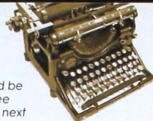


Editor's note

Ilona Beiks, Editor

"If I were asked to use three colors it would be black, white and red, for they are the three strongest colors, and yellow would be my next choice." - Keith Haring



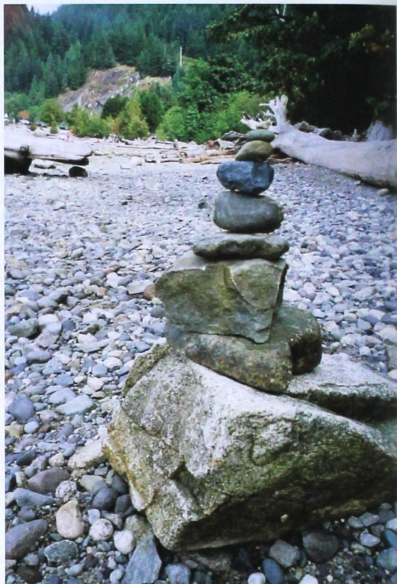
Welcome to our world of colour!

Arts Alive is now alive with full colour. At last, we can give you the true visual representation of our featured artists. And I couldn't be more ecstatic. I've been involved with *Arts Alive*, off and on (mostly on) since 1999, and as the editor of a magazine featuring the arts, you can imagine how often I've had the most amazing colourful photos cross my desk, and I'd lament, usually out loud, how it just didn't seem right - an art magazine that was all black and white. Over the years, with smattering of colour being added to a few pages, my laments turned to resigned sighs.

Now, don't get me wrong, as a photographer who prefers black and white I'm not saying colour is the only way to go, but as you take a look through this issue of *Arts Alive*, perhaps you'll understand why I've been positively, almost obnoxiously over the moon telling everyone about "full colour!!" Also new in this issue is our new designer, Catherine MacDonald, whose expertise and vision has definitely added a whole new dimension.

Arts Alive magazine has come a long way, but despite the new look and full colour, we still boast the best ad rates in town. For the price of one ad in many competitor magazines you can get six *Arts Alive* Ads and have exposure for an entire year. With a readership of 28,000 - that's a big colourful bang for your buck.

For more information on advertising call 604.980.9537.



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