



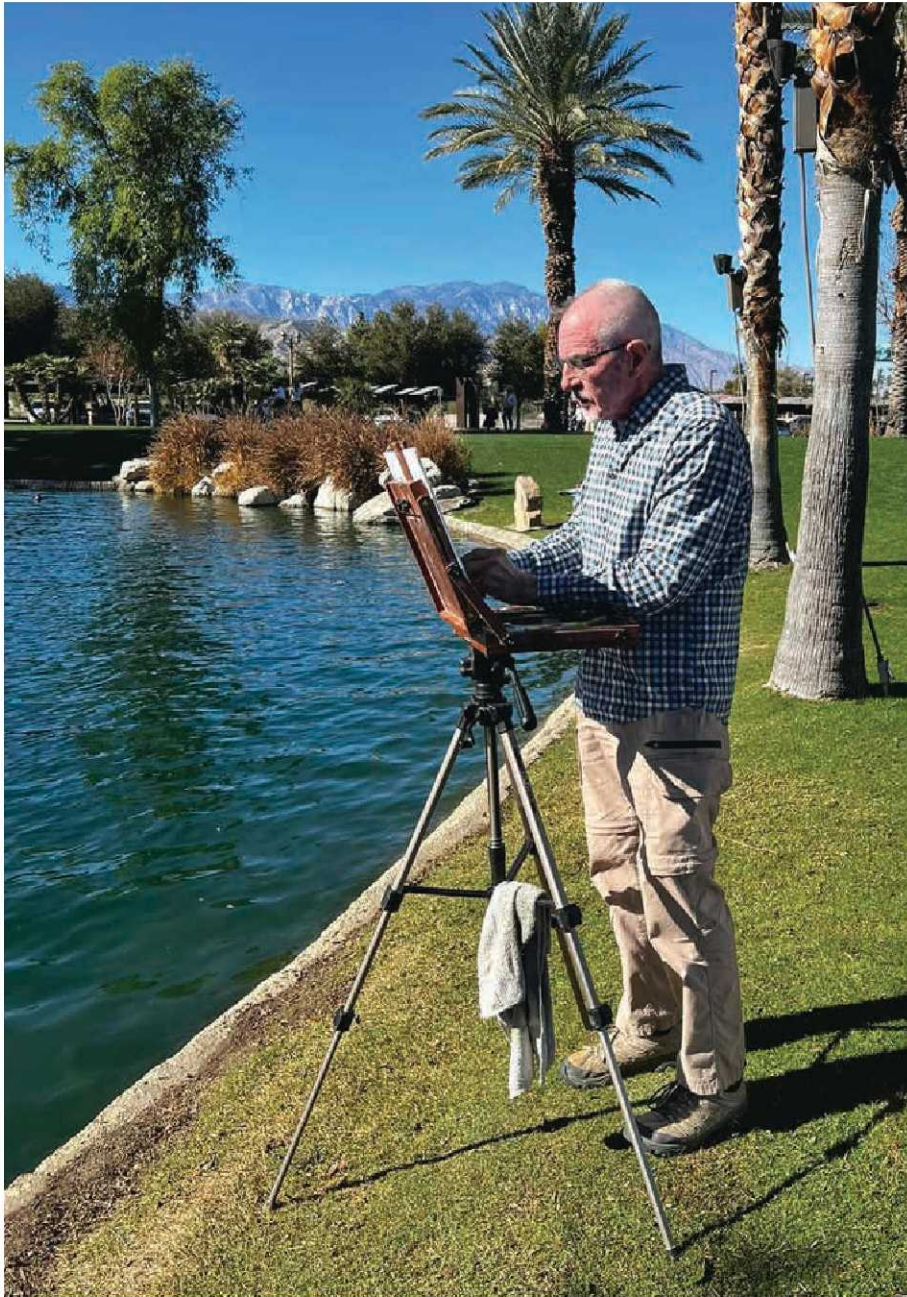
PALM DESERT
PRESENTS

CALIFORNIA DESERT **PLEIN AIR** FESTIVAL

January 9 – February 2, 2025

PARTNER SUMMARY

INTRODUCTION



PALM DESERT
PRESENTS
CALIFORNIA
DESERT
PLEIN AIR
FESTIVAL

January 9–February 2, 2025

Artists from near and far converged in Palm Desert for a three-week festival celebrating the California desert's tradition of painting the landscape en plein air (outdoors). **More than 175 acclaimed plein air and studio landscape artists** brought the beauty of the California Desert to life.

