

AROUSE

Youself with ART: Collecting Secrets Revealed

Brought to you by:

**GALERIE D'ART INTERNATIONAL
and
SAN DIEGO VISUAL ARTS NETWORK**

As part of the

THE SMART COLLECTOR

Featured on www.SDVisualArts.net

Session #1: "Get Intimate with the Basics"
Wednesday, August 10th at 7 pm

Session #2: "Head, Heart, Soul - the Perfect Climax"
Wednesday, August 17th at 7 pm

Bonus Session #3: Contemporary Art Auction
Wednesday August 31, 2005 at 7 pm

Two special exhibitions accompany this series at GDAI
from August 10 to August 31:

EMERGING ARTISTS selected by our art collector panelists

and ART 4 KIDZ

Sales from both exhibitions and the auction benefits:
Inspire Program of San Diego Art Kidz
and
San Diego Visual Arts Network

We are very proud to present entertainment on
all three evenings by PRUITT IGOE

Bios of Collectors and Artists and Presenters

COLLECTOR PANELIST

ANN BERCHTOLD has a Bachelors Degree in Business Administration with an emphasis in Internet Marketing. She is the founder of SanDiegoArtist.com, launched in April of 2000 to showcase the work of local, emerging artists. She is also the founder of INSPIRE! San Diego Art Kidz (sandiegoartkidz.com), an elementary school program that brings local artists into the classroom to share with students their personal sources of inspiration from the world of art history through activity-based presentations and demonstrations. Ann has designed and developed numerous web sites for various artists in San Diego. She is a founding member of the San Diego Visual Arts Network, a partner in ArtGirls Inc. and the PTA Art Coordinator at the Del Mar Hills Academy of Art and Science. In addition, Ann has worked as an event planner for over fifteen years. Following her positions as Catering Director for the La Valencia Hotel, La Jolla, CA and the Ritz Carlton Hotel, San Francisco, Ann started her own event planning company, called Forderer Design Group, specializing in up-scale events for both corporate and social gatherings. Website: www.sandiegoartist.com Email: ann@sandiegoartist.com

LARRY and DEBRA POTEET are serious art collectors within our community. They have built their collection mainly through art dealers, one of which was a mentor to them when they started collecting in their early 30's. "The personnel in a reputable gallery can make a huge difference," Larry says. "They should have a passion for art and not just a passion for money." The Poteets had no art background and are self-educated in the arts. Their business fields are law (him) and investments (her) but art has opened up a whole other side to their lives and they count those in the art community as their most interesting friends. Where Debra is drawn to figurative work with a compelling personal message; rich and mystical, Larry looks for work which is edgy and slaps you in the face with commentary or symbolism. They have him, her and us pieces in their collection. Larry served as a board member for COVA until 2004.

EMERGING ARTISTS

SELECTED BY OUR COLLECTOR PANELIST

BLAINE FONTANA was born in Seattle, WA. After graduating in 1994, his education continued on the streets as a Graffiti Artist, followed by attending the Otis College of Art and Design in LA. He worked as an art director for design firms and fashion magazines until going freelance with his graphics/illustrations/paintings. Currently Blaine works in Long Beach, CA. As a RTEA board member, he is co-art director and webmaster for this non profit organization that raises money for art supplies for inner-city elementary schools. Each of Blaine Fontana's paintings is branded with his unique trademark of twisted and highly stylized figures which he labels "Templings"; a fusion of two words, temple and being. Neither male, nor female, they function as the face of a spiritual currency and ambiguity that heavily relates to the therapeutic intent of Blaine's paintings. It's the richly textured and unique backgrounds that make literal information and intriguing colors juxtaposition differently in each piece. Blaine's techniques have roots in graffiti, photography and graphic design and especially those of an eastern spiritual language. Blaine grew up amongst acres of forests surrounding him but also within the urban jungles of Seattle, WA. These polar opposites created a harmonious balance for him the inorganic and organic, the physical and metaphysical, and, lastly, order and chaos.

