

JULY ■ 2007

# FINE ART

*for every day...*

pure gallery

## Artist Highlight~ *Holland* **BERKLEY**

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VACATION REMINDER  
THE GALLERY WILL BE CLOSED  
THE WEEK OF JULY 9TH AND  
WILL REOPEN TUESDAY, JULY 17TH



*'Land Survey #150'* by Holland Berkley

Holland Berkley's Atmospheric Landscapes have evolved from many points of reference. Holland has returned to a more spacious approach with her latest abstract works. She feels the more minimal, non-objective subjective matter leaves the viewer with room for a broader philosophical or visual interpretation.

Holland states, "I feel a need to simplify and defuse the images in my work, which is a reflection of my personal philosophy at this point in my life. I feel the viewer will see the same subtle touch in the style of these images as in my other works."

This Atmospheric Landscape Series suggests open spaces and distant landscapes. Embracing an eastern theme with distant horizons, these thought provoking paintings offer quiet simplification coupled with dramatic composition.



*'Scarlet Stream'* by Holland Berkley

Please note that this artist is available for commissioned work. While there are limited editions available from selected works, the two Berkley's in the gallery are both originals. The colors are rich and intense and these pictures can't do them justice.

pure gallery

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(717) 737-3134  
[www.puregallery.net](http://www.puregallery.net)

# Local Artist JOHN C. WHITEHEAD

If you have been in the gallery or looked inside lately, there are tables just under the window that now give me a place for display. John designed and manufactured these concrete topped tables as well as the lamp that stays lit continuously.

John is a graduate of the Art Institute of Chicago and currently lives in our area. He creates metal patinated lamps, frames, mirrors and various items of furniture. The concrete furniture is made with integral color, acid stains or a combination. It is sanded, sealed and waxed.

The table shown is 24" W x 18" D x 24" H and was created with willow green and brick red pigments and a rust wash. The lamp is the large size measuring 26.5" x 7.5" with a Vista Rust patina. Lamps can be made any size and I have a small silver lamp with a brushed steel finish with clearcoat on the website. The shade image is a giclee printed on hahnemuhle paper. John has a variety of orchid photos from which to select but any photographic image can be used.

I'm showing pictures of John and I, his lamp and table creations and his daughter, who gleefully pressed the button on the remote to take all of these pictures. John is training her to follow in his photographic footsteps.

While there are some items in stock, most of John's work is custom. *Want an unusual frame? Looking for a great lamp? Can't find a table in a specific size? John can help! Give the gallery a call.* And since the table tops are so heavy, if you are in this area, John will deliver and install your table.



## COLOR TRENDS

The newest information on color trends in custom framing and home design is brought to you from Leatrice Eiseman, executive director of the Pantone Color Institute.

*"I believe that the mat and the framing can further intensify the emotional appeal of the art."*

### Practical

C O N S E R V A T I V E

### SIMPLE

The Trend: *Pairing Down – Less is More.* There is nothing elaborate or excessive in this trend. It is minimal and very simple. It reflects the desire to get back to basics. The colors have a natural quality in organic shades of gray and brown. It's low-key but never boring.

**Design Tip:** *This palette is sophisticated and would be very tasteful in a dining room or media room. Pencil drawings, charcoal, landscapes, etchings and any artwork that is light handed, simple and sleek will be beautiful with these colors. To frame with multiple mats, just build up the mats using tone on tone.*

# investors' corner

*I'm going to tease you this month . . .  
and show you a couple of the pieces that  
are classic within their own genre.*

The first one is 'Satyric Festival Song' by Andy Warhol valued at \$150,000. I don't know about you, but when I first saw this piece I kind of gasped – *it took my breath away*. I'm showing it to you for the sheer pleasure it will bring to you. I don't have it in the gallery but if you are interested, I will be happy to track it down for you.



*'Satyric Festival Song' by Andy Warhol*

*"All colors are the friends of their neighbors and the lovers of their opposites."*

~ Marc Chagall, Russian-French Painter (1887-1985)



*'Painter in Red Jacket' by Marc Chagall*

Chagall! His paintings are so popular because he managed to remain faithful to his style, while still providing us with a wide variety of options in his work. This piece 'Painter in Red Jacket' is priced at \$30,000, and would be well worth it to add it to your collection. Again, if you are interested, let me know, I will track the piece down for you.

*These two artists have had their market established in the sense that their prices have risen over time. Both would be wonderful additions for a personal collection as well as corporate collection. Having this type of art on display in a business would definitely let everyone know you have arrived! This is the art that says 'success'.*

summer  
hours:

TUESDAY 10 TO 4

WEDNESDAY & THURSDAY  
10 TO 6

FRIDAY 10 TO 4

SATURDAY 10 TO 2

CLOSED  
SUNDAY & MONDAYS

OTHER HOURS BY  
ARRANGEMENT

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**(717) 737-3134**

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