

SPANISH VILLAGE ART CENTER



BALBOA PARK SAN DIEGO, CALIF.

3 December 1955

San Diego City Council
Civic Center
San Diego 1, California

Honorable Sirs:

In view of the plans for the Fiesta del Pacifico and the proposed use of the Spanish Village for evening fiestas and a Mexican market place, the Spanish Village Art Center, Incorporated, would like to call your attention to the history and activity of this group since occupying the Village.

In 1948, the City Council adopted Resolution No. 89180 which established a general policy "to develop the Spanish Village as an Arts and Crafts Center, available to as many artists and craftsmen as possible who will contribute to the artistic development of the community and who will make the Spanish Village a center of attraction to both visitors and citizens and whereas it is desirable to keep the Spanish Village as nearly as possible on a self-sustaining basis without permitting it to become competitive to regular business interests in San Diego."

In 1950, Resolution No. 97478 was adopted establishing rentals for the individual studios and setting forth that "it is inadvisable for the City at this time to remodel or recondition the various studios in the Spanish Village" and further that "the tenants of the various studios may recondition the studios in a manner suitable to themselves and the Park Recreation Director; in exchange for restoration expense, the tenant may be allowed to occupy the restored studio without paying the above listed rentals until restoration costs are amortized or for one year, whichever is sooner."

It was on this basis the Spanish Village Art Center, Incorporated, was re-established following the war years when the Village was occupied by the Army. Individual artists and craftsmen, after having their work juried by a competent jury, accepted the responsibility for the original renovation of the studios and for maintaining the Village as an attraction for citizens and tourists.

Since 1950, each year has seen an increased participation in Village activities and in the number of studio holders. At the present time, there are twenty-six leases with the City. Many of the studios have several artists and craftsmen working together and three studios

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are occupied by groups; namely, the San Diego Mineral and Gem Society with approximately three hundred members, the Southwest Artists with approximately forty members and the Geneological Society with forty members. The remainder are occupied by artists, weavers, potters, jewelry makers, ceramists, sculptors and photographers. Each artist and craftsman puts on regular demonstrations of his work. The studios are open to the public from one to five every afternoon, Saturdays, Sundays and holidays included, with the exception of Mondays.

When considering the Fiesta del Pacifico, it should be remembered that the Spanish Village, under the above agreement, has not been an expense to the City; in fact, consider the following and current accomplishments of the Spanish Village Art Center, Incorporated:

- a. Rental revenues have gradually increased until, in the 1954-1955 season, \$3,165.64 in rentals was paid to the City.
- b. The Spanish Village is self-sustaining, paying all utilities and employing its own gardener. Recent replanting around the Village was done by volunteer workers. This is on a year-round basis.
- c. The Spanish Village, under the artists and craftsmen, has contributed to the artistic development of the community.
- d. In addition to activities within the various studios, it has a diversified program:
 1. Gallery shows which change monthly.
 2. Social events open to the public.
 3. Art classes for both adults and children in painting, sculpture and gem cutting. About one hundred students use the facilities of the Village each week.
 4. Art marts.
 5. The reactivation of the Art Fiesta which was held September 4-5, 1955. This event was attended by approximately ten thousand people. Features of this Art Fiesta were Spanish and Indian dances, puppet shows and musical programs. In addition, every studio was active. The artists dressed in Mexican costumes and conducted demonstrations of their particular art or craft. The Fiesta was well received by the public. The event netted over eight hundred dollars. Part of this money is being used to renovate the outdoor theater in the Village. This theater can be a source of additional revenue to the City and a definite tourist attraction.

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e. The Spanish Village has received national publicity. We have had visitors from all over the world. An attractive brochure (enclosed) was printed and has world-wide distribution. The Art Fiesta in September was included in the brochure that the San Diego Tourist and Convention Bureau published describing the San Diego Summer Festival of Arts of which this was the final event.

We feel that the best interests of all would be served by maintaining the amicable and satisfactory arrangement whereby the artists rent from the City of San Diego rather than through the Fiesta del Pacifico committee. The reasons for this are obvious: the artists maintain the premises throughout the year and, if forced to move for four months, the majority would seek studio space elsewhere. In this event, the care and maintenance of the Spanish Village would revert to the City for the remaining eight months.

The Spanish Village artists feel that the Fiesta del Pacifico is a splendid idea and would like to cooperate and to help make it a success. We would like to have a foremat of the Fiesta plans so that we can fit our program into the plan.

