

***Paint Creek Center for the Arts to open first 2023 exhibition:
“Fresh Pasture”***

Rochester, Mich.---January 10, 2023--- Paint Creek Center for the Arts (PCCA) is excited to present the first exhibition of their 2023 season: “Fresh Pasture”. The show features more than thirty pieces of work in a variety of artistic mediums all focused on dairy cattle and dairy farms.

“Fresh Pasture” will open at PCCA on February 4 with a reception from 5 pm – 8 pm in the center’s gallery space. Light refreshments will be available. The opening reception is free to attend.

Select pieces in “Fresh Pasture” are joining the herd at PCCA following a successful run in “The Cow Show” at Black Box Gallery in Dearborn, Mich. “The Cow Show” was conceptualized by area artists Carlo Vitale and Gary Mayer, inspired by Vitale’s experiences working in dairy farms throughout his youth.

“Though I grew up in Detroit, I spent some summers working up north on my ancestors’ farm -- they kept cows. I decided to paint a cow as a tribute, which a fellow artist friend of mine, Gary Mayer, found hilarious as my style is primarily abstract,” said artist Carlo Vitale. “Gary found inspiration to paint his own cow, which then inspired others to create their own cow pieces.”

Vitale’s wife, Shelley Malec Vitale, is a faculty member at PCCA which opened the door for the exhibition’s new stead. Malec Vitale teaches a variety of classes and workshops in multiple mediums such as watercolor and acrylic painting.

“Each of our exhibiting artists [for Fresh Pasture] are so incredibly talented and dedicated to their craft,” said Jenny Stacey, manager of galleries and digital media for PCCA. “The amount of effort and planning for the first round of the show at Black Box was immense, so I’m really pleased that we are able to provide a second round of exposure.”

“Our exhibitions are a great opportunity to not only introduce our students to new pieces of work, but also for exhibiting artists to visit our center and learn about the work we do,” said Shaun Hayes, executive director at PCCA. “With this exhibition in particular, there’s a layer of fun we can bring to the table that opens the door for a lot of interesting discussions.”

“There is a level of humor involved in this show – however, because of the caliber of artistic talent, this show is also majorly impactful,” said Vitale.

Following the opening, this exhibition is free and open to the public for viewing during PCCA’s regular business hours until its closure on March 4. The show boasts work from area artists such as Daniel Rosbury, Kris Shaedig, Deborah Sukenic, and Ray Katz. Most pieces on display are available for purchase throughout the show’s run.

For a full list of exhibiting artists and more information, visit PCCA’s website here: <https://bit.ly/3QiYJD6>

About Paint Creek Center for the Arts

Paint Creek Center for the Arts (PCCA) is a regional nonprofit art center located in Downtown Rochester. PCCA is supported, in part, by contributions from the Michigan Council for Arts & Cultural Affairs and the National Endowment for the Arts. PCCA’s overall mission is to support creativity by providing opportunities for all to learn, create, experience, and appreciate the arts. Learn more at pccart.org.

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