



“Building a Healthier Community through Personal and Professional Example”
Peer Recovery Art Project is our continuous campaign to end stigma, revitalize downtown areas, while implementing new strategies for an all-inclusive and, therefore, healthier community.



Artist: Steven West

EXECUTIVE OFFICER NOTES

There are many who support Peer Recovery Art Project’s vision and passion for the arts. Our scope of friendships is astounding for this small Central Valley art organization. PRAP has just begun to spread its wings in

our quest to become a highly recognized, highly effective community art organization. It’s wonderfully refreshing to see that we have built our dream from the bottom up; not as an elitist organization that may have risen above the real need in our community for an all-inclusive arts program. There needs to be some more work on all our parts to reach our goal to create a place where the young, the old, as well as our once isolated citizens with so many cultural and socioeconomic differences, believe they, too, have gifts to share with the greater community. A whole community where we are not just included but a community where we all have a sense of responsibility to serve and an inner peace that comes from belonging. Like so many others who have shared their talents with you in PRAP’s *Renaissance* newsletter since 2009 and in our events around the state, you, too, have gifts to share. Join us and let’s find a place in our community where you belong!

~John Black, CEO



ARTIST SPOTLIGHT

JAMES PRIGOFF

Everything is about relationships. Let me explain. Our featured artist’s family members have mentored and been very supportive of me in my position within a statewide advocacy group. Their generosity in sharing their father’s life’s passion with PRAP speaks volumes to the premise that life is all about building relationships. Building a healthier arts community begins with strategies for creating a welcoming atmosphere where everyone feels they belong. Please join us in welcoming James Prigoff, the artist, the father, and our friend, while enjoying the amazing story James sent us about his career. (See article on Page 2)

There’s still time to see The Valley Sun Catchers “Plein Air Paintings” 2011. The show, sponsored by Central California Art Association and Mistlin Gallery, continues until Saturday, August 13. Twenty-seven artists are displaying 87 paintings done on location. Refreshments are provided. Free to the public. Mistlin Gallery hours are Tuesday to Friday, 11:30 a.m. to 5:00 p.m. and Saturday, noon to 4:00 p.m. Mistlin Gallery is located at 1015 J Street, Modesto.

Downtown Modesto’s 3rd Thursday Art Walk is now in its 8th year. The next one will take place August 18th. Maps are available for the self-guided tour. Visit venues in the order you choose. The Art Walk features art galleries, as well as businesses and organizations that display art from 5:00 to 9:00 p.m., coming together to showcase the best of local arts at no cost.



JAMES PRIGOFF

How does one become a legend in one's own time?

It starts some forty years ago with an interest in documenting community murals and connecting with the individuals and groups that produced them. Along the way a new culture of street marking appeared as "graffiti writers" started the movement that grew to become a preeminent art form known by many names such as Spraycan Art. What was basically nurtured in Philadelphia and New York in the late 60's and early 70's, spread across the country and around the world. Jim was there to document it in its many locations and forms. By the mid eighties, Jim was curious to track the art as it came out of the New York subway tunnels emblazoned on the sides of the commuter cars, found its way to street level on handball court walls and began to move across the country and around the world. That was the beginning of the seminal book called Spraycan Art (1987-Thames and Hudson) which was the first book to examine this worldwide phenomenon. Jim invited Henry Chalfant, who had already co-authored Subway Art, to join him in the hunt. Still in print, the book had sold over 200,000 copies when Jim stopped counting.

As a culture bearer, when writers were still sending pictures back and forth via snail mail, Jim was invited to speak in venues and museums around the world. As the 1900's closed and the 2000's ushered in a new era of examination, the literature expanded dramatically. Jim wrote extensively with keen insight and scholarship for many publications and, seeing the need, mentored Steve Grody in LA to write and publish through Harry N. Abrams, the excellent history titled Graffiti LA. New York City was next as Jim worked with Eric Felisbret to help him get Abrams to publish Graffiti NY. Jim wrote the Forewords for both books.

Prigoff was there for so many events. The first TV showing



on Fox News of the Hex-Slick Battle in LA¹ and prior to that he presented at the first Photography Studio paint-in where Hex and Crayone² made their first appearances.

Thousands of pictures chronicling the LA. Belmont Tunnel [where Hex and Slick painted] over its many years as a "Hall of Fame". Likewise, the Amtrak wall in Oakland had a thousand faces. The Mecca "Hall of Fame" at 106th and Park in NYC was visited very year as "Kings or Better" came to paint and the TAT crew repainted the street level wall each year.

