

SANTA BARBARA CONTEMPORARY ARTS FORUM
FOR IMMEDIATE RELEASE



Santa Barbara Contemporary Arts Forum presents

La Vie en Rose: Annual Valentine's Day Exhibition, Benefit Auction, and Fashion Show

Exhibition on View at CAF: JAN. 29 - FEB. 5, 2010

Benefit Auction: FEB. 6, 2010 - 8 PM until late

C'est Magnifique! Celebrate the good life at CAF with La Vie en Rose: Annual Valentine's Day Exhibition, Benefit Auction, and Fashion Show



Mary Heebner, *Full Lotus #36/50*, Artist Book, 5"x5"x1-1/2"
containing 2 accoridian folded panels 5"x13" each



Kimberly Hahn, *The Rosy Life #1/10*,
2009, Photography, 10"x10"

CAF's famed and cherished annual event has added a few exciting new twists! Brought to you as a late-night, lounge extravaganza inspired

by the romance and sophistication of Paris, this benefit offers an array of live and silent auctions featuring exceptional wines, luxury items, and world-class artwork by internationally renowned artists and Santa Barbara's own art luminaries. A combined art exhibition and benefit, *La Vie en Rose* will blossom with a not-to-be-missed fashion show in partnership with Susan Pitcher's iconic boutiques, dressed & ready! Indulge your senses as models strut the runway in très chic creations by Halston, Yigal Azrouël, Thakoon, Mark & James by Badgley Mischka, A . L . C . , Caleen Cordero, Kimberly Ovitz, Lanvin shoes and handbags, Raquel Allegra, The Row, YSL and many more! Mix master DJ Fab will keep the party pumping with a cool Franco International vibe!



Thakoon

Are you Chic or Fantastique?

C'est Chic at \$75 per person

Beginning at 8 PM, rendezvous in Parisian splendor with savory French inspired amuse bouches; cheese, chocolate, and more, sexy international music and a celebration cocktail for sipping in style. Enjoy the silent art, wine, and luxury item auctions and feast your eyes on the catwalk couture.

C'est Fantastique at \$175 per person

A private art auction awaits you in the elegant VIP lounge starting at 7 PM. Say *bienvenue* with a specialty cocktail followed by an open bar to suit your tastes throughout the evening. Arty swag bags filled with decadent surprises just because.

Gain entrée to the benefit auction and fashion show by selecting one of these fabulous ticket options. All attendees may participate in the silent art, wine, and luxury item auctions. For tickets, call 805.966.5373 or visit our website www.sbcaf.org. Tickets go on sale January 3rd.

Finding that fashion must-have or Valentine's gift is a snap with dressed/ready's *La Vie en Rose* 10% discount which will run from Jan 28th through Feb 5th; a portion of the proceeds from sales during this exhibition will benefit CAF. While there, don't miss dressed/ready's sister exhibition of couture inspired paintings by

Doug Wada. Wada's fashionable art works will be on view and for sale from Jan 27 - Feb 4 at dressed/ready and then move to CAF on Feb 5 for *La Vie en Rose*. dressed/ready is located at 1253 Coast Village Road in Montecito.



Please come and preview the works up for auction at CAF during normal gallery hours from January 29 - February 5, 2010. The CAF exhibition artists include: Adrienne Allebe, Michael Barton Miller, Amy Bessone, Calico Brown, Alejandro Casazi, Stephanie Dotson, Jayson Eoff, Julia Ford, Servando Garcia, Penelope Gottlieb, Carlos Grano, Saul Gray-Hildenbrand, Kimberly Hahn, Jean-Pierre Hebert, Mary Heebner, Susan Jorgensen, Ann Luther, Hugh Margerum, Carrie Maseredjian, Bob Mask, Barbara Parmet, Zacarias Paul, Rafael Perea de la Cabada, Gail Pine, Harry Reese, Warren Schultheis, Joe Shea, Dante Sigismondi, Jason Sober, Kat Trajano, Patrick Turner, James Van Arsdale, Mitchell Wright, Kathleen Yorba, Seyburn Zorthian, and Pamela Zwehl-Burke. Viewing the exhibition at CAF and dressed/ready is FREE.

La Vie en Rose Sponsors include: Arcadian Winery, Bella Vista Designs Inc., dressed/ready, MB et compagnie, Nancy Garza of Cheri Bebe.

All proceeds from *La Vie en Rose* benefit the Santa Barbara Contemporary Arts Forum's highly acclaimed exhibitions and educational programs.

About the Santa Barbara Contemporary Arts Forum: The Santa Barbara Contemporary Arts Forum (CAF) is a non-profit, non-collecting alternative art space dedicated to the exhibition, education, and cultivation of the arts of our time. Celebrating its 33rd anniversary in 2009, CAF is the premier venue for contemporary art between Los Angeles and San Francisco. CAF is located at the Paseo Nuevo Mall Upper Arts Terrace in downtown Santa Barbara, CA.

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