The event opened with four days of paint-outs at scenic locations in Coachella Valley, Box Canyon, the Salton Sea, and the Mojave Desert. Four workshops highlighting field sketching, pastels, techniques in oil, and watercolors, were held, as well as special events throughout El Paseo, The Living Desert Zoo and Gardens, and the Palm Desert Artists Center.

After the plein air artists picked and studied their vantage points, painted on site, and submitted their canvases, the festival culminated in a spectacular gallery exhibition at the Artists Center in Palm Desert.

This was a great opportunity to be immersed in the vibrant artistry of the desert and to see the beauty of the California Desert brought to life.

ARTIST TESTIMONIALS

"I have entered the DPAA Festival every year since the first one four years ago.

I look forward to the festival every year. I feel that the 2025 Festival was the best so far. The venue has a very inviting space that accommodates not only the galleries but also the reception as well. There is ample parking, and it is centrally located within the valley. I hope DPAA will continue to host their festival at this location."

– Terry S. –

"For me it was an opportunity to be recognized, along with my fellow artists, for the dedication we spend recording the beautiful Coachella Valley."

– Elaine M. –

"Thank you again for a great week out there. We had an amazing time!"

– Kami Mendik –

"The Festival this year was a resounding success according to visitors, buyers and artists. Everyone was astounded by the level of the quality of the artwork and the wide variety of how our desert was depicted. Attendance from visitors to see the show was very brisk during the whole time that the show occurred, and the comments were overwhelmingly positive. The support from the City of Palm Desert and *Palm Springs Life* magazine was unparalleled and contributed greatly to the success of the Festival."

– Kathleen S. –

"DPAA, a young startup art organization, has professionally produced a burgeoning nationally recognized desert landscape festival and exhibition in just five years, thanks to the tremendous support from the City of Palm Desert, *Palm Springs Life* magazine, and the museum quality galleries at the Artists Center... which is a remarkable feat and accomplishment!"

– Daniel F. –

"Thank you for a great event."

– Otto Sturcke –

"Thank you so much for inviting me. We had fun meeting everyone and being in the desert during the winter."

– Steve Hill –

"Thank you for all of your help and organization. It was a wonderful event."

– Rick Delanty –

"Great show! The event was well organized, featuring several award categories, available workshops, desert on-site painting locations, and a beautiful Artists Center Gallery to display our paintings."

– Sylvia S. –

"The event went smoothly. And the reaction from the customers was excellent. I happen to be at the Artists Center for the entire event. The visitors were nonstop every day, and they took their time looking at each and every painting. All the instructors and demonstrators were attended to by 20-25 people. I don't think I heard a bad comment at any time. For me as an artist, I found the exhibit clean, with each painting having adequate lighting and space to be viewed."

– Elaine T. –

"It was a lot of fun!"

– Lisa McDill –

"Thank you for a great event and introducing me to the beauty of the desert."

– Aaron Schuerr –

"Thank you so much! Everything was easy and great fun. Thank you for all the organizing and hard work you did. I'm grateful my paintings sold because it makes it a win-win for everyone. Steve and I had a great time and loved the opportunity to be in sunny California in the middle of winter!"

– Peggy Immel –

"I was blown away by the quality of the artwork in this show, and the building is such a fantastic space. It was a real honor to have been invited with such top-notch artists. My sincere thanks again."

– Tom Smith –

HIGHLIGHTS

CALIFORNIA DESERT PLEIN AIR FESTIVAL JANUARY 9–FEBRUARY 2, 2025

ATTENDANCE
3,000+
ARTISTS & PATRONS

EDITORIAL	MEDIA
IMPRESSIONS/READERS	IMPRESSIONS/READERS
241,765	1,066,520
VALUE	VALUE
\$32,068	\$71,604

GRAND TOTAL EDITORIAL + MEDIA IMPRESSIONS + VALUE

IMPRESSIONS/READERS
1,308,285
VALUE
\$103,672





PRINT EDITORIAL

IMPRESSIONS

86,774

VALUE

\$6,068

DIGITAL EDITORIAL

IMPRESSIONS

150,000

VALUE

\$22,500

SOCIAL MEDIA ADVERTISING

IMPRESSIONS

4,991

VALUE

\$3,500

TOTAL IMPRESSIONS/READERS

241,765

TOTAL VALUE

\$32,068

CALIFORNIA DESERT PLEIN AIR

Artists Center, Palm Desert
Jan. 16 - Feb. 2, 2025, reception Jan. 16.

