

SCOTTSDALE CHRONICLE

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ARTS & ENTERTAINMENT

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Art alliance paints for charity funding

DALILAH ORTEGA

The Arizona Art Alliance (AAA) celebrated its official grand opening gala of 'Arizona Alliance Gallery Fine Art' on Oct. 2 and is conveniently located at the Scottsdale Pavilions.

The AAA is a non-profit organization staffed by volunteers and after 10 years of searching, the AAA has finally found a permanent location.

What once was a bridal couture store is now an art gallery and is open to the public at 9011 E. Indian Bend, suite E-1 Wednesday through Sunday from 11 a.m. to 7 p.m.

"We're very fortunate. Now that we have an anchor, we have a home," John Fontana, founder and chairman of the Board, said.

The grand opening was a weekend-long celebration from Oct. 1-3.

The events included artists' demonstrations and activities, live music, light refreshments and a silent auction.

The auction donated 100 percent of its proceeds to its local outreach programs and the art was generously donated by its artists.

"The AAA is almost like it's our baby. I've been in it for over 10 years when it first started and we had the idea of an art alliance and so I'd do anything I can to better it," Jaxine Cummins, said.

The silent auction rose over \$1,000 within its first two hours.

On Oct. 2 the AAA presented Louise McCall, wife of late and renowned artist Robert McCall, with a Lifetime Achievement Award.

"Oh, I'm thrilled, I'm thrilled and he would be so proud of this group," McCall, said.

Robert was a dear friend of AAA; his contributions were many including sharing his artistic expertise, signing prints of his work and providing a publicity video for AAA.

The AAA includes over 4,500 artists from 31 individual Arizona-based member art organizations under AAA's umbrella.

The funding that comes out of the portions of any sales, we then funnel back into our outreach programs and there are four outreach pro-



GLENN MIRE/SCOTTSDALE CHRONICLE

Two art lovers review some of the unique art at the AZ Art Alliance Gallery's grand opening on Oct. 2, 2010. All funding from sales is poured into outreach program charities around the Valley.

grams," marketing manager Tammy Romer said.

The outreach program charities include Desert Artists, Desert Sage Artists, Art League West and the Paradise Valley Art League.

AAA works with youth and seniors at risk and other special needs organizations and it

provides funding, art supplies and art education programs.

"Talk about generosity! We're close to \$2 million in donated time back to the community," Fontana, said.

AAA will have a three-week Holiday Exhibit Show in December.