

# Capitola Art & Wine Festival turns 26

**A** celebration of good taste and great flavors describes the 26th Annual Capitola Art & Wine Festival September 6 and 7 in beautiful Capitola Village by the Sea. The quaintness of the Village and the sound of the surf is the backdrop for this wonderful Festival.

The Festival was started in 1982 by the late Carrie Jacobson May, Barbara Reding and Eric Johnson to showcase local artistic talent. Fifty Artists participated on the Esplanade that first year in the "Capitola Village Art Festival" as it was called then. The Capitola Chamber of Commerce

became involved the next year in 1983. The late Jay Collins created a Poster for the event, Wine Tasting was added and the name was changed to the "Capitola Art & Wine Festival." From 1984 and on... Food Vendors, Wine Glasses, Entertainment, more wineries and more artists were added.

Today, the Festival is still hosted by the Capitola-Soquel Chamber of Commerce and the show is geared toward Fine Art. This year the Festival offers a fantastic

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Desperado, an Eagles cover band, is one of the many acts performing at the Capitola Art & Wine Festival the weekend of September 6 and 7.

## Poster Artist Bio

### Santa Cruz Resident James Aschbacher

"Art is a chance to make magic," says James Aschbacher, the 2008 Capitola Art & Wine Festival Poster artist. A self-taught artist who lives and works in Santa Cruz, James developed his own technique of texturing illustration board with multiple layers of oil/enamel paint, on which his images are drawn and colored. Each painting is nailed onto a wooden frame that has been hand-carved and painted with mystical symbols.

"Whimsical" is the word most often applied to James' exuberant paintings with their distinctive glyph borders. In the Aschbacher universe, fish swim in the sky, animals dance, and people fly among the stars. His artwork has been



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selection of local and nationally acclaimed Artists, 16 Santa Cruz Mountain Wineries, 12 Gourmet Restaurants & Caterers and fabulous entertainment. The Capitola Art & Cultural Commission hosts the Children's Art area.

James Aschbacher created a whimsically fun Poster for this year's event and will be on hand to sign Posters at the Festival.

The event is admission free. Parking is easy, park free at the Bank of America Parking lot on 41st Avenue in front of the Capitola Mall and take the free shuttle to the Festival or ride your bike and park free at the Valet Bike Lot at the David Lyng Real Estate Lot across from the entrance to the Festival.

The Festival's Major Sponsor is Comerica Bank and is also sponsored by Monterey Credit Union, Pacific Publishing, Capitola Mall, KWAY Radio, Union Bank, KION 46, Barry Swenson Builders, Capitola Mercantile, David Lyng Real Estate, Woodworm Party Store, Alexis Party Rentals, Bay Federal Credit Union, Wells Fargo Bank.

The Festival is a major fundraiser for the Chamber and also donates a portion of the proceeds to Soquel High School Sports Foundation, Soquel High School Music Foundation, New Brighton Middle School, Cabrillo Threshers and Santa Cruz Triathlon. ■

For more information contact the Chamber at 475-6522 or visit our website at [capitolachamber.com](http://capitolachamber.com).



A collage of some of the musical performers that will be at the Capitola Art & Wine Festival Saturday and Sunday, September 6 and 7.

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from the KUSP Radio Auction, The Pacific Rim Film Festival, and First Night Santa Cruz, to the Aptos Spring Dog Parade and the Surf City Century Bike Ride for AIDS.

His public art projects include a triptych in the lobby, and an outdoor mural at

the Freedom Branch Library. Other public murals include "Song of Santa Cruz," on the Petroglyph building, Cedar Street, and "Adventures in Paradise" in Plaza Lane, both in downtown Santa Cruz. James has also organized several participatory mural projects painted with students—using their designs—at elementary schools all across the county.

James served on the Cultural Council of Santa Cruz County Open Studios Committee from 1995 to 2004; the last two years, as Chair. James also served as Visual Arts Chair for First Night Santa Cruz in 2003 and 2004. In 2005, James received a Gail Rich Award, along with his wife, writer Lisa Jensen, for their contributions to the Santa Cruz

arts community. ■

James Aschbacher's paintings are featured at Many Hands Gallery in Capitola, and Vale Craft Gallery in Chicago. Please visit his website at [www.aschbacherart.com](http://www.aschbacherart.com), or email him at [james@aschbacherart.com](mailto:james@aschbacherart.com).

James will be signing posters during both days of the Festival at the Merchandise Booth.