Artists from near and far will converge on the Artists Center in Palm Desert for a three-week festival celebrating the California desert's tradition of painting the landscape en plein air (outdoors).

The Coachella Valley's history of plein-air painting dates to the mid-1880s, when the Southern Pacific Railroad put down tracks through the desert and allowed artists to ride in exchange for their paintings, which the railroad used in advertisements promoting travel to the West. Many top artists came through the desert. Some continued to the emerging artist colonies in Laguna Beach, Santa Barbara, and Carmel, and others settled into the otherworldly beauty of the Coachella Valley and the nearby Mojave Desert.

In his book *Our Arabs: Palm Springs and the Garden of the Sun*, published in 1920, author and photographer J. Smeaton Chase wrote, "Our Arabs, with its marvelous display of tone and color — tone the most elusive, color the most unearthly and ethereal — is a land of enchantment to the painter, and its fame has spread from one to another until, now, every winter and spring sees painters of note studying these desert landscapes, so fascinatingly different in their problems of conception and handling from anything that commonly come in the artist's way."



A century after Chase published these words, California Desert Plein Air, organized by the Desert Plein Air Association, begins anew. The event opens with four days of paint-outs at locations in the Coachella Valley, Box Canyon, the Salton Sea, and the Mojave Desert. More than 80 artists will pick their vantage points, paint on site, and submit their canvases for the exhibition and judging at the Artists Center. The award reception will

Kathleen Strickoff, the first-place winner at last year's plein-air festival, combines her palette knife with vigorous brushwork and bold colors to transport viewers in paintings such as "Westward Bound."

be Jan. 18. The exhibition includes a section of desert landscape paintings completed in the artists' studios, expanding the scope of paintings to view and purchase.

VARIOUS EXHIBITIONS

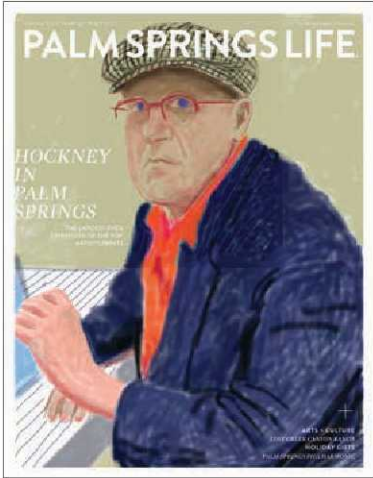
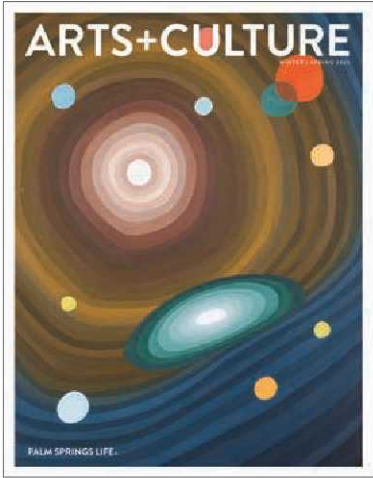
Artists Center, Palm Desert
January through May 2025

With a roster of more than 600 painters, sculptors, photographers, and artisans, the Artists Council is a testament to the power of creativity and community. A group of artists founded the organization in 1964 to develop and promote its members and provide a platform to exhibit and sell their work. Over the decades, it has evolved into a dynamic hub for artists, art lovers, and the broader community, offering workshops, programs, and events for all ages and skill levels. The Artists Center in Palm Desert presents a full season of open-to-the-public exhibitions featuring the work of Artists Council members. Upcoming shows and sales include:



- *Wrap It Up* (Dec. 11–Jan. 12)
- Artists Council Exhibition (Feb. 5–March 2, reception Feb. 7)
- Young Artists Exhibition (March 12–30, reception March 15)
- *Casting Shadows: Dimensional Art* (April 2–27, reception April 9)
- *Through the Lens* (April 30–May 25, reception May 1)
- *Fun + Games* (May 28–June 22, reception May 29)

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EVENT LISTING — ARTS+CULTURE AND PALM SPRINGS LIFE, DECEMBER 2024

IMPRESSIONS
86,774

VALUE
\$6,068

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Must-See Exhibitions in Greater Palm Springs

Feast your eyes on a valley of fine art: colorful lights, surprising sculptures, and thought-provoking paintings and photographs.

