



**ARTIST REVIEW PANEL**

Wednesday, June 29, 2022

4 p.m.

- A G E N D A -

**Virtual Meeting**

<https://lagunabeachcity.zoom.us/j/96517354855>

(669) 900-9128 Webinar ID 965 1735 4855

[Artist Occupancy Permit Authorization Information](#)

- 1) Call to Order
- 2) Public Communications - *In order to assist the Artist Review Panel in the timely completion of its business, speakers are asked to limit any one of their presentations to three minutes or less. The Chairperson of the Artist Review Panel may extend this time for good cause. Names and, if given, addresses of speakers will be part of the official - records and meeting minutes are placed on the City's website.*
- 3) Items for Discussion and Action:
  - A. Artist Work Live Occupancy Permit – 20412 Laguna Canyon Road, Studio 109** – Discuss and approve an application by Kelly Dye for an artist occupancy permit for 20412 Laguna Canyon Road, Studio 109.

4) Adjournment

*Pursuant to the Americans with Disabilities Act, persons with a disability who require a disability-related modification or accommodation in order to participate in a meeting, including auxiliary aids or services, may request such modification or accommodation from the Arts Manager at 949-497-0722 or fax 949-497-0771. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to assure accessibility to the meeting.*

cc: City Manager  
City Clerk  
Assistant City Manager  
Directory, Community Development

Post through June 30, 2022

## MEMORANDUM

**DATE:** June 23, 2022

**TO:** Artist Review Panel

**FROM:** Siân Poeschl, Cultural Arts Manager

**SUBJECT:** Artist Work Live Occupancy Permit  
20412 Laguna Canyon Road, Studio 109  
CUP 13-1047, CDP 13-1376 & PCDR 13-1375

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An application has been submitted by Kelly Dye to obtain an Artist Occupancy Permit to work and live at 20412 Laguna Canyon Road, Studio 109 (ArtLofts). The application describes the applicants works as:

*“I work across several mediums, but my focus now (and for the next few years) will be textile design and collaborative design with artisan groups. My area of expertise is ethical/sustainable design. I created and currently curate a brick and mortar, ethical/sustainable lifestyle destination in Santa Fe, NM called Folklore. It’s part shop, part immersive experience. I design many of the handmade wares we sell in collaboration with local and global artisans.”*

Occupancy of an Artist Live Workspace is governed by Municipal Code Section 25.16.030 which outlines the following:

*The use and occupancy of an artist’s working and living unit shall be for artists and their household. Each artist who proposes to occupy an artist working and living unit shall first obtain written confirmation from the community development director or designee, that the type of proposed artwork to be created is appropriate in the proposed zoning designation where the unit is located. A completed application for an artist occupancy permit may then be submitted to the community development department for review and consideration by the artist review panel. In addition, each artist who may potentially occupy an artist working and living unit shall comply with not less than three of the following requirements when submitting a completed application:*

- (A) Submit evidence of a body of work, created in the last three years, as documented in support materials such as compact disks (CDs), slides, video and/or audio tapes, production photographs, scripts or works of fiction, non-fiction, or poetry. Support materials shall be labeled with the artist’s name, date of work and any other required information.*
- (B) Submit evidence that the artist has formal training in the arts, as documented in a resume that summarizes such training.*
- (C) Submit evidence that the artist has presented his or her work in exhibition, performance, readings, or comparable public programming, as documented in a resume, sample programs/invitations, catalogs, press clips or similar official documentation.*

*(D) Submit three letters of recommendation from artists and/or arts professionals (such as curators, producers, or teachers) who are recognized within the arts community and who will attest that the applicant is a working artist as defined below.*

The applicant has submitted the following information:

<b>Requirements</b>	<b>Submitted</b>
<b>Evidence of a body of work created in the last three years.</b>	None provided.
<b>Evidence of formal training</b>	Artist resume identifies education and training in Feng Shi, textile design, and marketing design.
<b>Evidence of exhibition, performance, documentation</b>	The artist has exhibited at her business Folklore.
<b>Letters of recommendation</b>	Provided three letters of recommendation.

Recommendation

The Artist Review Panel should determine if the artist demonstrates and meets the requirements of Municipal Code 25.16.030. Staff recommends the Artist Review Panel discuss and determine if the application by Kelly Dye for 20412 Laguna Canyon Road, Studio 109 meets the criteria to authorize an Artist Occupancy Permit.

