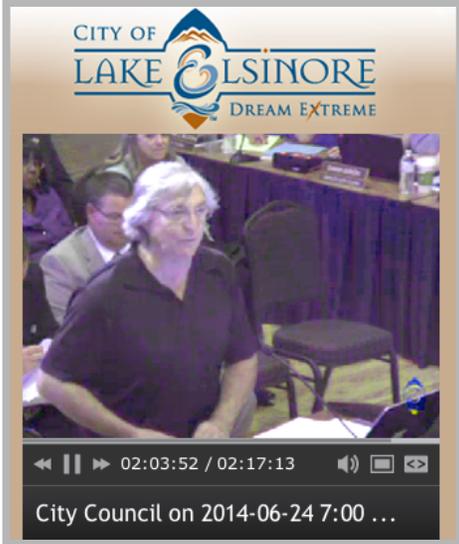




WHO IS JON SERL



STUDIO 395 ADDRESSES THE LAKE ELSINORE CITY COUNCIL

“Good Evening Madame Mayor, Council Members, City Staff and my fellow citizens of Lake Elsinore. My name is John Larsen and I am here tonight representing the STUDIO 395 Foundation, which is based here in Lake Elsinore and of which I have the happy pleasure of serving as board president.

For those unfamiliar with STUDIO 395, simply put - we are a collective of professional and non-professional artists and the folks who the support arts - dedicated to bringing the enrichments or Art and Culture to our community and the local region.

We work our mission through a wide variety of educational and volunteer programs in the development of economic programs focused on art and artists, the staging of special community events and the creation of public art works and projects through public/private funded commissions.

During the public comments session at the March 25, 2014 City Council meeting, local fine artist, Nicolai Billy made a request to the city to support and fund a recognition of the internationally acclaimed American, self-taught artist, Jon Serl who resided and created many of his works here in Lake Elsinore from the 1970's until his death in 1993.

At the end of that evenings meeting, Councilman Magee was kind enough to recognize Mr. Billy's request and passed the assignment on for further consideration to the city's Historical Committee. At that time STUDIO 395 had not been fully involved in Mr. Billy's proposed project but I am here this evening pleased and excited to announce that beginning next week, STUDIO 395 will be officially kicking off an "art awareness" campaign we are calling, “WHO IS JON SERL?” - a multi level effort created to bring a much deserved local recognition to the artist.

In the coming weeks and months STUDIO 395 will be working to not only to explore, educate and *connect* our community to Jon Serl the artist - his works and influence in art - but also to create a fundraising channel through social media and staged events towards creating a suitable physical recognition for Jon Serl here in the city of Lake Elsinore.

I am also here tonight to extend an invitation from Nicolai Billy to the Council, city staff and all interested community members to join Nicolai and many friends this coming Sunday, June 29th from 10am to 4pm at his beautiful and rustic gallery located at 32764 Ortega Highway El Cariso Village/ Lake Elsinore 92530

It is a free celebratory gathering to view, not only a selection of both Jon Serl's and Nicolai Billy's works in Nicolai's private gallery - but as well to further talk, present and make plans towards this special recognition of a true Lake Elsinore original.

When it is appropriate, I hope to come before the Council again to present not only what we found in our “search” for Jon Serl but the proposed ideas for recognizing this certainly “extreme” character and renowned artist who is part of the rich and wonderful history that is Lake Elsinore.

STUDIO 395 looks forward to working with the City and our community on this culturally enriching endeavor!

Thank you for your time - Good Evening!”

