

BEAUTIFULLY VIBRANT DIVERSITY

ART ON THE ROCKIES FESTIVAL BRINGS 130 ARTISTS TO EDWARDS

by LAURA LIEFF

SUMMER IN COLORADO IS festival season and the Art on the Rockies Festival, which has been an Edwards staple for fourteen years, is bigger than ever. Created, curated and hosted by the Vail Valley Arts League, the event will feature more than 130 artists who have been invited by Director Kelsey Siggins. For the first time in the event's history, the venue is changing from the Colorado Mountain College parking lot to the Battle Mountain High School parking lot, which is essentially across the street from the former venue.

"We are so excited to welcome ethnically and culturally diverse fine artists from all over the country to this year's event," says Siggins.

Founded in 2011 by her mother-in-law Colleen Everett, along with a small group of board members, the Vail Valley Arts League is a locally owned and operated nonprofit organization that coordinates two events each year: Art on the Rockies during the second week of July in Edwards and Vail Fine Arts in Lionshead in mid-August.

SCOUTING ART

For those wondering where the eclectic group of artists slated to show their work at Art on the Rockies are coming from, Siggins says that finding the best



artists for the festival is a process that goes on throughout the year. Because her husband, who is a fine art ceramist, participates in a variety of art shows and festivals all over the United States, Siggins joins him on the road and scouts for Art on the Rockies.

"Sometimes it takes a few years for artists to make the commitment to travel to Edwards," she explains. "Many of the artists I have been working on for years are showing at Art on the Rockies in July and we are looking forward to having new talent here."

When asked what she looks for during her scouting missions,

Siggins says she prefers artists who are going to sell well in Colorado. She adds, "A body of work that speaks to the mountain home and the mountain life experience is always attractive to us, but we also love abstract art that can go anywhere. We are excited about the creative, high-quality art coming this summer."

2024 TALENT

Hailing from states across the country – including California, Colorado, Wisconsin, Utah, Arizona, Louisiana, North Carolina, and Florida, among many other places – these multifaceted artists

fill a variety of genres such as fire arts, fine crafts, jewelry, mixed media, painting, photography, and sculpture. This year's featured artist is Signe Grushovenko, whose oil paintings are inspired by vintage photographs. Additionally, 2023's featured artist Scott Coulter is returning with his stunning local landscapes. Two other artists to look out for are local goldsmith Paul Farmer, who focuses on rare, colorful gems, as well as Arizona-based, torn-paper collage artist Aileen Frick.

"Festival patrons can anticipate a wide range of art — everything from alpine pieces to African silk painters," Siggins says. "Our artists are friendly and approachable which has led to positive word of mouth throughout the artist community. In fact, many of our new artists are referrals from other artists."

As far as what sets Art on the Rockies apart from other festivals, Siggins points out that, even though the show was open to any artist who wanted to apply (the application window closed in early May), this is more of a curated show in that several artists received an invitation. "We select specific artists because they are a good fit for the residents and visitors who attend this festival every year," she explains. "We want them to be successful and come back again!"



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