the beauty of differences to unfold, showing a kaleidoscope of color.

A People Palette is a powerful presentation that calls on the viewer to question the usefulness of common, but demonstrably arbitrary, color, age, and gender-based classifications.

In A People Palette, Diana Hobstetter expresses her personal aesthetic vision while incorporating her interest in people and her desire to involve others in the creative process. It is her goal to promote tolerance, acceptance and individuality through the paintings and other elements of the project.

A People Palette

A People Palette Elements

A People Palette is comprised of several different elements.

THE PAINTINGS OF PEOPLE. Each person posed with an object of their choice, adding a symbolic element relevant to the person's life, as well as a unique artistic element influencing the composition and chromatic focus. In each 16" x 16" oil painting, there is a color bar at the bottom edge showing the skin tones used for that person.

THE QUESTIONNAIRES. Each person filled out general information about themselves, as well as why they chose their object, giving them the opportunity for self-expression as well as having the potential to break down people's preconceptions or stereotypes.

THE ABSTRACTS. Created using the paper towels used to wipe the paint brushes during the making of each portrait painting, the abstracts capture the moment of creation.

THE PHOTOS. Each person sat for the artist over several sessions while their portrait was painted. Afterwards, photos were taken, both in the same pose as the painting and in a casual pose.

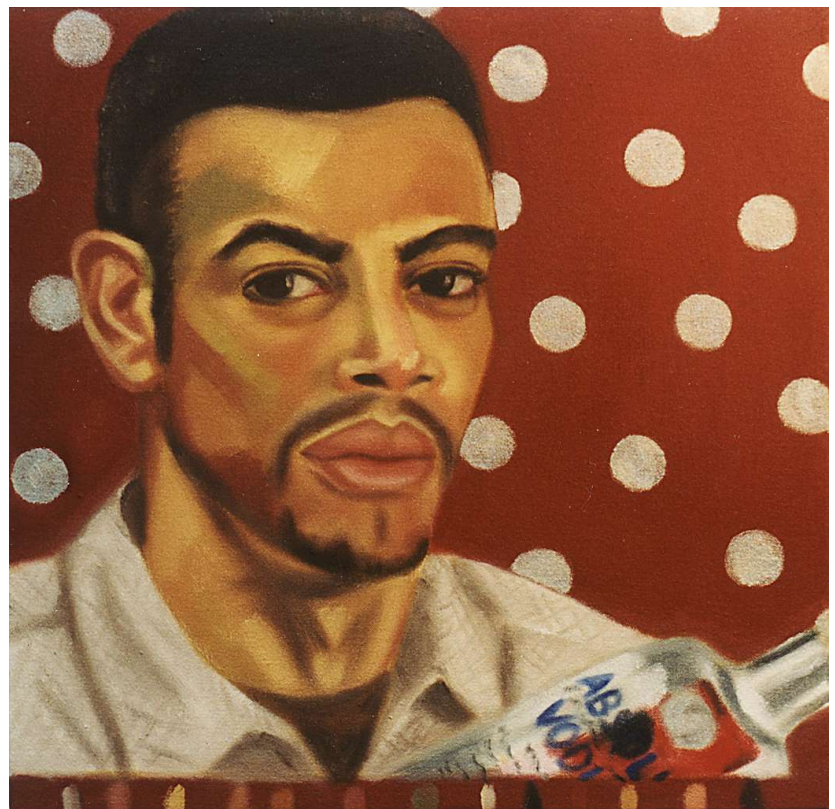
There are 30 people portrayed in A People Palette, each of which has these four elements. A sample of each element is shown on the following pages.

The Website contains all the elements for each person.

(www.APeoplePalette.com -- The website was initially created under an "Open Studio Program" grant from The National Endowment for the Arts and the Benton Foundation.)

A People Palette

The Paintings



by Diana Hobstetter

A People Palette

The Questionnaires

Title of painting	"Kirk in Absolut Art"
Why I chose this object	"Represents good design and bottled art. to be more specific, Andre Marispolski was featured @ the Human Ant Farm in Venice (www.absolutvodka.com), where he masterminded the fusion of "message in a bottle" & philosophy over the internet...one of my favorite artists & a perfect result of iconic art."
Ethnic background	"Mixed-Portugese, German, African Heritage"
Year of birth	"1965"
Astrological sign	"Aries"
Current Occupation	"Designer (Architect, Industrial, Computer Graphics)"
Next goal	"Discover cheese on Mars"
Other info	"Enjoy travel, fishing, museums, a good sci-fi flix, foreign women, Europe, Carribean...& of course, art, design, and great interaction."