MATT FORDERER was born in San Antonio TX, in 1964 and raised in Toledo, Ohio and LaSalle, Michigan , Matt Forderer's painting and collage show his enthusiasm for nature and the organic. His compositions are filled with surrealistic imagery and symbolism. A self taught painter, he cites as his growing list of influences many of the original surrealists including...Dali, Ernst, Magritte, Tanguy, Matta and Miro. Other influences include James Rosenquist, Motherwell, Schwitters, Bosch, and MC Escher. Since moving to San Diego in 1986, he has found endless inspiration in the coastal region and desert. He tells us, "In my work I am not trying to convey a specific message...rather I am trying to just establish balance; to set the viewer at ease and encourage new thinking and contemplation."

PAMELA JAEGER lives in San Diego and attended San Diego State University where she obtained a bachelor's degree in graphic design. She has studied drawing, painting, color theory, costuming and design. The influence of costume design is apparent in many of her painted characters. She studies fashion and beauty traditions of the past and also finds inspiration for paintings in childhood memories, writing short stories and using past and present journal writings to create a story of truth and fiction. Her paintings have been featured on two covers; San Diego's weekly newspaper, *Fahrenheit*, and the *LA Weekly*. Some of her past shows include Ice Gallery, The She Collective, The Muse, District 3, Planet Rooth, Thee Peanut Gallery, Magpie, Copro Nason and The Key Club.

TIM MCCORMICK spent a decade honing his painting abilities as an illustrator in So-Cal's surf/skate industry, all the while working tirelessly painting, experimenting, and self educating himself in all facets of art and art history. McCormick has shown extensively throughout the state and received critical acclaim in numerous magazines, newspapers, and underground 'zines. This artist, produced over 500 paintings in 2002 alone, and with over 5000 paintings to his credit in circulation on six continents, he has become one of the most prolific standouts in California's emerging underground art scene. Determined to prove himself with his work, Tim McCormick is definitely an artist worth investigating. "My work is always in a state of evolution and

experimentation. In spirit, I combine a type of figurative expressionism and surrealism in which every piece is improvised from a very loose plan, or no plan at all....I've learned that my most successful work is painted with my heart, and not my head. I continue to elaborate and refine this approach driven, by the desire to see just how far I can take it. I truly look forward to the paintings I will do in 10yrs - 20yrs and the rest of my life."

ALEJANDRO MARTÍNEZ-PEÑA was born in Monterrey, México in 1957. He received his Architecture degree from the "Universidad Autónoma de Nuevo León", México, and then went on to do a Postgraduate at the "Politecnico di Milano", Italy. Painting since 1974, he has participated in several exhibitions in México, USA, Cuba, Thailand, Italy and Puerto Rico. He also attended various workshops of engraving and painting at the "Instituto Municipal de Arte y Cultura de Tijuana" and "Centro Cultural Tijuana". Alejandro's paintings are built with perfect mastery, manifesting the social contrast existing in Mexico. His work conceives fantastic imaginative figures; ironically, non-existent. With color and texture, he creates unlimited characters using several techniques on canvas, wood and paper. You feel pulled into the work by their vivid colors and stay to visit with the characters who show great tenderness and compassion.

ART 4 KIDZ

LAUREN CARRERA holds a B.A. in Psychology & Fine Art from Rutgers University, and came to San Diego to pursue a Masters and Ph.D. in Clinical Psychology. She has furthered her art training at the Pennsylvania Academy of Fine Art, Fleisher Art Memorial, Atlin School for the Arts in British Columbia, and the Athenaeum in San Diego. She has exhibited in numerous juried and solo shows, locally and nationally, and has won a number of awards. Her boxes result from a life-long love affair with dioramas, an interest in anthropology, and an appreciation of set design for theatre. Early trips to the natural history museum in Boston, a fascination with all things miniature, along with her interest in the psychology of dreams, led her to create what she considers little dreamscapes. Each box consists of an original oil painting interacting with artifacts or natural objects in unexpected contexts.

