



Tourism Meets Entrepreneurship: Visit Carson Valley's Artist Display Program Continues to Grow

Quarterly exhibits create opportunities for local artists while adding a cultural dimension to the visitor experience.

CARSON VALLEY, Nev. (June 19, 2026) – Visit Carson Valley's rotating Artist Display Program continues to create new opportunities for local artists while enhancing the visitor experience through authentic connections to the community.

The program's newest quarterly exhibit, on display through Aug. 31, 2026 at the Visit Carson Valley Visitor Center, features the work of Carson Valley artists Tina Forkner, Edwina Ford and Celeste Pierini. The exhibit provides artists with a professional venue to showcase and sell their work in a high-visibility location frequented by travelers and residents alike.

The program provides professional exhibition space at no cost to participating artists, with all artwork sales benefiting the artists directly.

"Tourism thrives when communities invest in the people who make a destination distinctive," said Keith Lewis, executive director of Visit Carson Valley. "This program gives local artists a professional venue to showcase and sell their work while creating another meaningful experience for visitors. It's a simple idea that generates value for artists, travelers and the broader community."

As destinations increasingly seek ways to deliver authentic experiences, programs that connect visitors with local creators have become an important component of cultural tourism. The Artist Display Program supports that goal by showcasing artists whose work reflects the landscapes, heritage and character of Carson Valley.



The current exhibit features three artists with deep connections to the region:

- Forkner's nationally recognized watercolor paintings capture Carson Valley's historic buildings, ranches and rural landscapes.
- Ford's oil and watercolor works celebrate the area's natural beauty through vibrant color and expressive technique.

- Pierini, a fourth-generation Carson Valley artist, draws inspiration from local scenery, wildlife and the traditions of rural Nevada.

The quarterly rotation model allows Visit Carson Valley to continually introduce new artists while providing visitors with a fresh experience throughout the year. It also creates an accessible pathway for artists to gain exposure, connect with potential buyers and participate in the local tourism economy.

"We know there's tremendous value in the Visitor Center as an information hub," Lewis said. "But we realized it's also an important place of connection. We want visitors to discover the people, stories and creativity that shape Carson Valley, and programs like this help strengthen those connections while supporting local entrepreneurs."

The exhibit is located at the Visit Carson Valley Visitor Center located inside the Carson Valley Museum & Cultural Center at 1477 US Hwy. 395 North, in Gardnerville, Nevada.

Artists interested in future participation can apply online, email info@visitcarsonvalley.org or visit the Visitor Center for more information.

Learn more about Visit Carson Valley online at VisitCarsonValley.org.

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Straddling the California-Nevada state line 1.5 hours south of the Reno-Tahoe International Airport, discover the four communities — Genoa, Minden, Gardnerville and Topaz Lake — that comprise spectacular Carson Valley. Beholding some of Nevada's first and oldest establishments, visiting Carson Valley means authentically interacting with Nevada's many histories while experiencing world-renowned outdoor recreation Nevada, and the American West is known for. From legendary forefathers who paved the way to Nevada statehood, to wild horse bands, eagles, and other wildlife, to premiere air sports, American Indian, Basque, and Western Ranching histories and cultures, and distinctive dining experiences that all exist here and only here, Carson Valley offers an adventure for everyone. For more information about lodging, special events, and more trip-planning tools, go to VisitCarsonValley.org or dial (775) 782-8145. The Visitor Information Center is located within the Carson Valley Museum and Cultural Center at 1477 U.S. Highway 395 N, Gardnerville, NV.

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