



For Immediate Release

Asheville artist, Brennen McElhaney named president of WNCPOP

ASHEVILLE, NC (Nov 30, 2012) — Western North Carolina Plein Air Painters (WNCPOP), an outdoor painting club, has appointed Brennen McElhaney to be its new president. The group was established in 2003 by Peggy Horne Taylor, and has grown to a membership of over 30 painters. The purpose of the club is to encourage camaraderie between artists by providing opportunities to paint together on location. WNCPOP meets for “paint-outs” at scenic locations throughout Western North Carolina.

The founder and former president of WNCPOP, Peggy Horne Taylor, is an artist and art teacher living and working in Fairview, NC. She lived in Saudi Arabia for 30 years and many of her works are inspired by the Middle East and her travels. Peggy is formerly the Director of Willow Wisp Farm Studios, a small art school in Fairview, NC that specializes in plein air painting. Peggy’s artwork can be found in private collections in the USA, Saudi Arabia, Australia, England, Scotland, Ireland, Holland, Canada, India, Pakistan, Malaysia, Lebanon, and the Philippines. Learn more about Peggy at www.phtaylor.com.

Brennen McElhaney was born and raised in Santa Barbara, California. He graduated from Rhode Island School of Design in 1990 with a degree in illustration. In 2005, Brennen and his family, relocated from California to Asheville, North Carolina. Brennen is a signature member of the Western North Carolina Plein Air Painters and an advocate of the local arts community. Mr. McElhaney is creator and curator of the website AVLarts.com which promotes the visual arts in the Asheville area by listing a directory of local artists, galleries and art resources. Brennen works as a freelance illustrator and art director, his main client being Oodles World, an Asheville based, family entertainment company.

Brennen’s fine art is represented in North Carolina by Gallery at Studio B, the Design Gallery and Alta Vista Gallery. To learn more about Brennen and his artwork, visit www.BMcElhaney.com.

“Plein air” is a French term that means, “outdoors”. Plein air painting gained popularity during late 1800s and early 1900s. With a bent toward romanticism, Impressionist artists who painted en plein air sought to put the artist (back) in contact with Nature through direct observation.

To learn more about Western North Carolina Plein Air Painters, visit www.wncpop.com.

###