

# La Playa Gallery's 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.