

Mayee Futterman, Artist

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PREMIUM ART EXPERIENCE DEBUTS AS WINE CLUBS SEEK STRONGER MEMBER ENGAGEMENT

Napa and Sonoma, CA, March 2026 — Napa and Sonoma wineries now have a new premium member experience designed to deepen wine club engagement and distinguish their event programming.

“Paint-n-Sip by Mayee Futterman Art — Napa & Sonoma” is a professionally hosted Chinese Brush Painting experience created specifically for wine club members. The experience supports a key winery objective: deliver distinctive, memorable programming that strengthens member loyalty and reinforces brand identity.

As wineries compete for attention within increasingly crowded club calendars, traditional tastings and release parties alone are often no longer sufficient to create lasting impressions. Paint-n-Sip by Mayee Futterman Art -- Napa & Sonoma -- introduces a refined, culturally rich experience that complements existing hospitality offerings while requiring minimal operational lift from winery staff.

The experience includes a 2–3 hour guided painting session for 20 to 30 members. All materials are provided, and the event is designed to integrate seamlessly into winery hospitality spaces. Members leave with finished artwork and a shared experience that becomes part of their story with the winery.

“This is about bringing members together in a way that feels special and genuinely enjoyable,” said Mayee Futterman, award-winning artist and founder of the program. “When members laugh together, create something beautiful, and experience something they don’t find everywhere else, it strengthens their connection not only to each other but to the winery itself. These events are fun, memorable, and truly distinctive.”

The experience is positioned as a premium club offering tailored to the standards of Napa and Sonoma hospitality.

Wineries benefit from elevated member programming, enhanced perceived exclusivity, strong visual content for marketing and organic social media, and clearly defined execution roles that reduce staff burden.

Paint-n-Sip by Mayee Futterman Art -- Napa & Sonoma -- is now booking select Napa and Sonoma wineries for Summer 2026. Dates are intentionally limited.

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Wineries interested in availability may inquire directly. For media inquiries or booking information, contact:

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About Mayee Futterman Artist

Through simple, dynamic, and lyrical ink-wash strokes, Mayee Futterman integrates gesture, allegory, and emotion to celebrate the vitality of life. With more than three decades of Chinese Brush Painting mastery, her multicultural experience inspires new approaches to classical themes. Specializing in spontaneous Xiěyì style, she expresses spirit and substance through harmony in duality.

Futterman's works are collected and commissioned internationally, including Caesars New Orleans (opening Fall 2024) and the Los Angeles Center for Women's Health at California Hospital Medical Center. She is the winner of BMW's international M4 GT4 design competition and recipient of artist grants from the Picerne Family Foundation and the Segerstrom Center for the Arts. Her work has been featured on CNN and NTD TV, and she has co-authored six instructional art books on Chinese Brush Painting.

A dedicated educator, Futterman teaches worldwide through Mayee Futterman Live-Online and in person at UCLA Extension, Segerstrom Center for the Arts, Huntington Beach Art Center, the Veterans Home of California West Los Angeles, Geffen Academy at UCLA, and other cultural institutions. Her students span 40 states, 25 countries, and six continents, representing a diversity of ages, backgrounds, and abilities. She lives and works in Southern California.

Website: www.mayeefutterman.com

Facebook: <https://www.facebook.com/mayeefuttermanart>

Instagram: <https://www.instagram.com/mayeefutterman>

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