

## **Outlands-October 2006**

### **Art Of Hair**

**By Tiffany Mayorga**

From cutting and shaping, to color and style; hair stylists are the new breed of artists. More common than a painter or photographer, fashion design is more franchised than any other artistry marketed today. Just as a painter makes a deep connection with their artwork, and a photographer can capture unseen beauty, a hair stylist has the ability to collaborate with their art form to create the ultimate artistic beauty, ourselves.

Just as a painter has the ability to pull their soul into a piece; hair stylists have the vision to see the individual's soul and beauty and correctly reflect into their own individual style and cut that is appreciated by two people who worked in collaboration to create a unique vision.

Hair stylists have the advantage of improving the emotions of a person's self-esteem by modifying their self-image. The unique forms and colors being used among emerging stylists are a direct influence of the modern hair styles we see in society today. Physical perception of a person's style and fashion is vital to our society today; and paying attention to our emerging designers of hair, make-up and fashion is important because it's becoming the new generation's inspiration for creativity. Eventually these talented artists will create our society's next perception of individual style, and finally relinquish us of any conformed, impersonal views of artistry.

To get a better perspective on this form of art, I went to the artistically stimulating Salon 7 in Reno, NV, and experienced all of these talented artist's different visions and outgoing personalities. The owner of the salon Jenny O and her partner Amber Bass have worked very hard to create a comfortable, welcoming, fun environment for their clients and their clients and their employees. Jenny O, Reno native, has always had a natural talent for hair styling and has practiced it since she was very young. A talented printmaker, fashion, make-up and hair stylist, Jenny O has creatively channeled all her inspirational energy into her clients, her business and her personal connections within the community. She has been incorporating her different artistic visions into her salon for over two years now. "I eat, drink, and sleep this place," quotes the owner/stylist.

Jenny O's vision, artistry, and business savvy have transformed Salon 7 from a tiny salon of 600 sq. ft. to a salon of three times its size within two years without any major advertisement!

Never have I encountered a more welcoming and modern-styled salon than at Salon 7. I myself was the previous owner of a lush, full head of hair that I simply didn't know what to do with. I didn't feel like my current style correctly projected my personality. That's where these fabulous artists made a comfortable environment for me, they offered me refreshments and collaborated with my vision and used their own creativity to give me the perfect hair style to show my inner colors.

A talented artist who works to make beautiful creations always gains an audience of appreciative fans. However, to be a talented artist and gain the admiration and respect that Jenny O has made for herself and her business not only reaches out from the community, but the people that work with her. She selflessly encourages other stylists to embrace their own style of hair artistry and educates them further whether they are a

platform artist or on their way. She also supports local artists by housing a fabulous art gallery toward the rear of the salon.

“It’s not a competitive environment, we love to make people feel better about themselves first,” her business and personal partner Amber Bass tells me, “the foundation of this place is Jenny’s vision of artistry and being honest and creative with our personalities.” Behind every great woman is another one supporting her dreams.

The real and rare beauty of Jenny O’s art is not placed in particular pieces that are showcased in a gallery. Rather you can find it in the whole ambience she creates in the business she built, the clients, and the emotional support and connections she makes with her stylists and the whole community. Jenny O creates living art. She wears it, and she evolves it. She is a true visionary that keeps up with her own creativity, other’s styles and evolutionary design. Keep an eye on this emerging artist for she’s a growing force in the art world with her unique sense of style and vision.