



Bringing creativity and joy to the lives of children

The Rainbow Connection

Empowering Community Through The Arts

In many cultures, rainbows symbolize hope and promise of better times to come. All through quarantine, you may have seen friends or even found yourself creating rainbow art with your children to display in your windows, on the sidewalks, in your driveway and even on rocks. Finding rainbows during the lockdown brought a glimmer of hope to a world that had forever changed. In the Spring of 2020, **La Dee Da** adopted a new rainbow logo as well.

Looking back at those initial dark gray initial COVID months, when we knew so little about the virus, I cannot help but reflect on how **Art Saved Me!** It saved my business, my sanity, and essentially set me free. It gave me purpose when I was feeling dejected, it made me get out of bed each morning, stay connected and keep my mind sharp. Most of all it allowed me to continue to dream! I can't imagine spending my quarantine without any art, or books, or music, or poems, or even films!

And although, we cannot erase the past, or take away the loss of freedom, the pain and heartbreak this global pandemic has created in our lives, we CAN look forward to new beginnings in 2021, the hope of better, brighter things to come.

As a thank you to the community who has continued to support my small business, and in an effort to give back, we're launching **The Rainbow Connection**. The goal is to empower kids through the Arts while spreading joy and creativity. Each time we make a connection, we will take the proceeds to fund a camp scholarship or even a birthday party to a deserving child. This is the first of many connections we hope to make within our community and show kids that they're never too little to be somebody's rainbow!

To all of our artists, this one's for you! Never stop dreaming!

Call for Entries, First Annual Calendar Competition, La Dee Da Studio:

Media: In order to successfully be able to scan and print, we are only accepting 2D art. All 2D fine arts media are acceptable: watercolor, drawing, oil pastel, and acrylic painting, color pencils etc. You could even include a collage made from torn out pieces from a magazine, newspaper or wrapping paper. We're requesting no crafts or 3D pieces, please. All artwork submitted, must be original artwork. No digital files please.

Eligibility: Children under age 12. We would love some entries by our preschool age artists as well! We will be selecting 12 talented young artists to be showcased for each month of the year. Only one entry per artist will be judged. Cover will be designed in house.

Theme: For this first year, our theme is "Emotions". Participating artists should think about anything that evokes strong feelings; sadness or joy to anger or excitement. These could be depicted by self-portraits, shapes, pictures of pets, a day out in nature, mandalas, abstract art even!

Legal Agreement: Submission of your child's work to La Dee Da means that you are willing to have your child's artwork reproduced electronically and in print for all publicity purposes for the studio.

Size Limitations: Horizontal (landscape). Min size 8" x 10", Max size 11" x 17"

Deadline: Tuesday, November 10, 2020.

Entry Fee: \$10/entry. Applies to each entry regardless of siblings entering the competition. Fees should be payable to La Dee Da Studio. Electronic Link Provided.

Submission: We request original artwork to be dropped off at the studio in person or mailed to us. If mailing, please make sure to put in a protective envelope. All submissions may be picked up at the studio after contest is over. No digital files please. Winners will be announced on social media and newsletter on Thursday, November 12. All 12 winners will also receive a \$15 gift card to La Dee Da Studio.

Details: Pre-orders of calendars are encouraged. We will send out a digital mockup for preorders. Calendars will be printed in a Center Fold (11x8.5"). These will make fabulous gifts for friends and family, just in time for the holidays!

Calendar Cost:

Single Calendar: \$25 each
2 Calendars: \$20 each
3 or more calendars: \$15 each

Calendars will be available to pick up December 14 at the studio. Proceeds raised from calendar sales will go towards funding a scholarship for one week of summer camp at La Dee Da, Summer 2021.

What To Include: Child's full name and age, the name of their art piece and a short few lines describing the emotion.

Please email info@ladeedastudio.com or call 404-963-7391 for any questions.