In closing, we would like to call your attention to the fact that we have total year occupancy at no expense to the City and are, in fact, a source of revenue. We pledge our cooperation in every way possible.

Yours truly,

Grace Fischner

Grace Fischner, President

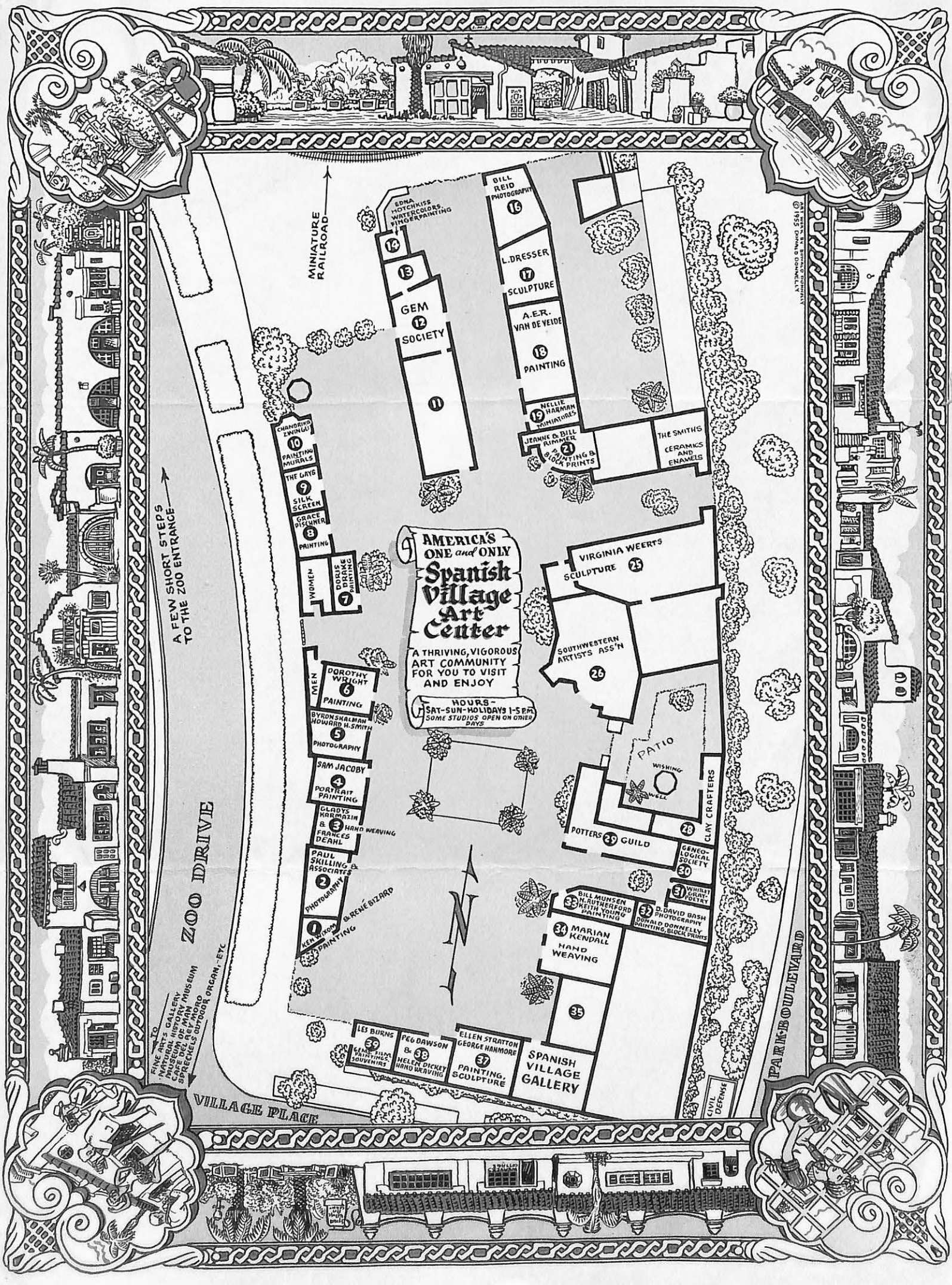
Dorothy Clifford

Dorothy Clifford, Secretary

GP-DC:es

cc: Addressee

O. W. Campbell, City Manager
Leo Callan, Director Park and Recreation
Spanish Village Art Center, Incorporated



AMERICA'S ONE and ONLY Spanish Village Art Center

A THRIVING, VIGOROUS ART COMMUNITY FOR YOU TO VISIT AND ENJOY

HOURS - SAT-SUN-HOLIDAYS 1-5 PM
SOME STUDIOS OPEN ON OTHER DAYS

MINIATURE RAILROAD

A FEW SHORT STEPS TO THE ZOO ENTRANCE

ZOO DRIVE

FINE ARTS GALLERY
MUSEUM
CAREER CENTER
SPRINKLING
SOUVENIRS
CRAFTS
OUTDOOR ORGAN, ETC.

VILLAGE PLACE

PARK BOULEVARD

- 10 CHAMORRO ENRIQUETA PAINTING MURALS
- 9 THE GAYS SILK SCREEN
- 8 TRACE OSWALDER PRINTING
- 7 WOMEN DORIS BRINK

- 6 DOROTHY WRIGHT PAINTING
- 5 BYRON SHALMAN HOWARD H. SMITH PHOTOGRAPHY
- 4 SAM JACOBY PORTRAIT PAINTING
- 3 GLADYS MORRISIN & FRANCES DEARL HAND WEAVING
- 2 PAUL SKILLING & ASSOCIATES PHOTOGRAPHY
- 1 KEN WOODS & RENE BIZARD PRINTING

- 14 SONA HOTCHKISS WATERCOLORS, PENCIL PAINTING
- 13 GEM SOCIETY
- 12 GEM SOCIETY
- 11

- 16 BILL REID PHOTOGRAPHY
- 17 L. DRESSER SCULPTURE
- 18 A.E.R. VAN DE VELDE PAINTING
- 19 NELLIE HARRAM MINIATURES
- 20 JEANNE & BILL RAIMONDI PRINTING & BLOCK PRINTS

- 21 THE SMITHS CERAMICS AND ENAMELS
- 22 VIRGINIA WEERTS SCULPTURE

- 23 SOUTHWESTERN ARTISTS ASS'N
- 24 PATIO WISHING WELL
- 25 POTTERS GUILD
- 26 CLAY CRAFTERS
- 27 GENEOLOGICAL SOCIETY
- 28 WHIRLY GALLERY

- 29 BILL MUMFORD KEITH YOUNG PAINTING
- 30 D. DAVID BASH DONALD DOWNELLY PAINTING, BLOCK PRINTS
- 31 MARIAN KENDALL HAND WEAVING
- 32

- 33 LES BURNS & PEG DAWSON & HELEN DICKEY HAND WEAVING
- 34 ELLEN STRATTON GEORGE HAMMORRE PAINTING, SCULPTURE
