



Lenore Hughes

Artist in Collaboration with Nordstrom, Santa Barbara, CA.

"No one wants to go shopping expecting to be bored. We approach shopping as an adventure: What fabulous, feel-good, look-good thing will I find today?"

I'm a highly prolific artist who is constantly creating. As the Dowager commented in Downton Abbey, "Weekend? What's a weekend?"

I make huge wall-sized tryptic murals as well as pieces of art that fit in the palm of your hand. Paintings, collages, abstracts, pastels, watercolors, mosaics, mazes, gardens, drawings: I use every medium at hand.

And now I use a wide spectrum of mediums to create installations where people interact with art as they walk through a department store navigating through isles of meandering, maze-like counters pointing us towards wonderful delights around each corner.

I feel as though I've gone somewhere where no other artist has gone before; like a space traveler unearthing new territory in a land of enchantment and magic.



"Santa Inez"
Mixed Media
Elverhoj Museum, Solvang

Connected to Our Community

I have a good grasp on how our community thinks. I know their heart. I know what they care about because I've been an active member of the SB community as an author, artist and educator for over 40 years, and actively involved with some of Santa Barbara's major organizations, including:

- the 100 year old Garden Club of SB where I am an award-winning floral designer
- SBBotanic Garden where I designed the new Centennial Living Maze and have been invited to have a solo art show from Dec-Mar, 2018
- Westmont College and SB City College where I taught
- SBMuseum of Art, Art of the Arrangement; Elverhoj Museum, Selected works from the Berkus Collection



Santa Barbara Botanic Garden
Maze, Drone Photo 2017

Unexpected Spaces

I've always relished displaying my art in alternative, unexpected spaces like—store windows when I was 12 in my Aunt's 5 & 10 cent store in East Los Angeles, Grace Cathedral in San Francisco, Cathedral of St. John the Divine in New York, and St. Pauls in San Diego, Mt. Carmel monastery in Santa Barbara, John Wayne Airport in Orange County, universities, Brand Public Library in L.A., The Athenaeum Music and Arts Library in La Jolla, and now, Nordstrom, Paseo Nuevo.

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“Dreams Come True”

Unimaginable Delights for the Senses

My site specific art exhibits at Nordstrom Santa Barbara, stop people in their tracks. At first they are surprised to find an art exhibit in Nordstrom. As they come closer, come face-to-face with a fine art installation, their senses are ignited. Unexpectedly, they are enticed, dazzled and delighted. They have surreptitiously become immersed in an art experience intended for their enjoyment and pleasure.



"Enchanted Winter
Forest: a Fairy
Wonderland"

An Art Collaboration

For the past 2 years I have been creating site specific, bespoke, art installations in collaboration with the Beauty and Fine Fragrance Department of Nordstrom, Santa Barbara. When the department manager tells me, “Beauty Trend Week is coming up and we’re focusing on the colors of burgundy, pinks, gold, and reds,” I’m immediately flooded with ideas to translate the event on a visceral, sensory level.



"Layer Cake: Celebrating Celebrations"

People stop, look and are transported into a new reality when they see the installations. They can't believe their eyes.

"Nothing to sell? Just for us to enjoy? Wow! What's going on? Beautiful art is being created by an artist in the store. Nordstrom is really on to something. This has never happened before. Maybe there's an artist-in-residence here!"



"Heart of Gold"



"Sweet Heart"

A Surprise Art Installation Experience

Throughout these exhibits I've noticed that people love to be surprised, like on last April 1st, April Fools Day (see below). People interacted with the installation and I even saw many come back with friends to share the experience.

A surprise is something you don't expect. It can transport you to a good place. People want to be surprised by something beautiful that makes them happy.

After reading Michael Finley's, *Seeing Slowly*, I knew I was on to something beyond what I was finding to be true from my own empirical observations. He says that the "primary function of art is to be experienced... Art should stir the emotions and provoke inspiration." Now we were also providing art with which to interact. People were actively, intentionally becoming part of the art.



"Whoopsie Daisy" for April Fools



“Every time a new exhibit goes up it’s crazy fun. There’s an immediate flurry of activity around the piece, and then sharing using social media iPhone, facebook, instagram and texting.”



“The Worth and Beauty of Every Living Thing”

“In my 40 year career as an artist I’ve discovered that there is a huge impact and enormous value in creating art specifically for where people play, work and live.”

Nordstrom takes beauty to the people in the center of towns and people are immersed in the beauty of their stores and merchandise. In taking my art to the center of where people gather they can be immersed in fine art, too. The art compliments the merchandise and everyone’s a winner—the customers, the artist, the store. Everyone benefits and grows.

I’ve learned that people are eager for the stimulation of art that speaks to them, and are more likely to engage with it where they work, play rather than in the traditional galleries.



I go where the people are with my art because I create it for them. And now they look forward to my displays and anticipate the arrivals with great expectations.

This is especially so in a fine department store like Nordstrom, because art encompasses all the elements of fashion—line, shape, texture, color, design. A perfect fit for commerce and esthetics.

Art and fashion are made up of the same components which add up to experiencing beauty on as many levels as possible.

“And then we come across something amazing, something wonderfully tantalizing, that we never expected-- which has the potential to



enhance our sensory experience of shopping: a living art exhibit that engages us in a completely unexpected way, and ramps up our endorphins another notch.”





Garden Club of SB Flower Show, first prize, Casa del Herrero



SB Museum of Art, Art of the Arrangement



Details of my career as an artist, images,
press clippings are found on my web site:

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