

# MENDEZ SOHO

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## SOHO SALON SERIES BEGINS, SUNDAY, OCTOBER 18

Mendez SoHo, in collaboration with Soho Strut, is delighted to announce the inaugural event of a new Salon Series to be held on Sunday, October 18 from 3-6 PM. The Series will feature occasional gatherings of collectors, curators, artists, writers and art enthusiasts who will meet and mingle in a informal setting to show and discuss artwork, sources of inspiration, preferred techniques and perspectives on collecting.

The guest of honor for the October 18 Salon is Paul Kowalchuk, an avid collector of mid-20<sup>th</sup> century American Studio Pottery, exhibition curator, author and founder of the on-line ceramic collectors' blog, *Studio Potter Archive*. Paul is also a co-founder and Creative Director at TDA Studios; an Animation Short Film production company.

- At 3:30 PM Kowalchuk will present his views on "Collecting -- A Museum of One's Own Making".
- At 5:00 PM Kowalchuk will discuss his unique perspective on tailoring one's personal collection from both the primary and secondary markets.
- To illustrate his remarks, Kowalchuk will exhibit and discuss a highly prized selection of work from the Studio Potter Archive by Louis Mendez and his peers Voulkos, Soldner, Karnes, Zakin, Arnow, Ball and others.

Kowalchuk will be available throughout the afternoon for one-on-one interaction with Salon attendees.

Due to space constraints, attendance is limited. Guests **must** RSVP by October 15 via [sohosalon.splashthat.com](http://sohosalon.splashthat.com). While there is no charge for admission, only those on the RSVP list will be admitted.

For further information, please contact Dianne Mendez [info@louismendez.com](mailto:info@louismendez.com) or leave a voice message at 212-334-4956.

### About the Program Sponsors:

**Mendez SoHo** seeks to showcase artists living or working in the SoHo Cast Iron District. In addition to studio/gallery visits like the inaugural event planned for October 18, future events will feature showings of work by selected artists' who will be invited to lead lively and informative discussions focusing on their medium, technique, motivation and inspiration. For further information, visit [www.louismendez.com](http://www.louismendez.com).

**Soho Strut** provides a direct line for business owners in SoHo to talk to each other, work with each other, and ultimately strengthen their businesses. New York can sometimes feel big and impersonal, which is why as the city continues to expand and grow it's critical that there are networks in place to help neighborhoods maintain their unique community feel. For more information, visit [www.sohostrut.com](http://www.sohostrut.com).



Paul Kowalchuk discusses collecting at the first SoHo Salon on October 18, 2015, 3-6PM. RSVP required by October 15 via [sohosalon.splashthat.com](http://sohosalon.splashthat.com).



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