### statement of intention

While I have experience working across several mediums, my intention for the next few years is to focus on functional art - specifically, textile design and collaborative design with artisans. My area of passion and expertise is ethical/sustainable design. I created and continue to curate a brick and mortar, ethical/sustainable lifestyle destination in Santa Fe, NM called Folklore. It's part shop, part immersive experience. I design many of the handmade wares we sell in collaboration with both local and global artisans. I'm currently developing a line of handmade textiles in collaboration with artisan groups in Chiapas, Mexico.

### experience

July 2019 - Present

**Owner/Creator of Folklore and Functional Artist (Santa Fe, NM)**

- Folklore is a shop/immersive lifestyle space that I created in Santa Fe, NM and I opened to the public in November 2019. The environment itself is a living showcase of my design sensibilities. The interior reflects my airy, pared-down, contemporary lens on the desert southwest. My love and incorporation of vintage textiles - Moroccan, Indian, Japanese, and Mexican - give the space an eclectic, global flair. Folklore's curation is my vision for beautiful, ethical, sustainable living. The visual experience of the space celebrates and elevates the art of everyday objects - whether that be a hand-pinched ceramic bowl made with local micaceous clay; a hand-woven, hand-spun cotton blanket naturally dyed with plants; or a pair of slashed vintage Levi's stunningly mended with Sashiko stitching. When the most fundamental, common objects in one's environment - a bowl, a blanket, a pair of blue jeans - are true works of art and a space is filled exclusively with soulful items, something magical happens. A palpably serene energy, that is both incredibly soothing to the nervous system and enlivening for the senses, permeates an individual's experience of themselves and the world around them. There is a presence and connectivity that occurs, facilitated by the reverence these conscious objects inspire. The integrity of each object contributes to a holistic integrity in living. This all translates to a slowing down and cultivation of joy in routine. It's this intangible experience that I'm most interested in encapsulating and invoking with my work - whether in designing environments or functional art.
- Press:
  - Table Magazine New Mexico, "The Source: Comforts of Home," May 2022 (attached)
  - [Vogue](#), "A New Luxurious Hotel Is Just the Latest Reason to Visit Santa Fe," August 2021
  - [Albuquerque Journal](#), "A Folk Art Dream Interrupted," April 2020

Aug 2018 - July 2019

**Textile Artist (New York, NY)**

- Prior to opening Folklore, I created a pop-up retail experience featuring caftans that I designed in collaboration with an artisan group in Uzbekistan.
- Public Exhibitions:
  - "The Full Moon Body Encircled: A Cross-Sensory Retail Experience," The Assemblage Nomad (New York, NY), 10/26/18
  - "Med & Be Merry! A Holiday Gathering," The Spring Meditation Studio (New York, NY), 12/16/18

Jan 2011 - July 2018

**Brand + Innovation Strategist (New York, NY)**

- Before making the switch to full-time, working artist, I had a career in advertising. I was employed by Grey New York (Jan 2011 - June 2014), Select World (July 2014 - December 2015), and did freelance consulting (Jan 2016 - July 2018). I specialized in innovation strategy and product design for beauty and fashion brands including: Amway Global Beauty, Dolce & Gabbana Skincare, Dr. Brandt Skincare, Estée Lauder Companies, Nine West, P&G COVERGIRL, P&G Fekkai, P&G Pantene Global, Seiko, Stage Stores Inc., and St. John Knits.

### education

Mindful Design Feng Shui School (Online)

Feng Shui Certification, March 2021

Fashion Institute of Technology (New York, NY)

Professional Development Certificate, Sustainable Design Entrepreneurs, January 2017

The Textile Art Center (New York, NY)

Continuing Education Classes in Textile Design, 2016

Parsons The New School for Design (New York, NY)

A.A.S. Fashion Marketing, December 2010

Furman University (Greenville, SC)

B.A. Visual Communication, May 2009

- 2009 AAF Greenville ADDY Award Winner - "Logo" and "Multi-Media Campaign"



June 14th, 2022

Dear Artist Review Panel appointed by the City Council of Laguna Beach,

It is my pleasure to recommend Kelly Dye as a new resident and member of the ArtLofts community and verify that she is a working artist. She is a textile and environment designer, as showcased in her public shop/ethical lifestyle destination called Folkore, which opened in 2019 in Santa Fe, NM and her exhibitions in New York in 2018.

I've been a NYC-based artist and textile designer for 30+ years, my namesake brand is [John Robshaw Textiles](#), and I met Kelly in 2017. She is a friend, a mentee, and Kelly curates a selection of vintage textiles for her space in Santa Fe from my personal collection.

