

Patty Narozny, Executive Producer & Owner

HOT WORKS LLC FINE ART & FINE CRAFT SHOWS

SA: Hot Works LLC produces four well-established events: West Bloomfield, Michigan's Orchard Lake Fine Art Show, as well as Florida's Boca Raton Fine Art Show and the biannual Estero Fine Art Show. Additionally, Orchard Lake and Estero's November edition ranked on the fine art portion of 2015's 200 Best at #86 and #89, respectively. How did it all begin?

PN: Hot Works... was integrated in 2002. I am the owner along with my husband of 20 years, Jim Sobczak. ... Institute for the Arts & Education, of which I am president, was integrated in 2009. This is our associated 501(c)(3) non-profit organization that focuses on visual arts, embracing diversity, community enrichment and fostering art education among youth. ...



SA: How did you become involved with promoting art festivals?

PN: I worked many other events, both nationally and locally in metro Detroit, and was encouraged to establish my own events. ... At the Orchard Lake Fine Art Show, I met Roy Schallenberg, painter... [He] pushed me to quit working other people's events and gave me the direction, emotional support and artist referrals to start other shows. Anne Kuffler, retired director of Ariana Gallery in Royal Oak, Michigan, is my other mentor who has been with me since Hot Works' inception. Anne's direction from the beginning was to focus on only original and quality art.

SA: What's your all-time favorite memory from Hot Works' history?

PN: I love it when the artists make money. Also, it's a great feeling when some of the youth artists sell their work because the patrons in the show want to purchase it.

SA: What did you do prior to launching Hot Works?

PN: I worked as controller at ... the *Metro Times* in Detroit, which is where I started with the media. I also worked as account executive at WDIV TV 4 Detroit... That is where I learned how to be "media savvy." My 30 years since owning our ad agency, Peak Productions, has gained me an enormous amount of media experience. I also worked eight years with a major event organizer... After that, I worked several other events in metro Detroit ... for another eight years. The rest is history.

SA: Why should our readers choose to exhibit with Hot Works?

PN: I understand that the artist has an investment. This is his/her business. ... I cannot exist or produce an event without the artists. Artists need to know that at Hot Works, I do my best to make our shows a pleasant, positive and profitable experience so that they can pay their bills and earn a living. ...

To learn more about Hot Works LLC, visit them online at www.hotworks.org.