

# The **ART** of **LIFE** Simpsonville woman uses her art to decorate planner she created

By Chris Worthly

Everything about artist Kay Odell exudes life. Odell's paintings capture the playful glint in the eye of a dog whose only goal in life is to chase a brightly colored ball – over and over and over. Her home is a vibrant, country palette of blues and greens dotted with heirlooms and paintings by three generations of Odell's family.

Even her newest enterprise, WeekDate – a day-planner that keeps writing to a minimum – is a testament to her active life. Appropriately enough, Odell knows the exact date her new creation was born: Oct. 6, 2005.

"I was out to dinner with some friends and one of the ladies was looking at her little, tiny calendar," Odell said. "I couldn't sleep that night. I got it on the computer in just a few days."

WeekDate was recently awarded the Gold Award for Most Original in the planner/pocket category of the World Calendar Awards of the Calendar Marketing Association. The calendar is especially useful to those with recurring appointments. The unique design means owners write once and have weekly or monthly appointments at the ready.

Odell's 2006 launch was highly successful and she is receiving national publicity for the 2007 model. But she never forgets that when her design is tucked away in the purse or briefcase of a customer, a little piece of her goes along for the ride.

"Calendars are very, very personal to people," Odell said.

In between the designing, patenting and marketing of her calendar, Odell cares for her



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Kay Odell, who home-schools her daughter, Grace, works on an art assignment.

family – husband, David, and daughters Grace, 12, and Hattie, 9. And Odell also serves as teacher to Grace, who is home-schooled.

As if that weren't enough, Odell keeps busy with commissioned art, volunteering at church and working toward certification as a master gardener.

"I'm definitely juggling things a lot more than I have in the past," she said. "It's been very consuming, in a positive way."

At art shows and along the walls of her home, the art of her daughters and her mother, Ann Lanier, often flanks Odell's. Hattie and Grace even sell many of their works through their business, HOGO Art.

Nancy Holden, owner of The Audubon Shop and Gallery in Simpsonville, said her displays of Odell's art always spark comments from shoppers. The colors and subjects simply make them happy.

"They are fun and whimsical and colorful," Holden said.

Michael Burnham, owner of Fusion Grill located near Holden's shop, saw Odell's work and commissioned her to paint his dog, Ike, as a surprise gift for his wife, Susan.

### Interested?

View Odell's art at [www.kodellart.com](http://www.kodellart.com). More information about WeekDate calendars is available at [www.weekdate.com](http://www.weekdate.com).

"It was so much fun," Odell said. "They had just painted a couple of walls in their home a bright red and I was able to use the red in the painting."

Though her art is finding homes across the region, Odell's choice to locate her studio on the first floor of her home, just inside the front door, speaks to her desire to be firmly entrenched in whatever the day brings.

"I have to be in the middle of everything," she said. "I can't be away from my family."



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This featured piece by Kay Odell hangs on the wall in her home and also is a calendar cover.



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Kay Odell shows the WeekDate planner she developed, the covers of which are graced with her original artwork.



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This piece will be featured on a future WeekDate planner.