

La Playa Gallery
2226 Avenida de la Playa
La Jolla, CA 92037
(858) 454-6903

www.laplayagallery.com
laplayagallery@gmail.com

La Playa Gallery's Media Kit

Thank you for your interest in La Playa Gallery. We have plenty of information for your press needs. If you have any questions, please don't hesitate to contact us.

Mission Statement

La Playa Gallery sits in the heart of La Jolla Shores offering local residents, visitors and tourists a warm collection of jewelry, ceramics, sculptures and paintings. The gallery provides the public with a unique set of thematic exhibitions each year. La Playa Gallery takes pride in offering its patrons a unique and individual experience while featuring local artists, bringing a variety of art that may not be seen at other galleries.

La Playa Gallery supports its local art community with an Artist-in-Residency program, hosts educational art classes for all ages and also offers a layaway option. We believe everyone should be able to own art they love and treasure, and we enjoy sparking the creative side of each person with whom we connect. This connection with art and our community is our driving force and we will continue to follow our mission wholeheartedly.

Logos



La Playa Gallery
2226 Avenida de la Playa
La Jolla, CA 92037
(858) 454-6903

www.laplayagallery.com
laplayagallery@gmail.com

Latest Press Release

“The Quest for Rhythm”

For Immediate Release:

(La Jolla, CA) **“The Quest for Rhythm,”** an exciting new art exhibition exploring the rhythmic relationship between metal, paint and music, opens **Friday, October 12, 2018** at La Playa Gallery in La Jolla Shores. Join us for a wine and cheese reception from 5:00 – 8:00 pm as La Playa Gallery honors the inspired works of Becky Guttin, Michael Carini and Molly Larson Cook.

This exhibition will run through November 23, 2018. La Playa Gallery is open, Monday – Friday, 10:00 am - 4:00 pm. The gallery is located at 2226 Avenida De La Playa, La Jolla, CA. For more information, or an individual appointment please visit www.laplayagallery.com or call (858) 454-6903.

ABOUT LA PLAYA GALLERY

La Playa Gallery offers the public a unique collection of fine paintings, jewelry and sculptures. The gallery takes pride in offering its patrons and the public an exciting variety of themed shows throughout the year.

La Playa Gallery
2226 Avenida de la Playa
La Jolla, CA 92037
(858) 454-6903

www.laplayagallery.com
laplayagallery@gmail.com

History

La Playa Gallery opened in 2013 and sits in the heart of La Jolla Shores offering local residents, visitors and tourists a warm collection of jewelry, ceramics, sculptures and paintings. As with most new small businesses, there were some interesting twists and turns. We had to remodel to make sure the gallery was handicapped accessible and had to close down for a short time to accomplish it. La Playa Gallery then took a slow organic route to become publicly known.

In 2016, under the direction of curator, Erica Putis, the gallery decided to focus on local artists and showcasing their amazing work by coordinating six group art exhibits a year. Step forward to 2018 and they have increased that number to an eight shows a year, including solo and group exhibitions. La Playa Gallery has also started an artist-in-residence program along with educational classes which will be held at the gallery in the future. These things are very new and we are extremely excited about them.

A small business is always a work in progress so we are constantly working on our website, social media and finding ways to support and engage our local community. When that connection is made, we are very happy. We love bringing attention to local artists who demonstrate creativity, quality and a willingness to work with us.

La Playa Gallery
2226 Avenida de la Playa
La Jolla, CA 92037
(858) 454-6903

www.laplayagallery.com
laplayagallery@gmail.com

Vaughn Woods Biography – La Playa Gallery Owner

Most know Vaughn Woods as a high-profile portfolio manager and controlled-growth advocate in La Jolla Shores, but few are aware that he's also an art gallery owner as well as a lettered student of econometrics, the science of applying math and statistical methods to understanding economic relations.

Running his portfolio business, Vaughn Woods Financial Group, in the back of his La Jolla Shores office at 2226 Avenida de la Playa, Suite A, Woods found zoning compelled him to incorporate some retail use.

“We had to do something about that, and I thought, ‘I’m just not going to do hamburgers,’” Woods said, adding he decided to do something special to fit the small amount of space available – hence La Playa Gallery.

“Both myself and my sister have been collectors of art, and, being painters (she’s the big painter), we decided to transition into the (art) gallery,” Woods said. “That largely includes what I would call a Fauvist approach to joy and exhilaration. What we’re trying to do here in the gallery is to offer the very finest and highest-quality selections available in San Diego, which is why we call ourselves La Playa Gallery,” Woods said.

La Playa Gallery
2226 Avenida de la Playa
La Jolla, CA 92037
(858) 454-6903

www.laplayagallery.com
laplayagallery@gmail.com

Erica Putis Biography – La Playa Gallery Curator

Erica Putis joined La Playa Gallery as their curator in 2016 where she coordinates many exhibits throughout the year, along with managing the front and back end of the gallery.



Erica's past experience as an artist, event planner, musician, administrative coordinator, social media brander, designer and entrepreneur has created a unique point of view that considers the wants and needs of each artist and client La Playa Gallery works with.

Erica is proud to feature local artists based on quality and not on what is just trendy at the moment or if they are well-known. She enjoys organizing solo and group exhibitions with no more than four artists, in order to show a collection of work rather than just one piece. Erica will work with artists who are in all stages of their career who create in different styles or mediums. It's challenging and rewarding for her to find artists' work that are unique and have a common ground to create a group exhibition, but San Diego is becoming a rich and diverse art community and every day she meets new people who inspire her. If they inspire her, they are bound to inspire someone else and she feels it is a powerful tool to feel connected to others.

Since 2016, Erica Putis has increased the number of art exhibitions from three to eight a year. She has taken a quaint retail space in the heart of La Jolla Shores and made it a place where artists want to show their work and where patrons know they can acquire beautiful, thought provoking, high quality fine art. Erica believes what sets La Playa Gallery apart from other galleries is their unique selection of artists, location, cozy space and their exciting artist receptions. La Playa Gallery loves celebrating their featured artists with the public, while offering wine, cheese, and homemade sweets and Erica Putis is proud to be a part of it.