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FOGUE™ STUDIOS & GALLERY, 50 OVER 50™ AN ARTIST COLLECTIVE FOR CREATIVES OVER THE AGE OF 50 IN SEATTLE

SEATTLE, WA – JUNE 18, 2018 – NOW OPEN! Fogue™ Studios & Gallery, a community of like-minded professional artists changing the paradigm of “aging”. Based in the Historic Georgetown Community of Seattle, their mission is to provide professional artists over the age of 50 a supportive venue, where surrounded by peers, they develop projects, perform, and broaden their appeal while exposing these talents to a broader audience. During Art Attack, (the Georgetown Art Walk the second Saturday of every month from 6-9), members put on mixed media “happenings” in the Fogue™ Gallery and in the working studios occupied by Fogue™ members. These happenings include, poetry/literary readings, live music, performances and over 100 pieces of original art on exhibit and for sale all in one space.

Fogue™ members literally have centuries of life experience developing their artistic craft and voice. Founder Patti Curtis deeply desires to change the perception of old. “We have often been overlooked as creatives and producers of fresh work and innovative ideas, when in fact, we are in the most productive and creative period of our lives”. Curtis continues, “As a female over 50 I started feeling invisible. As a cosmetic marketing executive, I worked in a field steeped in idolizing beauty and youth, I experienced first-hand the ridiculous perception that over 50 is old. Products weren’t geared toward my age group and I was slowly pushed out along with many of my “older” colleagues”. According to AARP, people over 50 controls more than 70% of the US disposable income. Yet, only about 10% of marketing is targeted to the “old fogues” past the age of 50!

A segment of a very powerful group. As of 2017, 50% of the population in the United States is over age 50: Those between ages 51 to 69 have hit 74 million strong. The number of Americans 65+ is projected to double over the next three decades from 35.9 million to almost 70 million. Thanks to growing health & fitness trends along with medical advances, the 85+ population is the fastest growing segment, and in an unprecedented longevity surge is projected to grow to 19 million strong by 2050. Those age 65 living in the USA today will live an additional 18 years, on average. Tens of thousands of us reach retirement age of 65 EVERYDAY in America.

Fogue™ Studios & Gallery is turning the page on cultural perceptions and recruiting like-minded travelers. “We realize this defies the mass market, and that’s why we’re showing people we are not just a bunch of old fogeys rocking our chairs, we are the FOGUES™ rocking the art world! We’ve still got gas in the tank and we aren’t going anywhere anytime soon! We still have much to share and to give”. - Curtis

Fogue™ Studios & Gallery • 5519 Airport Way S • Seattle, WA • 98108 • 206.717.5900

Patti Curtis Artist/Founder • Foguestudios.com • info@foguestudios.com

Gallery hours- Wed-Sat 11:00-6:00 • Open ‘till 9:00pm the second Saturday of the month