

# Artistic talent comes in many shades

By Robert Schimmel

You've got talent? Absolutely. But it's still a great question in this day of unrealistic "reality" and overdone "wannabe" shows dialed in on huge, detail saturated LCD screens. The hard to digest truth is we've all got it.

It's not the end of the story, but really just the beginning because so few believe it or understand that talent is the end product of passion, creativity and perseverance. Without debating what actually makes up talent as this end product, my dad (a nationally recognized watercolor artist and teacher) was one with an abundance of it and would definitely be wondering why I'm writing an arts column when I've been whining about my own budget – forget the impossible national one – and not painting or doing my own art. My answer? Creativity, dad, creativity (as well as a desire to be proactive in forging a better understanding of it and acceptance for the art it engenders).



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So much of what keeps us ticking is just that, creativity in all its nuances, and yet most of us fall into the trap of saying, "I've got no talent" or "I can't even draw a stick figure!" Really? Just what is it you call organizational skills, people pleasing and problem solving, PR, sales, widget

making, construction, blue or white collar, etc? I'll tell you – it's creativity wrapped in camouflage.

Your talent is not mine and vice-versa, but we need all of it to survive literally, figuratively, and spiritually. For some reason, though, the artist's end product is normally considered non-functional or impractical (all the while being extremely pleasing to experience or live with and quietly coveted) and we too often discount the impact or reality of the "business of art."

The creative efforts of the artist, no matter who you lump into this category, are just more obvious and marketed as such. Yet because of the timeless mystery surrounding the terms "artist" and "creative" most of the public can't connect with or understand how creativity, when packaged as an artist, actually has the potential for helping Tahoe thrive not just survive.

I am definitely of the opinion that "more is better" when it comes to art and creativity. I also know the cumulative effect of encouraging our artists and all who support them is to grow an atmosphere and business climate of excitement conducive to tourism and ultimately to the health of our economy. Plenty of examples of communities exist out there, which sustain themselves primarily through the arts and all its peripheral commerce and activities.

We all know Tahoe can compete with any locale when it comes to natural beauty, so let's pay attention, be proactive for the arts and their proponents, and make "more is better" an overused phrase. The importance of art to our daily enjoyment of life, to the relationships around us and to our future is staggering.

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