SERGIO CAMIN was born in 1950 close to the Austrian border in Bolzano, Italy. His greatest influence in his earlier paintings was drawn from Italian-Austrian surrealism. His success came from the detailed perfectionism in his drawings. Since the 1970's, many galleries in Italy, Austria and Germany have dedicated exhibitions to Sergio Camin, and many editors invited him to illustrate children's books because of his talent of being able to paint and draw dreams, fantastic worlds and characters.

HARRISON HOWARD was born in 1954 in Bryn Mawr, PA. Much of his professional career has been devoted to mural work in private houses, and has included screens, panels, easel paintings, and watercolors. Primarily, his work has focused on decorative themes including architectural subjects, chinoiseries, and scenics, often with bird, animal or floral motifs. He has worked extensively with alkyd paints, oil paints, and to a lesser extent, acrylics. His father, Wing Howard, is known to many in San Diego through the murals he painted in the Whaling Bar of the La Valencia Hotel in La Jolla. "The Flower Ladies" are a series of whimsical watercolor and gouache paintings, which have grown from a long standing interest in fashion illustration, children's book illustration, and, of course, flowers.

FRED VAN ORMER, born in South Dakota in 1927, went to Yankton College, served in the Korean War, and went to art school in Chicago. He worked for an interior designer in St. Louis before moving to San Francisco in 1954. Van Ormer worked in the design world for many years and has been painting as a full time occupation for the past 25 years. His exuberant paintings are full of unusual color combinations and complex patterns with flowers as the primary focal point. Matisse, with his strong use of color is his most important influence. Van Ormer has painted and shown at Charleston Farmhouse in England which was the gathering place for the Bloomsbury painters, who loved patterns. Van Ormer's colors; however, are California sunshine as compared to the muted colors of the English painters.

SUSAN SCHMIDT was born in New Brunswick, New Jersey. She studied at the Pennsylvania Academy of Fine Arts, William Paterson College, Art Center of Northern New Jersey, Ridgewood School of Art, Yale University, University of California in San Diego and received a BFA with honors. Starting with her first solo show in 1982, she has shown extensively throughout the US and South America, as well as in Paris, France. Her enigmatic images create a magical world for the observer that is at once familiar and intriguing. The use of diminutive human figures, surrounded by monumental objects like marbles, dolls, birds in flight, or living sculptures combine to create a silent visual poetry; puzzling, provocative, elusive and, yet, somehow nostalgic. All her works are executed with perfect, meticulous virtuosity.

Presenters

JOAN SEIFRIED is a Certified Appraiser of Fine Art with an emphasis on Living Artists and Antique Furniture with the International Society of Appraisers (chair of Fine Art) and the American Association of Appraisers in New York City. Her former board positions include the Board of the California Preservation League's Convention Steering Committee, and the VP of the Board of COVA (Combined Organizations for the Visual Arts). She is currently a member of the Speaker's Bureau of the SD Historical Society and on the boards of Sledgehammer Theatre (founding member), Vintage Board of the Museum of Photographic Arts and the Synergy Art Foundation. She also sits on the Southern California Alumni Interviewer for her undergraduate institution, Tufts University in Boston where she earned a BA Magna Cum Laude in Architectural History. She has an MA in Public History (museum studies) and Historic Preservation from USD and is currently pursuing her PhD. She is an accomplished auctioneer (Sushi's notorious Red Ball), having studied both at the Decorative Arts Institute at Christies Auction House in Manhattan and the American Antique Furniture and Art in the Winterthur Museum's Winter Institute in Wilmington, DE. After many appearances on the TV Road Show, she has designed many private Road Shows for fundraising for arts and civic foundations. She is a favorite lecturer at Oasis (City College) and Mesa College in Material Culture (Art and Antiques). She is an expert in Charitable Contributions of Fine Art for Museums and Private Collectors. Her practice, Angel Appraisers, is based in San Diego and Atlanta. Website: www.angelappraisers.com Email: joanseifried@cox.net

