

Transcription of Podcast 318: Merlina Tate

Monday, February 1, 2022

SPEAKERS

Merlina Tate, Bob Firing

Note: This transcription was computer-generated and may contain typographical errors.

Bob Firing 00:11

You hear that Shadow Hills creatives? That's opportunity knocking. The Indio Rotary Club along with the Coachella Valley Art Center, are going to host a festival of the creatives, which is designed for new artists who are just getting their work shown. And my guest here today is Merlina Tate, who's going to tell us about it. Merlina, welcome to the podcast.

Merlina Tate 00:38

Thank you.

Bob Firing 00:39

Well tell us what's going to happen.

Merlina Tate 00:41

Well, the Rotary Club of Indio is sponsoring this festival. It's going to be on March 26, from nine in the morning to three in the afternoon. And it'll be at downtown Indio, on Indio Boulevard at Miles and Smur. There's a grassy area there. And we'll have a setup for people to display their artwork or other mediums, they're also welcome. And, it'll be a good day to see and look.

Bob Firing 01:20

Yeah, well this is a great opportunity. I attended the Creative Art Club Art Show last Saturday, and I don't know, there seemed like there were 50 different artists there, many of whom I think would do real well, getting their work shown to a wider audience. I attended the Camera Club show in the past, and I know there's a lot of great photographers here. And we've got a jewelry club. We've got, maybe there are quilters here who want to sell their quilts. I know the Writers Club, you know, there are people here who are books they want to sell. For all I know, there are people who design clothes. And I mean, art is a wide-ranging subject. And, this is a great opportunity to get your work shown outside of these walls here. So how much does it cost for someone to participate if they're interested?

Merlina Tate 02:26

There's a \$30 application fee. And, you go on the coachellavalleyartcenter.org website to sign up and more information is on there for the details.

Bob Firing 02:40

\$30?

Merlina Tate 02:41

Yes.

Bob Firing 02:42

That's cheap! Is that all you're gonna charge? People, this is an opportunity. Hopefully, this is going to be the first of an annual event. And I was thinking as I was driving over here that wouldn't it be great if someone who is at our little festival this year, five years from now is in the La Quinta Art Festival. That they progressed, you know where they, and their talent is developed to the point where they can have a wider audience. So anything else is going to be there?

Merlina Tate 03:21

Might be some food trucks. We're going to have a beer and wine garden.

Bob Firing 03:25

Yeah. Okay. There's gonna be a band, right?

Merlina Tate 03:27

Yes.

Bob Firing 03:27

Rock and roll band.

Merlina Tate 03:29

And, activities for the children. So it's a family event. We have a scrap lady that will be there and help children create some interesting things with scraps. Yeah.

Bob Firing 03:43

Okay, so and what are the hours?

Merlina Tate 03:47

Nine to three.

Bob Firing 03:48

Okay, so it's gonna be a six hour event. Some of you might want you know, if you only want to be there for three hours, we might double up and cover for each other. But there's going to be food there, people are going to be drinking. It's a great environment to sell art. Let me tell you.

Merlina Tate 04:07

Absolutely. And it's affordable art.

Bob Firing 04:10

And it's all going to be affordable. And it's a way of perhaps discovering someone who is, down the road, going to be very well known. So tell them again, how do they proceed if they're interested?

Merlina Tate 04:26

They go to the website, coachellavalleyartcenter.org.

Bob Firing 04:32

And everything is there. And if they have any questions, then they can always you can always email me here at podcast@scshca.com, whatever it is, and we'll guide you through. But you've got some time to prepare. And, is there a maximum on the number of artists that you're going to accept this year?

Merlina Tate 04:57

I think we only have room for 50.

Bob Firing 05:00

Five-O, okay. And how many of you have signed up so far?

Merlina Tate 05:05

We've just started.

Bob Firing 05:06

Just starting.

Merlina Tate 05:07

But deadline for signing up is March 1. So, it is necessary to get on it.

Bob Firing 05:13

Yeah, okay. So, you know, for people who may not live here, but who have friends who are artists, and would like to get their work shown. This is an opportunity for them too.

Merlina Tate 05:26

Absolutely. It's open to any creative person in the Coachella Valley.

Bob Firing 05:33

Okay, well, thank you for coming in and telling us about it. And for you creatives out there, now's your time to act. So until next time, bye bye.