

Two presidents: *Eloisa Haudenschild is president of inSite97 in the United States, and Gerardo Estrada Rodriguez is the president of that binational art project in Mexico.*

Party is a brush with binational art

Her black-and-white dress matched the black-and-white decor.

Her orange hair — a blinding, refulgent orange — didn't match anything.

But Eloisa Haudenschild was at least easy to spot in the crowd that jammed the space called 4th & B. Saturday night for a celebration that launched the binational art event called inSite97.

Eloisa and her astonishing wig — which she removed after a bit — co-chaired the party with La Jolla's Heather Metcalf and Tijuana's Rosella Fimbres.

The lively art auction and dinner-dance netted \$125,000 for inSite — a collaborative project undertaken by the United States and Mexico. One of its components is a major exhibition of public art, coming up in September.

That's when 43 installations created by artists from

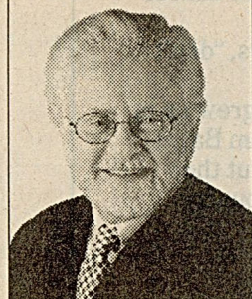
11 countries will go on display — here, there and everywhere in San Diego and Tijuana.

(You may recall some of the highlights of inSite94 — including Robert Therrien's gigantic table and chairs at the Santa Fe Depot.)

The party's auction of 22 works by established artists — Christo, Sol LeWitt, Manny Farber, John Baldessari and the like — contributed mightily to the impressive net.

Top auction bids were commanded by Vito Accorci's untitled ink-on-paper (\$24,000) and an untitled charcoal by Joel Shapiro (\$13,500).

BURL STIFF



Winning bidders

Among the winning bidders were Lucille and Ron Neeley, Patty and Marc Brutton, Joan and Irwin Jacobs, Emilio Cuenca, Patti and Coop Coopridner, and the Haudenschilds, Eloisa and Chris.

Some of the other connoisseurs in the crowd were Junko and Larry Cushman, Gay Odmark, Mary and Bob Allan, Lael and Jay Kovtun, Linnea and Frank Arrington, Afife Baloyan, Mary Beebe, Elisabeth and Dr. John Bergan, Mary and Jim Berglund, Hans Schoepflin, Sally and John Thornton, Jan and Mike Neil, Leslie Simon and Michael Krichman.

Michael is the executive director of inSite97 in the United States. Carmen Cuenca is his counterpart in Mexico.

Eloisa Haudenschild is president of the inSite97 board on this side of the border, and Gerardo Estrada Rodriguez is the president in Mexico.

Still more guests in Saturday's crowd of 400 were Barbara Bloom, Nancy and Henry Hester, Carole Laventhol, Colette and Ivor Royston, Hermeen and Sam Scharaga, Guadalupe and Luis Herrera-Lasso, Gilda and Victor Vilaplana, Sally Yard, Mark Quint, Barbara Metz with Hector Torres, and Jacoi Mann with Zeke Woolley.

Socorro and Jose Fimbres were there, and so were Sandra Azcarraga and Eddie Sepul, Walther Boelsterly, Alida and Fernando Cervantes, Rita Carbonell (visiting from Argentina), Karyn Cummings, Felipe Ehrenberg, Barbara Freeman, Maria Cristina Garcia, Jay Johnson, Georgina and Guillermo Romero, Cindy Zimmerman and John Highkin, Danielle Reo, and Eva and Marc Stern.

The party's dramatic decor included a black-and-white checked dance floor, white tablecloths, black napkins, and chairs covered in black-and-white stripes. Centerpieces were candle lamps with striped shades that matched the chairs.

The Hyatt Regency, La Jolla, catered, and entertainment included memorable performances by the Olé Flamenco troupe and by Isaacs/McCaleb & Dancers. Nancy McCaleb choreographed their striking number, "Zona Rio," and Andrea Bjeldanes designed the witty costumes.



TOM KURTZ / Photos

Co-chairs: *Rosella Fimbres (left) with Heather Metcalf at Saturday's inSite97 gala. They and Eloisa Haudenschild were co-chairs.*