Born and raised in Southern California, Garcia Loehr is now firmly planted in the  
southern most foothills of the Rocky Mountains in North/Central New Mexico since  
relocating here from Santa Barbara, California 14 years ago.    
   
The dramatic, bold, spectacular beauty of the landscape, the rich, multicultural traditions  
and fierce reverence of the land that continues here in New Mexico immediately  
fired up Loehr’s artistic nature and lifelong desire to explore her life as a serious artist.

“The geological colors and land formations, the vast wilderness, pared with the

centuries old cultures that have shaped the architecture in this region continue to keep  
me thirsty to try and capture the ever-changing light, the colors, the shapes and  
shadows, daring me on in the most delightful way.”

After many successful years as a graphic artist, stylist, and interior designer, Loehr  
currently employs her skills, knowledge, and experience to inform her images, as a self-

taught landscape artist working primarily in pastels.

“My very first job was working as an in-between artist in the animation department at Hanna Barbera Studios in Hollywood, California. I did the in-between movements of

the Saturday morning cartoon show caricatures created by the talented studio animators.

It was a dream job and I thought I was on my way to a career in art."

"However, it was not to be. With a young family to support I soon found it necessary to  
enter the business world as an advertising executive where, luckily my excellent  
customer service, graphic designs and creative copy writing gave me the advantage.

I needed to make up for my lack of sales skills.”

Loehr eventually went back to school attending a design course offered at UCSB and in  
1990 became an Interior Designer which led to her creating a small and very popular  
retail shop specializing in antiques, and home and garden décor.

“As time went on I felt the need to get back into nature and back to the earth, so when my dear friends and neighbors offered me a position at their renowned Sanford Winery, I took it. With many awards and recognition for their wines “We are organic farmers first” Richard was known to say, I loved it!  Managing and overseeing the organic certification of the approximately 350-acre vineyard was a delight, as well as managing the special food and wine galas and events with participants like Julia Child”.

“During this time, I was spending a great deal of time hiking and backpacking the Sierra Nevada’s and the great southwest and on one such trip I discovered Santa Fe . . . and that was it, I fell in love and began dreaming of making my home here. My dream became a reality in 2007."

“My dear and wonderful artist friend, Judith Hert told me once, “I only found true, real joy as an artist when I finally began to take it seriously” . . . and I've found that she was right.  
Thank you, Judith!”

**Fine Art Experience**

2016 to Present

**Awards and Juried Exhibitions**

Santa Fe Annual Contemporary Hispanic Market 2021

Best of Show Award / Pastel Artist - Santa Fe Contemporary Hispanic Market 2020-2021

Poster Artist - Santa Fe Contemporary Hispanic Market 2021

Santa Fe Annual Contemporary Hispanic Market 2022

Best of Show Award / Pastel Artist - Santa Fe Contemporary Hispanic Market 2022

Pastel Society of New Mexico National Show - Millicent Rogers Museum, Taos NM 2022

Santa Fe Annual Contemporary Hispanic Market 2023

Pastel Society of New Mexico National Show - Millicent Rogers Museum, Taos NM 2023

**Other Shows and Exhibitions**

High Road Artisans - Annual High Road Artist Studio Tour 2021

High Road Artisans - Annual High Road Artist Studio Tour 2022

High Road Artisans - Annual High Road Artist Studio Tour 2023