Jan 23, 2025

Story by [Stacey Miller](#)

Kathleen Struckoff, the first-place winner at last year's plein-air festival, combines her palette knife with vigorous brushwork and bold colors to interpret scenes or paintings such as "Westward Bound."

PHOTO COURTESY KATHLEEN STRUCKOFF

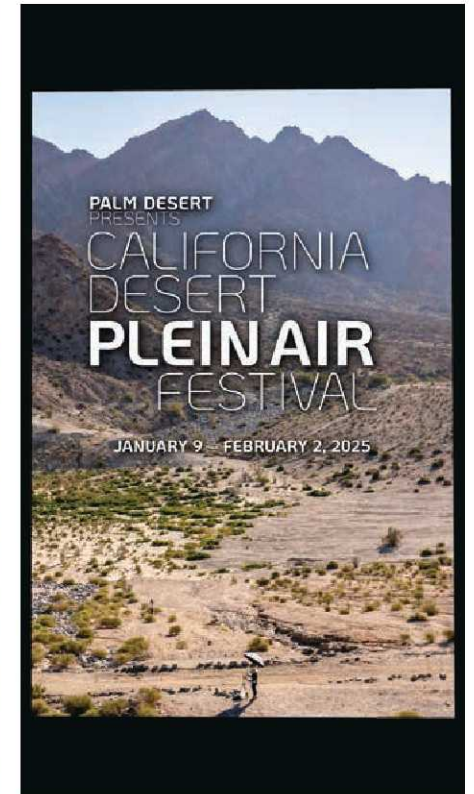
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IMPRESSIONS
150,000

