

Spread the News!

Please feel free to forward this newsletter to friends and co-workers. If you receive this from a friend, go to www.thecollectivegallery.com

Gallery Hours

The Gallery is open Tuesday - Saturday, 11 a.m.—7 p.m.
Sunday, Noon—5 p.m.
Closed Mondays.

Story People

are available in Fort Collins exclusively at the Collective Gallery. Sculptures, books, note cards and prints. Hurry in for the best selection! **New arrivals monthly!**

Upcoming Events

Oct. 5—First Friday Gallery Walk, 6-9 pm.

Nov. 1— Fall Showcase, Private Patron's Reception. RSVP required. Call for info and reservations. 224-1231.

Nov. 2— Fall Showcase opens to the public during First Friday Gallery Walk, 6-9 pm.

The Value of Art

The decision to purchase art can be fraught with anxiety. It's a very personal experience; after all, the artwork you choose to hang on your wall is an outward expression of who you are. Just like the clothes you wear and how you accessorize it with the right jewelry, the right shoes, the right haircut. How do you know it's right? Sometimes its because you trust your own judgment, your own sense of style. And sometimes its because you've seen that "look" in a catalog or a magazine.

Purchasing artwork is really the same thing. Some may think of artwork as an accessory. Maybe you are trying to replicate a look that you saw in a magazine. Or maybe you have a color scheme that the art needs to work with. Or maybe you have your own sense of style—you buy a painting because it speaks to you. There is an emotional connection that is almost palpable. And if the piece doesn't match the sofa, so what? You'll get a new sofa to go with the painting!

Why do we look to others to validate our choices, whether for a new hairstyle, a new car or a piece of art? Most of us are not art experts. We're not sure if the art is good. Understanding what makes a piece of art good can go a long way to quelling the fears that you've just purchased a \$1500 painting that "my kid could've done." So, what makes for "good art?"

Whether the art you are interested in is a photograph, a representational painting, an abstract painting or a piece of sculpture, certain elements work together to give the artwork balance. This balance can be achieved through use of color, line, value and shape. This is part of composition, which can be described as the work's overall design. A good work of art should have a focal point, which in essence is the "plot" of the story. The focal point is then supported by other elements which help to move your eye around the painting, photograph or sculpture.

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"Rock Ridge" by Edith Tanner

oil on canvas, 24 x 48

Introducing... Edith Tanner



"Canyon Morning" 36x24

"Painting is what I love to do and I enjoy sharing it with others. My landscapes reflect the continually changing ways that earth and sky meet with their focus on light and atmosphere," says Edith Tanner.

Edith first started painting 20 years ago. She paints to capture the mood and color of the changing light in the tradition of the American Luminists. Luminism is an American landscape painting style of the 1850s – 1870s, characterized by effects of light in landscapes, through the use of aerial perspective, and the hiding of visible brushstrokes. Luminist landscapes emphasize tranquility, and often depict calm, reflective water and a soft, hazy sky.

Working exclusively in oils, Edith feels the fluidity of the paint allows her to achieve the soft effects she wants, with the richness of the oil enhancing the vibrancy of the color. She usually starts out visualizing an image and then works from there to achieve it. The simplicity of the images lend an abstract quality to her paintings.

Edith has won many awards and her paintings are in collections in the U.S. and abroad. She has exhibited in numerous galleries and art festivals around the country. The Collective Gallery is pleased to represent Edith Tanner in Colorado. Learn more about Edith by visiting her website, www.EdithTanner.com.



"Prairie Storm" 24x38



"Mtn Sunrise" 18x24



"Mountain Wind" 22x40

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That's sort of the Reader's Digest version of what technically makes a piece of art "good." But there is the other side, the emotional side. How does the artwork make you feel? Do you feel drawn into it? Does it make you feel excited and full of energy? Does it make you feel peaceful and relaxed? Or does it make you stop and ponder what the artist is communicating? Good art should make you feel *something* every time you look at it. Otherwise it is just wallpaper.

One of the advantages to purchasing art from a gallery is that the gallery staff is knowledgeable about art and is happy to tell you about the artists and their work. Since acquiring art is a personal experience, and since the art you choose is an outward expression of who you are, knowing about the artist, maybe even meeting the artist, is an important part of the art buying process, and gives the artwork value beyond the purchase price.

The Collective Fine Art Gallery is Proud to Represent:

Brian Andreas (Story People), Jim Benest (photography), dIANKA (jewelry), Dottie Boscamp (blown glass), Jack Cooley (photography), Kate Dardine (pastel and oil), Lori Forest (oil and pastel), Shelly Hearne (pastel and acrylic) Stephanie Hoffman (watercolor and oil), Tina Kellogg (stained glass), Sherrie Mayotte (pastel), Rebecca McClive (oil and acrylic), Norma Meeks (mixed media), Barbara Moore (watercolor), Pat Saunders-White (acrylic, pastel and watercolor), Ruth Bell Skogerboe (bronze sculpture), John Scott (photography), Marcy Silverstein (oil and watercolor), Jayne Stanley (fiber art), Edith Tanner (Oil), Nancy Williams (pottery), and Barbara Wolf (egg tempera and oil).