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Art in Wellness

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**HELPING TO UNITE THE SPA, SALON, AND WELLNESS INDUSTRY IN
PROMOTING THE HEALING POWER OF TOUCH, THE ART IN WELLNESS
COLLABORATIVE CELEBRATES FOUR ARTISTS AND THEIR WORK.**

VAIL, CO—In an effort to help the spa and wellness industry translate the healing power of touch into a movement that inspires people across various cultures and communities, the Art in Wellness Collaborative recently called on artists from around the world to submit artwork that effectively communicates the benefits of touch to the general public. The Collaborative's founders, Julie Bach, executive director of Wellness for Cancer; Sallie Fraenkel, founder and president of Mind Body Spirit Network; and Michael G. Tompkins, a visionary in the luxury hospitality, healthcare, wellness, and spa industries and a partner with Hutchinson Consulting, served on the judging panel along with Mary Bemis, founder of Insider's Guide to Spas, and Cord Coen, founder of Zents. Together, they selected four artists to have their work shared with the spa and wellness community.

"I came up with the collaborative to unite the global industry during COVID19 around a succinct and powerful message, which artfully reinforces and strengthens a positive message around the healing power of touch...that we are here to help with stress and to reinforce wellbeing," says Bach.

The featured artists include:

Pacia Elaine Anderson is a teaching artist, creative consultant, and community development and engagement strategist with numerous academic, non-profit, civic, and community-based organizations and institutions. Based in St. Louis, MO, she believes that a purposeful life is lived creatively, communally, and in service to others. As a result, she is focused on uplifting the work of grassroots, neighborhood, and youth-based initiatives, such as Cherokee Street Reach, Good Journey Development

Foundation, URB Arts, and Freedom Arts Education Center. Her winning piece, Healing Touch, represents the unifying, healing power of touch and forms the foundational aspects of human connection.

Mizuho Call was born and raised in Shiga, Japan, but she dreamed of living in the U.S. At the age of 18, she decided to study photography and graphic design at a liberal arts college in Virginia. She later went on to work at a spa distribution company for eight years before starting her own design company. Her artwork, Healing and Nurturing, is meant to showcase how wellness comes from inner peace. Says Call, “My art expresses the balance of well-being and wellness, as healing and nurturing the life around us.”

A celebrated artist, jewelry designer, and energy healer, **Tia Crystal** got her start in London, England, where she worked in interior design. She later awakened the artist within while walking through the countryside of Assisi, Italy. There, she stumbled upon an old paintbrush and a nearby bottle lid with the letter T on it. Paying attention to what she considered a message from the universe, she embarked on an artistic journey, creating mesmerizing art that hangs in galleries, resorts, and private residences around the world. Now based in the U.S., Crystal is busy with her various jewelry brands, including Luv Tia, Lo Amo, A Mala, and Te Amo. Each piece she creates is meant to inspire people to live with a deeper conscious awareness in life. “My dream is to create a world where love is the voice and vision,” says Crystal. According to her, her selected artwork, Dancing Light, is a reflection of her own energy.

Born and raised in Athens, Greece, **Vasileia Dereli** graduated from Athens Law School in 2010 and Athens School of Fine Arts in 2015. Not long after, she was awarded the SNF Artist Fellowship grant ARTWORKS for her artistic talent. Working primarily with video and paint, Dereli explores the effect of liminal spaces when transitioning through different levels of consciousness. Her piece, Healing Hands, utilizes mixed media on paper to spread the message of healing.

Winning entries each received \$1,000 sponsored by the owner of Bellus Academy and the founding President of Beauty Changes Lives. “Symbiotic to each other, beauty and art heal and restore people across all geographies, cultures and ethnicities. These awardees embody the transformative power of healing touch and the therapeutic techniques beauty professionals apply to change lives and make life itself more beautiful.”

“The creative expression of art fosters healing and mental well-being, sometimes enabling the healer to self heal,” says Tompkins. “It is in this spirit these works were created.” The artwork of these extraordinary artists can now be downloaded and printed as a poster to share with the spa and wellness community, reminding people of art’s ability to enhance well-being and connection and promoting the healing power of touch. To view and download the art, visit www.artinwellness.com.

About Art in Wellness: *The Art in Wellness Collaborative was initiated by Julie Bach to bring together the spa, salon and wellness industry around shared values and messaging. The Collaborative is a Social Impact Program acting as a DBA under the Wellness for Cancer/Spa4ThePink registered charity in which Julie Bach is the Executive Director. Bach was awarded Leading Woman in Wellness at the Global Wellness Summit in 2017, Leading Woman in Philanthropy by American Spa in 2018, and chairs the Global Wellness Institute’s Wellness for Cancer initiative. For more information please visit artinwellness.com*

About the Beauty Changes Lives Foundation: *With a mission to elevate, educate and empower, Beauty Changes Lives is uniting the industry and building awareness of the extraordinary career opportunities in the beauty, wellness and massage therapy industries. Learn more at www.beautychangeslives.org or find us on [Facebook](#) and [Instagram](#).*

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