



# DEL MAR PLAZA

SEASIDE SPLENDOR

**FOR IMMEDIATE RELEASE**

**MEDIA CONTACT:**

Townsend Public Relations

Hilary Townsend

760-333-3385

[hilary@townsendpr.com](mailto:hilary@townsendpr.com)

**ERIK SKOLDBERG GALLERY OPENS AT THE DEL MAR PLAZA**

**Contemporary Artist And San Diego Native Erik Skoldberg Selects The Plaza As Site For First Gallery**

**DEL MAR, Calif. – March 29, 2013** – Erik Skoldberg, a contemporary artist and resident of San Diego, has opened his first gallery at the Del Mar Plaza. Erik Skoldberg Gallery showcases Skoldberg’s original fine art in a 2,000 square foot space on the Plaza’s third level.

Skoldberg is known for large-scale, abstract paintings that explore vivid color schemes. A native of La Jolla, Skoldberg grew up surfing and traveling, and cites nature and the ocean as primary influences in his work. Inspired by the vibrant hues found in earth’s elements, the artist’s ultimate goal is to present a new vision of possible color combinations. Using acrylic on canvas, the painter experiments with fluid brushstrokes, layering, and blended colors, resulting in pieces that portray passion, movement, and a sense of curiosity.

In selecting a location for his first gallery, Skoldberg identified a niche in the Plaza’s art scene. Michael Seewald Galleries, located on the street level at the Plaza, was the only other fine art gallery, and Skoldberg’s contemporary

paintings could provide the Plaza with a creative balance, offering a wider selection of artistic genres. He says, "I saw a need for a wonderful contemporary gallery in Del Mar. My mission is to bring contemporary art to this community, and to create a place of gathering where visitors can experience my art and where they can express themselves." In the spirit of contributing to the community, Erik Skoldberg Gallery will host art classes for both children and adults on a weekly basis, to be taught by local artist and art teacher Gloria Skoldberg.

Erik Skoldberg Gallery is open seven days a week from 11:00 am – 9:00 pm. The gallery is located at 1555 Camino Del Mar, Suite 117, on the Del Mar Plaza's top level. For more information, please visit [www.erikskoldberg.com](http://www.erikskoldberg.com).

#### **About Del Mar Plaza**

Located in the beautiful coastal village of Del Mar, California, Del Mar Plaza is an open-air shopping and entertainment destination. Featuring a mix of unique retailers, a gourmet food market, ocean-view restaurants, and top of the line services, Del Mar Plaza draws locals and tourists from all over the country and the world. With iron work and tiled fountains, cobblestone laid pathways, and ocean views, Del Mar Plaza features an atmosphere reminiscent of a European marketplace. For more information, visit [www.delmarplaza.com](http://www.delmarplaza.com).

###