



NORTHERN EXPOSURE

Skip the waves and shrimp trucks, Haleiwa will celebrate its love for all things artistic. **By Kristen Nemoto**

It's a great way for people to get a taste of local art and culture. Treasured artworks become keepsake ornaments for visitors.

MORE THAN JUST a shave ice destination, Haleiwa has groomed local aspiring artists for nearly two decades. The weekend of July 20 to 21 will carry on the tradition of artistic expression as the 16th annual Haleiwa Arts Festival will take place at Haleiwa Beach Park.

"It's a great way for people to get a taste of local art and culture," says Dawn Dasilveira, whose passion for the arts in the North Shore community led her to become the executive director of the Haleiwa Arts Festival in 2012. "Treasured artworks become keepsake ornaments for visitors, especially tourists, when they browse through over 100 art vendor booths."

Artist Mark Howard knows very well about creating and sustaining relationships with his clients. In his fourth year participating at the

Haleiwa Arts Festival, Howard is more than happy to create "happiness" for those who want a piece of his work to put in their home.

"Art is such a personal thing for someone to buy," Howard smiles. "I had this one customer who balled her eyes out because the Haleiwa Arts Gallery had sold the last painting of this palm tree I painted."

The art piece was nothing too extravagant, but the customer loved the realism of the colors and natural light that Howard was able to pull through the secluded spot he calls "Untouched Hawaii." When the gallery asked him if he could paint another original for the distraught customer, Howard initially winced but agreed after they told him she was "crying."

"I caved," Howard says with a hearty laugh. "So for me, it's that much more of an honor to be able to

give people my paintings. It's such an amazing thing for me to be a part of their whole experience and contribute to their homes."

Government worker by day and an artist "every moment thereafter," Howard was ecstatic to learn that he was selected to be this year's featured poster artist, an annual tradition since the Haleiwa Arts Festival's inaugural debut in 1998. Past featured artists have included Wyland, Rebecca Gates and last year's first photographer artist, Clark Little.

"Oh boy, I had goosebumps," recalls Howard when he took the phone call from Dasilveira. "I just couldn't believe my ears when (Dawn) called me. It was a wonderful surprise."

A young boy is the center focus of the poster as he sits and eats his first shave ice outside of Aoki's historic shop. There is a bustle of people around him but he doesn't notice as he smiles up at his mother and the warm summer light shines brightly on the faded red-wooded shop, reminding the viewer of the simple joys of everyday moments.

"(Mark's) piece just came together and translated so well as our feature poster," Dasilveira says. "It really embodied the essence of the Haleiwa Arts Festival. A wonderful summer day filled with a sense of community."

Community has been the major theme of the festival for quite some time. Since 1997, local artists were in abundance in Haleiwa and eventually a small group of them decided to create their own organization to showcase their artwork. Steadfast and determined, they successfully created the Haleiwa Arts Festival the following year as a formal nonprofit organization.

Soon sculptors, photographers, jewelry designers, woodcrafters and performers joined into the mix and the event snowballed into a visual arts showcase that highlights the community's need for "art and culture awareness, education and participation."

This year, the festival will push for an eco-friendly theme. Dasilveira believes it is important for the festival to give back to the community by respecting the very environment that many artists use for their inspiration.

"The Haleiwa Arts Festival celebrates art but it also celebrates our community's sustainability efforts," she says. "We hope to produce zero waste with a recycling program; compost station; emphasizing no plastic water bottles. It's an opportune



The annual festival activities include approximately 136 juried visual artists with original works and limited editions, both traditional and contemporary, in oil, acrylic, ceramic, photography, sculpture, watercolor, fabric, serigraphy, jewelry and glass, as well as other media.

time to reflect and make people aware of their actions to the environment."

Along with 136 local artists in attendance, there will be food stands, games for the keiki, merchandise and souvenirs, and live entertainment. Visit Howard at booth #47, where he will be more than happy to see and meet you.

"The Haleiwa Arts Festival is my biggest event," he says. "I can't wait to see old friends and meet new people. That's what this event is all about."

For information, visit haleiwaartsfestival.org.