

## World Renowned Kite Artist

by Robert Hilliard



If you asked Joel Keith Scholz if he truly felt he was a world renowned kite artist, his humbleness would probably urge him to answer in the negative. But deep, down inside there's an artistic creativeness and drive that keeps reminding him of his kite designing accomplishments. And those accomplishments are very hard to ignore.

Scholz made his first kite at age 9 however, it was somewhere between being a graphic artist-cartographer, laboratory technician, x-ray technologist and art teacher that his kite designing talent really took off. And that newly-found career began in 1986 and lasted some 15 glorious years.

During that time, Joel racked up numerous awards and accolades. He quickly became world renowned for producing the most innovative and finest quality kites. Joel was described in American Kite Magazine as "One of America's best kite designers". In Kitelines Magazine he was hailed as being "On the forefront of the next generation of kite makers". His kites set world records and ultimately found themselves hanging in museums throughout the world.



Not bad for a man that learned how to design kites from spending years on a sailboat in central Texas. With the love and support of Bonnie, his wife, Joel has taken his love and passion and made it into something that all of us can own and enjoy. His creations fueled a generation into kite flying. His love of design and artistry in the wind created numerous award winning kite pilots such as Ray Bethell, who flies three of Joel's Kestrel sport kites simultaneously and holds the world record for non-stop, multi-kite flying for 12 hours and 12 minutes. That's what makes a person like Joel Scholz happy. It's the love of the wind and flight itself that has given Joel the incentive to design world famous, award winning kites.



In 2001 Joel moved on. He licensed his creations to other companies and concentrated his efforts on the design and manufacture of remote controlled craft. But to say that Joel Scholz made an indelible mark on the kite world is a total understatement. From 1986 until 2001, Joel made some of the world's finest and best performing kites. Every kite, whether it be single line, dual line or quad contains his passion, his very essence.

Every kite from the stitching right down to the bridle contains a piece of his soul that embodies who he has been and continues to be... a world-renowned kite artist.

The next time you're at a park on a windy day and kites are flying in the distance, ask those kite pilots who made the kites they're flying. A good pilot always has a Joel Scholz kite in his bag.