PATRICA FRISCHER was awarded an MBA Magna cum Laude in sculpture from California College of Arts and Craft before becoming director of a sales gallery in London, England, and then Gallery Director for three exhibitions spaces at California State University in Humboldt, where she was also an art professor. She then returned to London to head the Art Department at an international school in Nottinghill Gate. She was able to build the department which awarded the International Baccalaureate degree to over 300 students. She wrote the book, "The Artist and the Art of Marketing" and has lectured extensively on marketing for artists. She currently trains artists' agents and is a full time working painter. Her own paintings have shown internationally in numerous one women exhibitions, including some at Oxford University. Patricia was a board member for the Combined Organizations for the Visual Arts (COVA), coordinator of the prestigious Art Collectors Round Table, and is coordinator and founding member of the San Diego Visual Arts Network. Website: www.DrawsCrowd.com Email: patricia@DrawsCrowd.com

DARWIN H. SLINDEE is technically qualified executive with extensive international experience in designing and leading complex, high volume manufacturing operations to unprecedented levels of achievements in both profits and growth. His current business, PC by the Sea, focuses on problem solving, as well as setting up local area networks in home offices and small businesses. He has consulted on strategic planning, cycle time reduction, and production volume ramp-up with manufacturers such as Siemens, General Motors, and National Semiconductor. Methods employed are unique, designed to identify constraints and capture the natural energy in the organization to affect quantum transformation in results. His corporate history includes top level management positions at Applied Microcircuit Corporation, National Semiconductor, Honeywell Corporation, Teledyne Semiconductors, Epitaxy Inc, and ITT Semiconductors. In addition to his degree in Physics from the University of Minnesota, he is also qualified in the Theory of Constraints (Jonah Level), SPC, TQM, Problem Solving, Design of Experiments, and Team Facilitation. Website: www.PcbytheSea.com Email: dslindee@PcbytheSea.com

O ur Host, owner/director of Galerie d'Art International

Filippo Floridia started collecting art in the early 1970's, including Dada, Constructivist, Futurist, Surrealist, and Abstracts in all mediums. He was owner and director of Zarathustra Arte Incontro Art Gallery in Milano where he exchanged exhibitions with the Contemporary Art Museum of Madrid, the Bouborgh Centre Pompidou and Grand Palais of Paris, Kunsteverein of Berlin, the Contemporary Art Museum of San Paulo, and the Goubelkian Foundation of Lisbon. He produced anthological exhibitions for Arp, Fontana, Man Ray, Sutherland, Dali, Magritte, Max Ernst, Messagier, Savinio, Arman, Balla, Boccioni, Depero and Ybanez, producing monographs on these artists. His was the first private gallery in Italy to have the support of corporations such as Olivetti, IBM, and Hewlett Packard. His second gallery in Paris, Galerie D'Art International, promoted exchanges of artists between Italy and France. Mr. Floridia has been sponsoring auctions of contemporary art mainly to benefit children for numerous years and continues the legacy of art sponsorship in his gallery in San Diego. His symposiums with artists, writers, musicians, dancers, and poets further his philosophy to have "an international vision of the artistic cultural world as a global project". Educated at Castello Sforzesco of Milano, School of Art of Urbino, Brera Academy, Deutche Institute (Goethe Institute) in Milano and Munchen, Filippo also holds a PH.D in Economics and Finance.

Inspire Program

The Inspire! Art Program is designed to introduce the work of great historical artists and to show the art of local artists. In fun, activity-based presentations in the classroom, local artists share with students their personal sources of inspiration. Numerous styles of art and creative techniques are explained and demonstrated.

Student Objectives:

- to discover that the artistic process is stimulating, engaging, and multifaceted
- to learn about great artists and art throughout history
- to become acquainted with the wide range of styles, techniques, and materials
- to become acquainted with local artists who can serve as mentors
- to become familiar with spaces in which art is created
- to learn that an idea can be interpreted in limitless ways
- to create works of art, both personally and collaboratively

Benefits:

- The Students: The arts provide young people with authentic learning experiences that engage their minds, hearts and bodies. The learning experiences are real and meaningful to them. The arts regularly engage multiple skills and abilities including development of cognitive, social and personal competencies.
- The Teachers: The SDKidz web site will become an instrument to connect art teachers with local artists with its ability to research artists based on specific criteria: medium, technique, inspiration and availability. This research can be used in conjunction with the Inspire! Program or, independently, with preexisting curriculum projects.
- The Artists: Programs such as Inspire! allow artists to become more involved in the community with the satisfaction of impacting the future of students.
- The Arts Community: The Inspire! Art Program develops future artists and brings pleasure to those who appreciate the visual arts.
- The Community: Youth art programs are powerful crime prevention tools. They offer safe, engaging and constructive environments for young people.