A People Palette

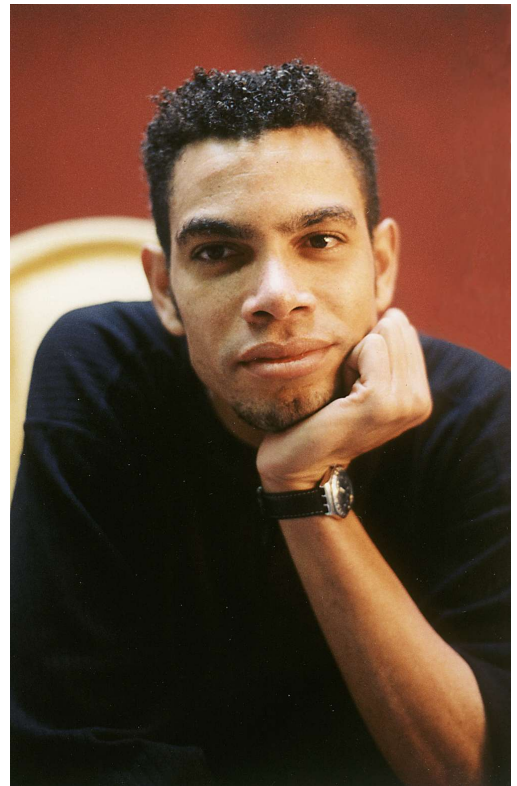
The Abstracts



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A People Palette

The Photos



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A People Palette

The Website



www.APeoplePalette.com

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A People Palette

Color and Diversity

A People Palette is a celebration of color, both in the colors of our skin and the color palette. The paintings are infused with a wide variety of vibrant colors to reflect the vibrancy of the subjects.

The abstract pieces, chance artworks created while cleaning my brushes on paper towels during each portrait painting, reflect the pure love of the colors that are essential to this project.

The color bar at the bottom of each painting shows the palette of colors used to create the skin tones of each person. It demonstrates that a person is not just one color. Many of the colors used in the skin tones from person to person are the same whether they fit the society's classification as "Black", "White", "Asian" or "Hispanic."

Many people, Americans in particular, are a mixture of different ethnic backgrounds. Using both the color bars on the paintings and the part of the questionnaire relating to ethnicity and age, I hope to show that people aren't just simple classifications.

The beauty of our communities is the richness of our cultural fabric. As in the tradition of quilting bees, each person is given a square of equal proportion. Each square is unique, but together they are spectacular.

A People Palette

Programs Overview

Companies, educational institutions, and art establishments can get involved with “A People Palette” in several ways.

WEBSITE SPONSORSHIP

Support the development and operation of the website. Company logos/credits are listed on the website.

TOURING EXHIBITION PROGRAM

Bring the 30 paintings to your location, with the option of the supplementary materials and promotional events.

“A PEOPLE PALETTE -- OUR PEOPLE PALETTE”

Create an installation with photos of people from your organization or community.

“OUR PEOPLE PALETTE” COMMISSIONED PAINTINGS

New paintings can be created by the artist.

A People Palette

Website Sponsorship

Have your company logo (or other credits) listed prominently on the “People Palette” website with thanks for supporting the program and links to your website(s). Your sponsorship will be promoted in “A People Palette” marketing material.

The award-winning “A People Palette” website was initially developed under a program sponsored by the National Endowment for the Arts and the Benton Foundation.

1 year sponsorship

\$5,000

A People Palette

Touring Exhibition Program

Show the 30 paintings from “A People Palette” for a month-long exhibition at your establishment. The paintings can be hung in unique patterns, determined by the artist or a curator. The artist can be available for installation, or other experienced installers could be used.

The full People Palette is available for display, including any or all of the elements for the same fee: paintings, questionnaires, photos, abstracts. Additionally, CDs of the website are also available, and could be used to set up your own computer kiosk (licensing fee may apply) or be given as promotional gifts. The artist can also be onsite for receptions, art classes, press events, or similar events.

Full Website Sponsorship is included for 1 year, after which, there is a permanent listing as a past Touring Exhibition Program participant.

Exhibition*	\$20,000
CDs	\$20/each
CD Kiosk Licensing Fee	\$3,500/year
Artist Promotional	\$2,000/day

* Shipping, travel, insurance expenses not included.

A People Palette

“A People Palette -- Our People Palette”

The artist creates a unique installation piece, “Our People Palette,” for your organization. This can be put together in different ways and your ideas are welcome as to how the People Palette can best promote the diversity of your community.

Typically, on a designated day or at a gala event, photographs are taken of people from your organization or community and the questionnaire is available for people to express themselves directly. The artist will be onsite to supervise the production and to meet people to discuss the project. The new People Palette elements would be immediately installed at your location.

As well as having the installation piece for your permanent collection, it can be added to the “People Palette” website, in a special “Our People Palette” section.

Participation Fee	\$20/person
Artist Appearance*	\$2,000/day
Website Sponsorship	\$5,000

* Travel expenses additional.

A People Palette

“Our People Palette” Commissioned Paintings

The artist will create original oil paintings (16” x 16”) of people you select from your “A People Palette – Our People Palette” Program.