Kelly is extremely thoughtful, collaborative, and would contribute greatly to a live/work artist community in which creativity and sustainability are valued. You will never let her leave once she gets there.

Sincerely,  
John Robshaw

John Robshaw Textiles  
245 W 29th St. #1201  
New York, NY 10001  
646-247-6006



June 9, 2022

Dear Artist Review Panel appointed by the City Council of Laguna Beach,

I am pleased to recommend Kelly Dye as a new resident and member of the ArtLofts community and verify that she is a working artist. She is a textile and environment designer, showcased in her public shop/ethical lifestyle destination Folkore, which opened in 2019 in Santa Fe, NM, and her exhibitions in New York in 2018.

I am a Full Professor of Art, past Chair of the Art Department, and currently, Director of the Master of Arts in Strategic Design at Furman University in Greenville, SC, where Kelly completed her undergraduate studies and received her B.A. in Visual Communication in 2009. While at Furman, I was her faculty mentor and taught Kelly Graphic Design and Brand Design, for which she was recognized with two ADDY Awards - "Logo" and "Multi-Media Campaign" in 2009. Kelly was and still is a creative trailblazer.

I can attest that Kelly has formal, well-rounded training in the arts and demonstrates innovation, entrepreneurship, talent, and passion in her creative work, as well as a natural aptitude for collaboration in live/work settings.

Sincerely,  
Ross McClain

W.D. Ross McClain, M.A., M.F.A  
Director, M.A. Strategic Design  
Professor of Art  
Furman University  
3300 Poinsett Hwy  
Greenville, SC 29613

**ANNIE F.H. MILLICAN**

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June 7<sup>th</sup>, 2022

Dear Artist Review Panel appointed by the City Council of Laguna Beach,

It is my pleasure to recommend Kelly Dye as a new resident and member of the ArtLofts community and provide my glowing recommendation of her talents and creativity as a working artist. She would be an incredible asset to your community. Kelly is a textile and environment designer, and over the years I've seen her apply her artistry to launch a beautiful boutique and ethical lifestyle destination – replete with her thoughtful, calming aesthetic - called Folkore, which opened in 2019 in Santa Fe, NM and was preceded by complementary exhibitions in New York.

I am a weaver, designer, and international development consultant with 15 years experience working with global artisan communities and design brands to bring craftwork to new audiences. I teach at the Fashion Institute of Technology in NYC, where Kelly took my course, Collaborative Design with Artisans, in 2017 as part of a Professional Development Certificate in Sustainable Design Entrepreneurship.

Kelly is a friend and artist colleague whom I've known for the past 5 years and I can speak to her passion for ethical/sustainable design as well as her collaborative work style and talent for partnering with artisans to co-create functional works of art — a skillset which I'm certain would carry over to cross-pollination within the ArtLofts live/work community.

Sincerely,



Annie Millican  
Founder, Awamaki Lab  
Founder, Uki Design Studio



the spring presents...

## MED & BE MERRY

A HOLIDAY GATHERING

with Arden Martin, Kelly Dye, Nathalie Kuan



12:30-3:30pm  
Sunday, Dec. 16

Drop in anytime  
Meditation at 2pm



We're celebrating with free food & open bar!

Grub by **Jambo Cafe**

Sweets by **The S'More Pit**

Tarot Readings by **Tammy Switzer**

Jams by **John Francis & The Poor Clares**

### Bring friends, meet ours.

Can't wait to see you!  
Kelly Dye, Folklore Owner

RSVP [heyhey@shop-folklore.com](mailto:heyhey@shop-folklore.com)



Folklore is a beautiful new shop on Garcia St.  
A destination for ethical apparel,  
sustainable homewares, handmade objects,  
clean beauty and rituals for wellness.

follow [@folklore.santafe](https://www.instagram.com/folklore.santafe)

#### Folklore

A visit to this Garcia Street boutique reveals its founder's pristine vision for living. Artist- and artisan-made clothing, jewelry, and décor mingle with vegan chocolates and other touchstones of wellness curated for Santa Feans by Kelly Dye. Among the heavenly offerings are Anima Mundi elixirs, meticulously crafted to help us take a step towards our optimal selves. Curam is a therapeutic and anti-aging blend of vitamin C, antioxidants, and phytonutrients. Dream decompresses the mind to enhance deep sleep and lucid dreaming. Euphoria arouses the spirit and awakens body with ancient herbs and petals. Visit this soothing and enticing boutique at 370 Garcia Street. [@folklore.santafe](https://www.instagram.com/folklore.santafe)