To learn more about the Inspire! Program go to www.sandiegoartkidz.com or contact Ann Berchtold
ann@sandiegoartkidz.com

Upcoming GDAI events-320 S. Cedros Ave, Solana Beach

OPERA Concerts of 2005 season take place every third Sunday of each month from July through December in the gallery at Galerie d'Art International (4:30 p.m. cocktails- 5:00 p.m. concert).

August 21: France and Northern Europe

September 18: Austria and Eastern Europe

October 16: Germany

November 20: Italy

December 18: Holiday/Christmas Concert.

Because of limited seating we invite you to reserve tickets ASAP.

Ticket with advanced reservation and payment \$12.00 at the door \$15.00

Season tickets are five concerts for \$60

Upcoming Exhibitions

"The Six Elements in Sculpture" September 9, 2005

Bronze, Steel, Glass, Marble, Wood and Mosaics

Jeffrey Laudenlager: stainless steel, titanium, aluminum

Dianne Sabeck: glass

Peter Mitten: bronze, aluminum

David Beck-Brown: wood, painted canvas, mixed media

Ante Marinovic: marble, stone, granite, wood and mosaics

Albert DeMatteis: stainless steel, iron combined with wood

"Gathering Light" (Sculpture light exhibition) October 15, 2005

"Abner Marzi and other Italian artists" November and December, 2005

For information galarint@abctglobal.net 858.793.0316 www.galerieartint.com

San Diego Visual Arts Network

SDVAN is a website produced to improve the clarity, accuracy and sophistication of discourse about San Diego's artistic and cultural life. It is dedicated to re-enforce the idea that the Visual Arts are a necessary and vital part of the health of our city. For Directory and Events calendar and special features like the SmART Collector go to www.SDVisualArt.net. Contact: **760.943 0148** patricia@SDVisualArts.net

Thank you for your participation

We want to thank you for attending and participating in the Arouse Yourself with Art: Collecting Secrets Revealed event.

This event was made possible by a wonderful group of volunteers including Joan Seifried, Ann Berchtold, Larry Poteet, Darwin Slindee, Lisa Roche, Bella Floridia, David Weeks, Alina Bovenzi, Jeneen Ausk, Rosemary KimBal, Sidney Wildesmith, Maria Palma, Paul Valchalet, Dirke Johnson, Luellen Smiley, Terri Hawks, Daniel Ochoa, Lara Laramendi and Pruitt Igoe including Molly Wilmot, Ted Washington, John Cordova and Matthew Kerr, as well as all the artists in both of the exhibitions who graciously loaned their work and gave of their time.

Patricia Frischer, Coordinator of the San Diego Visual Arts Network

Filippo Floridia, Director of Galerie d'Art International

P ADDLE NUMBER _____



TOTAL CASH ASSETS: \$20, 000,000		
WORKS PURCHASED	AMOUNT PAID	BALANCE
1.		
2.		
3.		
MOCK AUCTION WORK DESCRIPTIONS	NOTES	
1. Liborio Noval (Cuba) Antigua Esclava, 1979 Black and White Photograph 12 inches by 16inches Estimate: \$2000		
2. Willi Gutmann (Swiss) Plate to Play with, 1976 Sculpture of anodized aluminum 11 inches by 9 inches - Exp. Unique Estimate: \$3,500		
3. Jozef A. Walczak (Poland) Interference, 2000 Oil on Canvas 15 3/4 inches by 39 1/3 inches Estimate: \$22,000		
4. Attributed to Edward Degas (France) Interior of the Bellilli House in Florence, 1860/61 Oil on unstretched linen canvas 17 1/3 inches by 15 inches Estimate: \$250,000		

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