As well as having these paintings for your permanent collection, these artworks can optionally appear on the “People Palette” website, in a special “Our People Palette” section.

each

\$2,500

by Diana Hobstetter

17

A People Palette

About the Artist

Diana Hobstetter has been making art all her life. She began seriously studying art at the age of nine, which she then continued by majoring in Fine Art at Bowdoin College in Maine.

After college, Diana moved to Europe. In England, she worked at galleries, museums, and arts funding bodies, such as the Royal Academy of Art and The Arts Council of Great Britain, working to promote the arts. From England, she moved to France, where she lived on a boat on the Seine as part of an international artists' and musicians' community. With the other artists, she formed a non-profit arts organization to provide a forum for exhibitions, concerts, and plays. She also became involved in independent filmmaking and art-directed a music-video.

After nearly a decade abroad, Diana returned to the United States, this time to California. Inspired by her encounters with the wide variety of people she met in and around the beach city of Venice, Diana decided to paint the people of her community. She conceived this project as a way to use her art to promote humanitarian issues that have always been important to her. Diana created the website to complement the People Palette project under an "Open Studio Program" grant from the National Endowment for the Arts and the Benton Foundation.

Diana continues to paint and make websites, exhibiting in Los Angeles and participating in the art community there.

A People Palette

“A People Palette” History

ARTIST-IN-RESIDENCE PROGRAM

Bean Queen Community Coffee Shop, Venice, CA
Created and exhibited original 30 paintings

1996-1998

GRANT PROGRAMS

Open Studio: Artists Online

1997

Program funded by the National Endowment of the Arts (NEA) and the Benton Foundation to assist artists and art organizations in creating websites for their art projects. Created the original website for “A People Palette.”

EXHIBITIONS

“GAGA for L.A.L.A.” Eye Five Gallery, Los Angeles, CA

2001

“Work in Progress/Work On Exhibit”

2001, 2000, 1998

Santa Monica Fine Art Studios, Santa Monica, CA

“Comment and Celebration,” Calstate Fullerton, Fullerton, CA

1998

“WomenCulture,” Unity Arts Center, Los Angeles, CA

1997

PRESS

Voices Magazine (of Santa Monica College, featured artist)

2001

The Argonaut (Los Angeles local paper)

2000

Inlet Gallery (online, featured artist)

1999

Pleiades Network (online)

1998

Open Studio: The Arts Online (online, site of the week)

1998

Art Commotion (online)

1996

A People Palette

Other Exhibition History

SOLO EXHIBITIONS

"Sex, Saints & Suicides," Van Go's Ear, Venice, CA 1995

GROUP EXHIBITIONS

"Lofty Ideas," The Loft, San Pedro, CA 2001

"Off the Hook," SK Gallery, Venice, CA 2001

"Another Round," The Brewery, Los Angeles, CA 2000

"1st Annual Juried Show," Patricia Correia Gallery, Santa Monica, CA 2000

"5 Year Anniversary Show," Half A Dozen Rose Gallery, Venice, CA 1999

"Creative Capabilities," The Brewery, Los Angeles, CA 1999

"A Woman's Work is Never Done," The Loft, San Pedro, CA 1999

"Uncensored Women," SCWCA Member Show, Los Angeles, CA 1997

"Dark Vision II," Dark's Art Parlour, North Hollywood, CA 1997

"Mend, Create, Continue," California Medical Center, Santa Monica, CA 1996

Group Show, Maine Coast Artists, Rockport, ME 1996

Group Shows, Aviso Arts Association, Conflans Ste. Hon., France 1993,1994

A People Palette

Resume Highlights

PRESS D'Art International, "Off the Hook"	2001
MEMBERSHIPS Southern California Women's Caucus for Art (SCWCA) Executive Secretary for 3 years, Website Chair for 4 years	1996-2001
WEBSITE ART DIRECTION Tech III, Inc., Marina Del Rey, CA Clients included ABC7, E!Online, Naked Juice, SCWCA, Santa Monica Fine Art Studios, YogaEverywhere, and others.	1997-2002
CURATING/INSTALLATION "The Media Room," WCA National Conference, Los Angeles, CA Installation of slides and videos and text from various member artists.	1999
TEACHING Painting class, Venice Dream Team (community art program), Venice, CA	1996
FILM PRODUCTION DOG Films and ICE Productions, Paris, France	1993-1995
ART ASSOCIATION CO-FOUNDER Aviso Art Association, Conflans Ste. Honorine, France	1992-1994
ART ADMINISTRATION The Arts Council of Great Britain, The Royal Academy of Arts, and Angela Flowers Gallery	1986-1991
EDUCATION Bowdoin College, Brunswick, ME. BA in Fine Arts, Cum Laude. Included a semester abroad in London, England	1982-1986

A People Palette

Contact Information

To discuss any of the People Palette programs, please contact the artist, Diana Hobstetter, at:

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Marina Del Rey, CA 90292
web: www.APeoplePalette.com

Please list subject as: "A People Palette Program"