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**SAN JOSE ARTIST PLANS 10 YEAR RETROSPECTIVE EXHIBIT
AT SILICON VALLEY OPEN STUDIOS**

SAN JOSE, Calif. — April 10, 2010 — Shannon Amidon, a prolific and accomplished local artist, today announced that she will present a retrospective show at Silicon Valley Open Studios on May 1-2, 2010, to celebrate a decade of exhibiting her artwork nationwide. Ms. Amidon recently established a new studio in West San Jose and Open Studios visitors will be able to explore the space and view pieces from her favorite series and unique gift designs.

Amidon marks an important personal milestone in 2010; she has been exhibiting seriously for 10 years. She began her art career with group shows at local galleries and then quickly added one- and two-person exhibits to her repertoire. To celebrate Amidon's success and momentum, her Open Studio will feature select pieces from her Formication Blues, Lucid, Phosphene, Subtle Meditations, Into Pieces, and Efflorescence series. Items from her popular Etsy store, including copper electroformed nature, jewelry made out of natural stones and bullet shell casings will also be on display.

The new studio space provides an additional attraction for Open Studios visitors. Amidon recently renovated her one-car garage, adding a gallery wall and a new window to let in additional light. She organized the space into different work zones to support her varied projects and to help her grow her business. Amidon also made specific lighting and color choices in order to inspire her creativity. "I read a University of British Columbia study that suggests that for creative tasks such as brainstorming, blue environmental cues prompted participants to produce twice as many creative outputs as when under the red color condition," said Amidon. "It seems to be working because I am creating more than ever." The two-day Open Studios event offers visitors a chance to witness this creative process first-hand.

Shannon Amidon

About Shannon Amidon

Shannon Amidon (www.shannonamidon.com) is a San Jose-based artist whose artwork has been exhibited throughout the United States. Ms. Amidon is currently an in-house artist at Kaleid gallery in downtown San Jose and in 2010 she was hand-selected by the Museums of Los Gatos to participate in its annual fundraiser “Touch my HeART.” She expresses her unique viewpoint of the beauty and mystery of the natural world through photo-based mixed media and alternative process photography. Amidon’s subjects often involve objects she has found in nature or collected in her travels, such as feathers, seed pods, butterflies, and flowers. Using Xerox transfers, hand distressing, painting and other non silver techniques, Amidon frees the photographic medium from the burden of its traditional representation and creates an experience that goes beyond both the paintbrush and camera.

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