GAIL RICH AWARDS
CREATIVITY IS CULTURAL LANGUAGE IN SANTA CRUZ

SANTA CRUZ — Santa Cruz County is that place where the gods behind the cafe counter is a singer/songwriter, the woman shining you in a house for sale is a landscape painter and your next-door neighbor is writing her third novel. Creativity isn’t some indulgence for the idle elite; it’s a common language among neighbors. It’s why many of us choose to live where we do.

It’s no surprise that artistic expression is an abundant natural resource in an area in which surfing, yoga and the Cannibal Goolag — another of this region’s many communities — are serious lifestyle. Visual artists, writers, musicians and performers, both professional and amateur, are as grape sign on the wine trail, and their spirit of restive creativity often rubs off on people who would never think of themselves as artists.

For the past five years, we’ve celebrated that facet of our identity by highlighting a handful of the people who make up the rich quilt of Santa Cruz County’s artistic community. Each January, we select a number of locals who embody this area’s enduringly rich cultural heritage.

Nominated for a woman who embodied this community’s deep commitment to the arts, the Gail Rich Awards again raised a toast to the artists, businesspeople and arts supporters who give this community its distinctive flavor.

FOR THE REST OF THE GAIL RICH AWARD WINNERS, SEE PAGES 46-47

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