

**ART from the ashes**, a non-profit organization assembled to create artwork to benefit the communities, individuals and local businesses that have been devastated by fire, **announces its first exhibition and silent auction at Cisco Home**

**ART from the ashes** is proud to announce its first exhibition, artist reception and silent auction at **Cisco Home** in Pasadena. The exhibition will run from November 1-15 and the silent auction will take place on November 1, 2008. Proceeds from the auction will go to benefit **Meta (Making Education the Answer)**.

**ART from the ashes** is a collaborative of independent artisans and volunteers, founded by native Californian Joy Feuer, who contribute talent, time and energy to create art for resource. Artwork is crafted from materials collected from fire site locations after personal items have been removed. Debris that would otherwise be cleared and dumped into landfill is gathered and reconfigured into one-of-a-kind works of art through the unique vision of each artist. The driving motivation of **ART from the ashes** is to create something positive from the devastating aftermath of a fire and to provide a cathartic avenue for those individuals and businesses that have been directly affected.

On November 15, 2007, **Cisco Brothers'** South Central Los Angeles furniture warehouse for **Cisco Home Stores** was destroyed by fire. The Cisco family business has been based in South Central Los Angeles for over 15 years. The business started there and remains there, even after the 1992 LA riots. Owner Cisco Pinedo knew it was a risky decision, but he saw the need to revitalize his ailing childhood neighborhood. Through the years, **Cisco Home** has continued to grow and the success of this local company has been a critical component in the redevelopment of the entire area surrounding the business by providing training programs and secure employment for many families in the vicinity.

Because of Cisco Pinedo's dedication to his local community and his company's environmentally loyal commitment to creating 100% FSC Pure sustainable upholstered furniture, the collaboration with **ART from the ashes** made sense. Pinedo says, "I always try to see the good side of things, so the concept behind the campaign made a lot of sense to me; but Joy and **Art from the ashes** took it to a whole different level than what I expected. Joy really connected with our way of re-using materials and the way we are. She embraced all the bad things that happened to us, and said: 'don't give up. Even a disaster can be turned into something good'. When I saw the pictures [she took of the building after the fire], it brought me back and that's when I said to myself: 'do you get it? Get it!' It's like the universe is looking out for you ... somehow bringing it back to you. Like all the pieces are coming back together. She doesn't know this, but it was like she was telling me: 'It can all be good, it will all be fine'."

In the months that followed the **Cisco Brothers** warehouse fire; raw materials gathered from the site were distributed to the artists. The result is a collection of one-of-a-kind works of art crafted from charcoal, ash, glass, metal, wood, fabric and found objects... and rooted in the heart and soul of Cisco Home.

The exhibition and silent auction will not only demonstrate that what was once considered waste can be crafted into something beautiful, but will also go a step further to donate proceeds to an organization that means a great deal to **Cisco Home: Meta (Making Education The Answer)** a 501(c)(3) non-profit, providing mentorship and scholarships to Hispanic youth in Southern California.

In November of 2007 the Corral fire, Malibu's most destructive in 15 years, burned nearly 5,000 acres. Thousands were evacuated, six firefighters injured, 49 homes destroyed. As of July, the 2008 wildfire season registered over 2000 fires in California, which destroyed over 887,000 acres of property. It has been reported that this has been the worst siege of wildfires since the state began keeping records back in 1950.

As California residents, we become accustomed to earthquakes, Santa Ana winds and El Nino... and as other states suffer hurricane and tornado season, every year we battle wildfires. While there is nothing that can be done to replace what is lost, it just may be possible to make something beautiful and do something good with the bits and pieces the fire leaves behind.

This **ART from the ashes** exhibition is the first in what will be a series of events organized to bring creative output and charitable effort to others affected by fire. The installation will feature works in metal, glass, ceramic, photography, found object art, intaglio prints, painting, illustrations and jewelry.

The following artists (listed in alphabetical order and spanning several states: California, New York, Colorado, Arizona and Texas) have graciously donated their time and talent for this charity exhibition: Kevin Caron, Joy Feuer, Kay Kropp, Michael Kurtz, Tracy Longley-Cook, Ceres Madoo, Valery Milovic, John Matthews, Carolyn Mendoza, Sally Middleton, Renee Palmer, Terri Phillips, Joan Robey, Rachel Rose, Jude' Silva, Lillian Utsumi, Roberta Veatch, Evan Vieser, Joan Waters, Lisa G. Westheimer, Ray Yocum.

**Exhibition show dates**

Nov 1-15

Monday – Saturday 10-6

Sunday 11-5

**Artist reception & Silent Auction**

Saturday November 1<sup>st</sup>, 7pm

All proceeds from the sale of art will benefit Meta

**Location:** Cisco Home Studio

474 S Arroyo Pkwy

Pasadena, CA 91105

Promoted with the much appreciated support and enthusiasm of our media partner:

**Pasadena Magazine**

**For more information go to:**

[www.artfromtheashes.org](http://www.artfromtheashes.org)

[www.ciscobrothers.com](http://www.ciscobrothers.com)

[www.metaonline.org](http://www.metaonline.org)

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