- 35 SPANISH VILLAGE GALLERY
- 36 CIVIL DEFENSE

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Spanish Village History

The SPANISH VILLAGE ART CENTER, located in beautiful Balboa Park, across from the world renowned San Diego Zoo, is one of the most unique art centers in the United States. Here visitors may watch talented and versatile artists at work producing oil paintings, watercolors, sculpture, photographs, ceramics, and weaving. The San Diego Gem Society is also located in the Village. The small studios surround large and colorful patios, authentically designed after a village in Spain.

The buildings, which were erected for use in the 1935-36 California Pacific International Exposition, housed a restaurant, bazaar, and gift shops. At the end of the Exposition, a group of local artists, with the approval of the Park and Recreation Department, were instrumental in saving the structures and continued to maintain them as a cultural center. This group formed the Spanish Village Art Center, Inc. and many of the original members are still active in art circles, both locally and nationally.

At the beginning of World War II, the artists vacated the Village allowing the Navy to occupy the buildings as offices and storerooms. After the war, the studios were again utilized by members of the reorganized association.

Visitors are welcome at all times.

The Village Gallery is located in Studio 36 and features monthly exhibits.

The individual studios are normally open to the public on Saturdays, Sundays, and Holidays between the hours of 1 and 5 P. M.

The Village may be reached from Downtown aboard the No. 7 bus, disembarking at Park Blvd. and the Prado.

Luncheon is served in the Zoo Restaurant and also in the Cafe del Rey Moro on Laurel St.

Postage

From

To

Comm. from Spanish Villages
Art Center relative to
cooperation with the
Fiesta del Pacifico, etc.

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