



ARREDON CONTEMPORARY ART

ABOUT MONARCH | ARREDON CONTEMPORARY

Monarch Gallery has been part of the La Jolla community since 2004. Danny and Elsie Arredondo acquired the gallery in 2013 and renamed it Monarch | Arredon Contemporary with a vision to provide only the highest standards of quality and uniqueness by modern day artists.

Monarch | Arredon Contemporary features provocative works that speak to individual and societal conditions of modern day life by established and mid-level career artists in an inspiring and elegant setting. Believing that the gallery is not only the bridge between the artist and the viewer, but also a conduit from which visitors and collectors can share their experiences.

Each piece of our collection has been through a rigorous and detailed review of essential criteria including credentials, authenticity, artistic success, meaning, originality and aesthetics. We caters to both experienced and beginning collectors through personalized consultations, exhibits, educational events, artist shows, residential or business curating, and international shipping.

Committed to the arts, its community and charitable causes, Monarch | Arredon Contemporary is an active supporter of, *A Reason to Survive (ARTS)*, a San Diego based non-profit organization that believes in the power of the arts and creativity to literally transform young lives .

Monarch | Arredon is located on 7629 Girard Ave, Suite C-2 La Jolla California, and can be found online at: www.monarchfineart.com Contact: Salina Arredondo at info@monarchfineart.com with any questions.



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MONARCH | ARREDON CONTEMPORARY COMPANY OVERVIEW

Founded in 2004, Monarch Gallery began its evolution into Monarch | Arredon Contemporary in February of 2013 under the leadership of new Owner and Director Elsie Arredondo. Monarch | Arredon Contemporary is located among top-notch art galleries in the prestigious art and design district of La Jolla in San Diego County, California. Gallery represents mid-level and established national and international artists that speak to individual and societal conditions of modern day life through a wide range of mediums. Monarch | Arredon Contemporary was the first and only gallery in La Jolla to exhibit full-sized figurative bronze sculptural installations by renowned artist Ira Reines and continues to introduce fresh new works and installations for clients and visitors.

Gallery was founded and operated by Elsie Arredondo, who served as a Regional Director for Kaiser Permanente Healthcare System for over 15 years. Through her interactions with caregivers and patients, Ms. Arredondo witnessed how the arts can benefit the allaying body and mind. She initiated several art programs for patients, physicians and staff and by doing so submerged herself into the visual arts, sparking a love and passion for contemporary artwork. In 2013, Ms. Arredondo decided to leave her successful career in healthcare to open her own art gallery. Once she and her husband Dan Arredondo purchased Monarch Gallery, she dedicated the first year to identifying the gallery's vision and mission. All artists were reviewed for the quality of their artwork specifically, the originality of their approach, talent, and creativity. Using her background in management along with her vision for the gallery and love for contemporary art, Ms. Arredondo navigated through all inventory and interviewed each artist to transform Monarch Gallery into Monarch | Arredon Contemporary. Her second year, she reduced the number of artists represented by the gallery from forty to its current seven. After two years of working towards her goal, the gallery's first formal exhibition titled, Metamorphosis, opened on December 5, 2014 with much anticipation and commercial success. For 2015, the gallery has an exhibition calendar that includes four group exhibitions and one solo show through the end of the year. Each exhibition curated with recently created works and thought provoking installations.



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Looking forward, Monarch | Arredon Contemporary continues to present fresh new exhibitions and build upon its group of represented artists through national and international outreach.

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Elsie Arredondo, Gallery Founder and Principle (BIO)

Elsie Arredondo is the founder and principle of Monarch | Arredon Contemporary. She seeks to contribute to the San Diego Contemporary art scene through a series of exhibits by highly skilled and talented national and international artists. Artists whose work may come in a variety of mediums that speak to modern day issues on an individual or societal level with a presentation that is always aesthetically attractive. Arredondo works tirelessly with artists and curators to present these thought-provoking works and through her efforts, Monarch | Arredon Contemporary was the first gallery to present full-sized figurative bronze sculptures by renowned sculptor Ira Reines.

Arredondo brings more than 20 years of experience in the human-centered field of healthcare to her role as Gallery Owner and Director. Through her interactions with caregivers and patients, Ms. Arredondo witnessed how the arts can benefit the allaying body and mind. She initiated several internal art programs for patients, physicians and staff and by doing so submerged herself into the visual arts, sparking a love and passion for contemporary artwork. She oversees the gallery's day-to-day operations including client relations (artists and collectors) and the curating of all programs and exhibits. Arredondo also serves as the curator to the historic La Valencia Hotel, initiating the hotel's first art program and personally heads up the artist events at the hotel. Under her leadership, the Gallery has achieved recognition by the local community by electing her to the Board of Directors for the La Jolla Village Merchants Association where she is leading the initiative for a vibrant art community in La Jolla. She is also a member of the Rising Art Leaders of San Diego and was most recently, accepted as one of the first volunteer librarians for the Museum of Contemporary Arts.

Arredondo also initiated the Gallery's foray into charitable giving when, in 2014, the gallery donated over \$10,000 to local non-profit organizations including the Kiwanis Foundation of Torrey Pines, LGBT Community Center and Promises2Kids. This year, Arredondo has made the Gallery an active supporter and partner of the local non-profit organization: *Arts / A Reason to Survive, which is* dedicated to providing, supporting, and advocating for arts programs that heal, inspire, and empower youth facing adversity within the San Diego County area.



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Elsie Arredondo, Gallery Founder and Principle (BIO)

Referring to herself as a “perpetual student of universities and life” Arredondo holds a Masters of Science degree from San Diego State University and currently studying the style and technique of Old Masters that most contributed to Modern Day art. Arredondo lives in La Jolla, California with her husband, Danny and their dog Ringo Starr. In her spare time, she studies the Spanish-style dance of Flamenco at the California Ballet School of San Diego.

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