

Business Connection



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Business Spotlight

Pleasanton Art League Brings Essential Element of a Rich and Vibrant community



PLEASANTON ART LEAGUE

The Pleasanton Art League (PAL) is the only non-profit group dedicated to the visual arts in Pleasanton. Other art forms, such as music, dance and theater tend to get more attention for their entertainment value, yet all art forms are important for individual and community development and well-being. "All of our local art groups will have an important role to play in reinvigorating our community, as it comes back to life when things reopen," said PAL President Beth Okurowski.

PAL has been around since 1969 and is woven into the fabric of Pleasanton through its partnerships with local businesses and City cultural sites. Community connection is an important focus for PAL, so you may have heard of them through one of these channels:

Monthly art demos, in collaboration with the Livermore Art Association and the Dublin Arts Collective, held at the Cultural Arts Building on Black Avenue in Pleasanton and at the Bothwell Center in Livermore.

Circuit program, in which PAL members work in teams to hang their artwork in local businesses around Pleasanton. They currently have seven teams that rotate their artwork every three months.

Workshops, led by professional artists and open to the public. Of course, much of this has been curtailed or transitioned to an online format for now.

PAL's newest event, Paint Pleasanton, started two years ago and has become very popular. It is an outdoor, multi-day event held in September. Artists from the region come to Pleasanton to paint both iconic and off-the-path scenes from around Pleasanton. On the second day, they host an art show and sale on the lawn of the Museum on Main. Works will be judged, and awards will be given to the artists. It is really a celebration of the City of Pleasanton through art, and it helps the



Artist Usha Shukla giving a demo at one of the monthly members' meetings. PAL members range from degreed professionals to self-taught artists. Both 2D and 3D forms of art are represented, and use of mediums include classical fine art mediums to mixed media and invented methods.

museum as well. This year's event will be held September 25-26, 2021.

The art league also invites you to visit its annual members show, held at the Harrington Gallery at the Firehouse Arts Center. This year, the art will be displayed from November 6-December 18, and is titled "Above it All." The Pleasanton Art League is a 501c3 non-profit organization and gratefully accepts donations through its website www.pal-art.com or by check sent to PAL, PO Box 23, Pleasanton, CA 94566.



George Garbarino, Vanessa Thomas, and John Trimmingham hanging art at a local downtown business as part of Pleasanton Art League's art circuit.