VALUE
\$22,500

SOCIAL MEDIA EDITORIAL



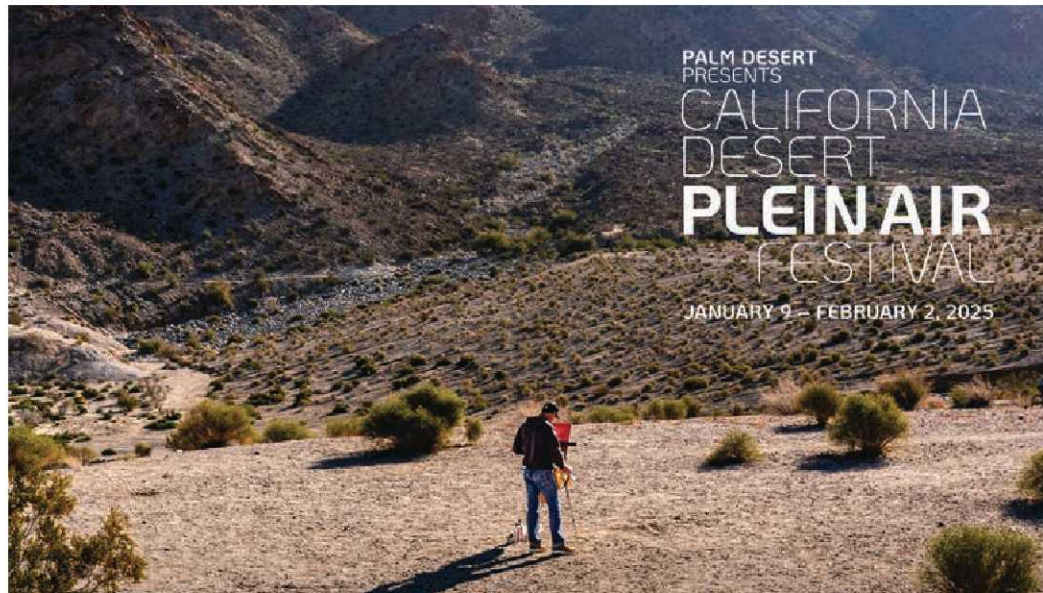
IMPRESSIONS

4,991

VALUE

\$3,500

MEDIA



PRINT ADVERTISING READERS

445,988

VALUE

\$23,810

PRINTED COLLATERAL + SIGNAGE + DESIGN VIEWS / IMPRESSIONS

17,343

VALUE

\$27,148

WEBSITE IMPRESSIONS

124,913

VALUE

\$6,246

DIGITAL ADVERTISING VIEWS / IMPRESSIONS

478,214

VALUE

\$10,900

TICKETING IMPRESSIONS

62

VALUE

\$3,500

TOTAL IMPRESSIONS/READERS

1,066,520

TOTAL VALUE

\$71,604

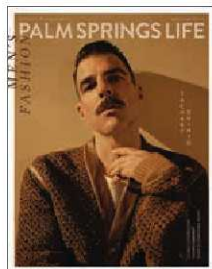
PRINT ADVERTISING



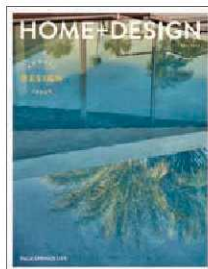
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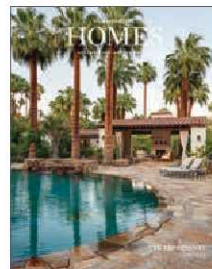
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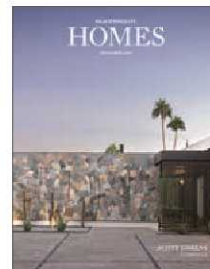
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NOVEMBER 2024