Jim seemed to be everywhere. Invited with Africa Bambaata, he did a show in Stockholm, Sweden. He was on a panel with Davy D and Chucky D in Madison, Wisconsin, Paris, London, Auckland, Perth, Melbourne and Sydney, a wall sighted in Cape Town South Africa that was clearly the work of Loomit and Can 2 from Germany. The paint-ins in Birmingham, England, the big show at the Groninger Museum in Holland, Jim was there to snap the photos for history.

Currently, 48 of his photos appear in the just released History of American Graffiti (Gastman and Neelon) and many of his photos help document the catalogue time line for Art in the Streets (Jeffrey Deitch). This ground breaking show at the Geffen /LA MOCA examines the work of some 30 preeminent artists plus a few major documenters. Jim is one of those.

Footnotes:

¹ Competition was waged. Writers battled with spray cans on walls. Hex, representing LA's South side, East side and Central downtown, against Slick. The two were considered by many to be the first two highly skilled character painters in LA.

² Crayone is a San Francisco Bay Area graffiti artist whose career has spanned over 25 years. He brings the use of intricate colors and skillful technique to his over 800 large-scale graffiti pieces. His crew is called TWS (Together With Style). He was the first graffiti artist to have a one-man gallery show exhibition on the West Coast, and has won several hip-hop awards online for creating graffiti style websites. He is involved in many murals and other artistic activities and is interested in continuing to show his work in galleries. (From wikipedia.org)

³ Afrika Bambaataa (born Kevin Donovan on April 19, 1960) is an American DJ from the South Bronx, New York who was instrumental in the early development of hip hop throughout the 1980s

X FEST 2011 - Saturday, August 6, 2011, in Downtown Modesto. The Valley's Biggest Party returns for its 12th year with 50 bands and DJs on 8 separate stages and the World's Largest Outdoor Disco that utilizes two city blocks. Tickets are \$20 in advance and are available at www.xfestmodesto.com.



FARMERS MARKET.....A TREASURE FOR ALL TO DISCOVER IN OUR COMMUNITY

Find your friends and socialize as you listen to musical guests and eat one of those world famous breakfast burritos from Castro BBQ. Be sure to visit David Fisher and ask him about his passion for creating such beautiful custom furniture. Stop by and get your bacon on a stick for a boost of protein. While you're at Greens be sure to get one of those brownies my wife raves about. Still more! Cures for your allergies come from the local honey you can get every week at the market and be sure to stop by the Beret Rouge and let Monet Bonson enlighten you with tips for using her gourmet sauce. Buy fresh organic produce from many vendors and be sure to buy some Smart Eggs from MJC students. Fine custom made crafts are waiting for you at JER-M Designs and they accept credit cards. Wow! What a gift to our city to have these types of community Farmers Markets on the streets of downtown Modesto!!

MUSICAL

RESILIENCE!

Musical talent is everywhere in our city. Not all musicians have the same sound or use the same techniques of delivery on stage. In fact, often the sounds we hear do not even come from inside one of our many venues but from those street musicians mastering their craft in front of downtown patrons. It's not easy living in a world that has often ridiculed or imposed fines for the gifts they share. The partner we want to give a shout out to in this edition of *Renaissance* happens to be one of the brightest, most resilient, highly talented street performers we have the pleasure to know. If she performed in a larger metropolitan city, her talents would bring her much fortune but, as mentioned early in this edition, we all have a long way to go for all people to feel welcome. **Dellanora Green**, Peer Recovery Art Project values your talent and believes you will find your way to center stage!



Dellanora Green

HOW IS GRAPHIC DESIGN FOCUSED ON WELLNESS?

By Alice Washington

Color is a crucial graphic design element that designers cannot live without. Why? Color is the source of emotions in designs. Colors elicit feelings of joy, excitement, and sadness. Colors engage audiences.

Emotions and feelings are aspects of mental health. Graphic designers learn about mental health with a slight introduction to the fields of art and color therapy. Graphic designers must understand how to use art and color to elicit the right emotions and feelings which impact their customers' behavior.

Color Theory was one of my graphic design classes. We learned which colors to use in designs so that we captured the attention of our customers. We learned not to use colors in ways that did not elicit wellness. We learned to seek gratification. This gratification meant eliciting customers' responses so as to encourage wellness and healing, buying of products or joining a social network.

Colors are an intrinsic aspect of wellness and mental health. Therefore, it is critical that graphic designers learn aspects of color and how color relates to therapy and wellness.



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The Modesto Toyota logo, featuring the word 'MODESTO' in a large, bold, black font with a white outline, set against a red background. Below it, the word 'TOYOTA' is written in a smaller, white font. The logo is enclosed in a red oval with a white border.

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