



The Ranch at Laguna Beach Debuts Two New Cultural Experiences
*In a Continual Effort to Celebrate Their Community, The Ranch’s “The Shaper” and “The Painter” Will Showcase Laguna Beach’s Defining Cultural Elements:
Surfing and Plein Air Painting*



www.theranchlb.com

Laguna Beach, California (February 6, 2023) - The Ranch at Laguna Beach is debuting two new cultural experiences in collaboration with local creatives Gary Larson and John Cosby. *The Shaper* and *The Painter* aim to immerse guests in two of Laguna beach’s most iconic cultural elements: surfing and plein air painting. Guests will obtain insight into the crafts and connect to the cultural pillars that are a cornerstone of the vibrant coastal community.

“These are two completely unique, authentically Californian experiences that you can’t find anywhere else,” delights Chief Operating Officer Kurt Bjorkman. “We carefully curated each experience with Gary and John to create highly personalized, once-in a-lifetime activities that our guests will cherish.”

The Shaper

In the 1950s, Hobie Alter created the very first foam surfboard in Laguna Beach, changing the surf industry forever. The legacy continues today with surfboard shaper Gary Larson, who has created custom boards from the shaping bay at the Hobie Surf Shop for over two decades. *The Shaper* experience provides guests with the opportunity to create their very own custom surfboard alongside Gary, starting with the pre-arrival phone call to discuss the board of their dreams. After arriving in Laguna Beach, they will meet him for lunch at a local brewpub to learn about his journey as a surfboard shaper over a few locally crafted beers before heading to his shop to design and shape their custom surfboard. Gary will guide them each step of the way – from choosing the right blank to teaching them all they need to know about contours, rail, color, and design. From there, Larson will finalize the graphics, colors, and glassing. In a few months, the finished product will arrive at guests’ doorstep.

The Painter

In the 1800s, plein air painters flocked to Laguna Beach to capture the sheer natural beauty and picturesque landscape of the California coast, establishing an art colony that shaped Laguna Beach into the artful seaside community it is today. The sea and landscape of coastal California continues to inspire high-caliber artists, including world-renowned plein air painter John Cosby. *The Painter* gives guests a peek into the life of the professional plein air painter, whose signature bold use of color and energetic brush strokes capture the imagination. John will first join the guest for coffee at his studio to discuss his artistic process before continuing the conversation over lunch. He will then lead them to the sandy shores of Laguna Beach to create their own masterpiece under his tutelage. A demonstration painting will be painted by John before the guest begins their own painting. Guests will have both their painting and the demonstration painting as a memory of the experience. Guests also have the option of commissioning a personal piece from John to have an original, larger Cosby in their home – this would be negotiated between the guest and Mr. Cosby. Paintings will be delivered directly to guests' home.

The Shaper and The Painter each start at \$2,500 plus applicable taxes, and include a pre-arrival call, lunch with the creator, transportation to and from the studio, the crafting and the final product delivery anywhere in the continental US. Must be booked at least 3 weeks in advance. Must be a guest of the resort. www.theranchlb.com/cultural-experiences

For more information, please contact Emily Guarin (emily@vkpr.com) at Victoria King Public Relations.

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About The Ranch at Laguna Beach – Laguna Beach, California (www.ranchlb.com)

The Ranch at Laguna Beach is a boutique coastal ranch resort nestled in the majestic Aliso and Wood Canyons in the heart of Orange County. Set on an iconic piece of land where canyon meets sea, The Ranch at Laguna Beach blends the rich history of its location, once home to an 1800's rancho homestead, and the artistry that is Laguna Beach. Spread over 87 acres, The Ranch LB offers 97 guest rooms and suites reflecting its iconic beach community. The resort also features a half-acre biodynamic farm, the only golf course in Laguna Beach and a 3,000 square foot indoor/outdoor Sycamore Spa by Hudson. The resort's diverse dining program includes seasonal garden-sourced California comfort cuisine at HARVEST restaurant, upscale grab-and-go coffee and picnic provisions at The Porch, and locally sourced hook-to-fork beach cuisine at Lost Pier Café, the resort's coastal extension located on the sands of Aliso Beach. Guests of all ages can embark on dolphin safaris, world-class whale watching, yoga, stargazing, sand volleyball and bocce ball, while kids can get immersed in the Great Outdoors with the Junior Explorers Program. A sustainable pioneer, the property features several planet-forward programs, from recycling glass bottles into sand for its golf course bunkers to saving 20 million gallons of water annually by irrigating with reclaimed water. The Ranch LB is Sharecare Health Security VERIFIED® and a founding member of Beyond Green, a global portfolio of hotels, resorts, and lodges that exemplify sustainability leadership. A quintessential California lifestyle resort, The Ranch at Laguna Beach is continually ranked among the best hotels in the world by Condé Nast Traveler, Travel + Leisure and US News & World Report.

[About Gary Larson]

Dana Point native Gary Larson has shaped surfboards since the late 1990s. Today, he works exclusively for Hobie Surf Shop, creating boards from an on-site shaping room at Hobie's Dana Point store. Hobie Surfboards and Hobie Surf Shops continue with Hobie's genius of invention, experimentation, follow-

through, and inspired performance. The Hobie team supplies the finest products and product technology while providing a place to talk shop and make connections; a place where not only the surfing and SUP communities can call home, but the greater community can call home as well. A home that promotes the clean living, ocean-oriented lifestyle that Hobie Alter established over sixty years ago.

[About John Cosby]

As a painter and instructor, Cosby travels extensively painting what he sees and feels. Bold use of color and an energetic brush stroke combined with the truth of the place is what you will see and feel when viewing a painting by Cosby. Cosby currently resides and maintains a studio in San Clemente, CA. He works on location around the world and is represented by some of the finest galleries. Cosby was a founding board member of the prestigious “Laguna Plein Air Painters Association”, a signature member of both Plein-air Painters of America and The California Art Club. He has served as an officer of these groups to help further the cause of Art. Cosby was also a founder of the Laguna Beach Plein Air Painting Invitational that was held at the Laguna Art Museum for thirteen years and is now in it's 24th year. With his bold contemporary style Cosby has captured the imagination of some very important collectors. His work can be found in many private, public and corporate collections around the world. Cosby is recognized internationally.