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FALL 2024



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HOMES
DECEMBER 2024



PLEIN AIR MAGAZINE
JANUARY 2025



SAN DIEGO MAGAZINE
JANUARY 2025



PALM SPRINGS LIFE
JANUARY 2025



THE GUIDE
JANUARY 2025

IMPRESSIONS
445,988

TOTAL VALUE
\$23,810

DIGITAL ADVERTISING



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EXCLUSIVE EBLASTS, AND
DAILY GUIDE BANNER ADS

DIGITAL IMPRESSIONS

478,214

TOTAL VALUE

\$10,900

ASSORTED EVENT SIGNAGE

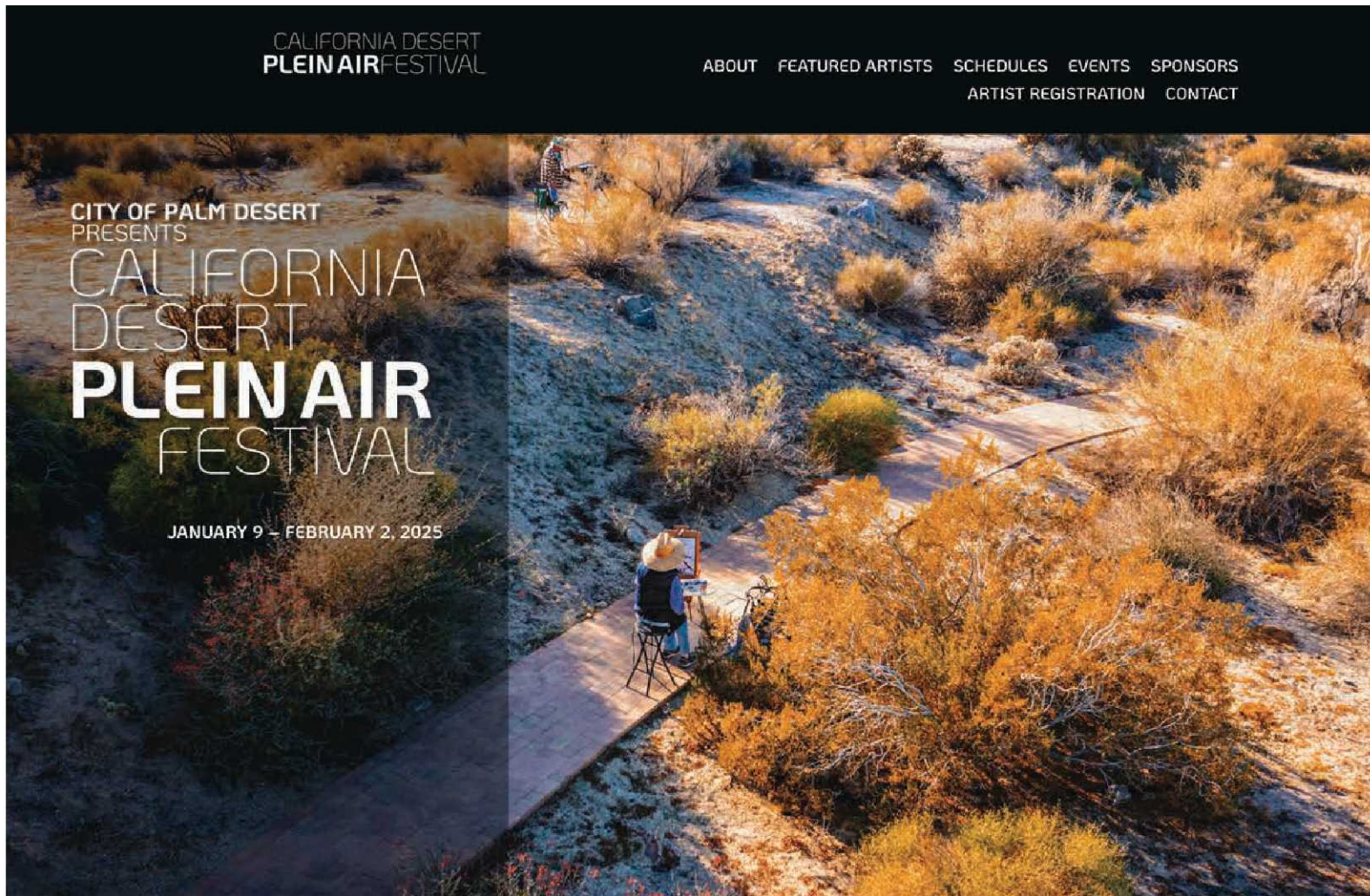
RACKCARDS

EVENT PROGRAM

SPONSORSHIP KITS

IMPRESSIONS
17,343
TOTAL VALUE
\$27,148

WEBSITE



IMPRESSIONS
124,913

VALUE
\$6,246

IMPRESSIONS
62
VALUE
\$3,500

ARTISTS PAINTING THROUGHOUT THE COACHELLA VALLEY



A SPECTACULAR EXHIBITION AT THE ARTISTS CENTER



2025 FEATURED ARTISTS & WINNERS

FEATURED ARTISTS

GEOFF ALLEN
JOHN BUDICIN
SAIM CAGLAYAN
STEVEN HILL
PEGGY IMMEL
ROSE IRELAN
MARK KERCKHOFF
ELAINE MATHEWS
KAMI MENDLIK
LISA MOZZINI-McDILL
AARON SCHUERR
JEFF SEWELL
THOMAS SMITH
OTTO STURCKE
DURRE WASEEM
TONI WILLIAMS
JIM WODARK

CATEGORY 1: 2025 FEATURED VIP ARTISTS

AWARD	TITLE	ARTIST	MEDIUM
Best of Show	Thousand Palms Canyon	Mark Kerckhoff	Oil
First Place	As Evening Approaches	John Budicin	Oil
Second Place	Some Like It Hot	Durre Waseem	Oil
Third Place	In The Moment	Lisa Mozzini-McDill	Oil

CATEGORY 2: 2025 STUDIO PAINTINGS: DESERT LANDSCAPE/DESERT CITYSCAPE

AWARD	TITLE	ARTIST	MEDIUM
Best of Show	Shine on, Drive on	Deborah Newman	Oil
First Place	Land of the Cahuilla	Bradley Giles	Oil
Second Place	At Dusk	Henriette Heiny	Oil
Third Place	A Morning Walk	Roderick Cooper	Oil

CATEGORY 3: 2025 PLEIN AIR COMPETITION

AWARD	TITLE	ARTIST	MEDIUM
Best of Show	Glimmer	Geoffrey Allen	Watercolor
First Place	El Paseo	David Orrin Smith	Watercolor
Second Place	Desert Trio	Aaron Schuerr	Oil
Third Place	Dusk's Quiet Glow	Rose Irelan	Oil

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