

# OFF THE WALL

News & Views from JUST LOOKIN' GALLERY

Published for Ethnic Art Lovers Everywhere

Early Spring 2004



We want to thank all our new readers for stopping by our booth at the **National Black Fine Art Show** or entering our web guest book. And we appreciate all of you that expressed concern that you hadn't received our

Fall or Winter newsletters - we were just too busy to do them! We so appreciate the warm reception given to all our artists at the **NBFAS** especially the younger ones. We introduced **Demetric Denmark, Wesley Clark, Jamaal Sheats** and **Yvette Watson** at the show and they all found collectors! **Jamaal Sheat's** copper and aluminum repousse sculpture sailed out of our booth. We thank all of you for welcoming works by talented young artists into your homes. And while we're sending kudos - a special thank you to **Sandy & Josh Wainwright** producers of the NBFAS. They put many long hours in to produce the best show for fine African-American art in the world. And they hope to keep making it even better. Please give us your feedback on what you think would help improve the show. ❖ **Cal Massey** keeps racking up the honors. The Southern Christian Leadership Conference just bestowed their life achievement award on him. Last year he received one from the state of Pennsylvania. We're happy to see him finally receiving all the acclaim he deserves after 50 plus years in the art world. He is currently busy at work on an image for the Tuskegee Airmen which everyone hopes the United States Postal Service will see fit to turn into a stamp. And he has promised he will send new drawings this way shortly. ❖ **James Denmark**

was recently commissioned by Penn Center to commemorate the 50th anniversary of Brown Vs. the Topeka Board of Education. We are awaiting some new collages. ❖ Just got a couple of drawings from **Margaret Warfield** - her pencil works are just as wonderful as her color  
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## Charly 'Carlos' Palmer

Entering my fifteenth year in the art business (and having had artist friends since the sixties,) I thought I was a total stoic when it came to the idiosyncrasies of artists. That was until Charly Palmer - whose work was being widely collected - decided to give voice (and paintbrush) to his alter ego "Carlos." We've always represented artists that paint different styles but none of them have used a nom de plume to sign their work. And painting two styles under two different names is just a hint at the wonderful complexity of Charly Palmer.

We knew Charly's work before we ever met him. I had seen several of his prints and was hoping to see the originals. After a chance meeting in 1998, we started carrying his expressionistic mixed-media and watercolor paintings. And you immediately responded to the energy and warmth of his work. Those of you that came to his 1999 show with us have continued to make him one of our top selling artists. So why the need for another name? Charly, as an award winning graphic artist, lives in a world of commitments and deadlines. 'Carlos' embodies the unbridled passion and restlessness that Charly hadn't yet taken time to explore. And once that alter ego was allowed out - an exciting new world of images exploded.

During Charly's 2003 show "Dualities," a client spent several minutes  
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## Gallery Hours

Tues - Fri      10 AM to 7 PM  
Saturday      10 AM to 6 PM  
Sunday        Noon to 5 PM

Mondays and Holidays  
by appointment

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"In the long run, there is not much discrimination against superior talent. It constrains men to recognize it."

Carter G. Woodson  
(1875 - 1950)

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## BE THE FIRST

If you haven't been receiving e-mail notification when works by your favorite artists arrive - you're missing out on some great art. Make sure we have your e-mail address and artist & subject wish list. If you would like notification via regular mail, call me at 800 717-4278 for mail updates.

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## We Need Feedback!

We appreciate all your calls saying you enjoy the newsletter. What can we do to make it an even more valuable tool and resource for you? What would you like to see discussed? Would you like more framing or collecting tips, more artist news or ??? Would you like a write in column where we answer **your** questions? Send e-mail to [justlookin@justlookin.com](mailto:justlookin@justlookin.com) Or call and give us ideas for future issues. All E-mail respondents or callers will receive a \$20 gift certificate. Who said your opinion isn't worth anything!

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# ARTY - FACTS

Prints, PRINTS, *Prints*, Prints, Prints

So - you're at an art show and the artist tells you this "print" will look great on your wall. The following week at a gallery you see this "print" that the dealer says is the last of the edition. How can they both be called prints when one costs a few dollars and the other is as much as a mortgage payment? When the first art "prints" (woodblock textile printing started in ancient Egypt; European woodcuts from the early fourteenth century) were produced they were done by hand. All printing was done by hand in small editions for a long time. In the late 19th century hand-pulled stone lithography was developed. This technique allowed much larger editions to be produced. Then offset printing presses came into wide use and "print" became the ubiquitous term it is today. While it may be argued that all "prints" by their very nature should be considered reproductions, perhaps the easiest way to understand their relative 'worth' is to separate the hand produced from the machine made varieties.

You will see hand produced prints in a variety of mediums and called many different things. They are sometimes referred to as fine art prints, multiple originals, original graphics, lithographs (more confusion!) or simply the designation for the means used to produce them: etchings, engravings, woodcuts etc.

Machine made "prints" include offset lithographs (yes both are termed lithographs,) giclees (often called fine art prints in the marketplace,) some types of silk-screens, inkjet and iris prints, posters, menus and most other frequently seen printed items like magazines. Confused yet? If you put a magnifying loupe on any of these machine prints, you will see a "dot" pattern. In offset lithography only four colors are used - the many colors we see are produced as the ink dots overlay when printed. An infinite number of impressions can be created by machine printing. An open edition, large edition size on a S/N print, or a very low price on a numbered piece is a good tip off that it was machine produced. In the next issue we will attempt to demystify the rest of the menagerie we call prints. If you want to learn more about giclees, we discussed them in detail in the Winter 2002 issue of Off the Wall. We'll be glad to send one if you missed it.

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# Hang Ups

Regular readers of this column know that I stress going with the 'flow' of the art and trusting your instincts when creating wall arrangements. I happened to be re-hanging the gallery last week when a client came to visit. This lady has been a regular for years and has every issue of "Off the Wall" ever published. So she has been a faithful reader of this column and was thrilled to be able to see the process of wall arranging done by an "expert." Now I would love to pretend I had a master plan for hanging the gallery that day but I was just trying to get as many pieces up as possible. But according to my visitor, I was following all the 'rules' I have written in this column. "See how those colors play off of one another, and that piece flows to the bottom so that's why you hung it up high" was part of her running commentary. I didn't have the heart to tell her I hung the last one in that position because it fit and I was too lazy to move the hook that was there. But as I listened to her critique of each wall section as I finished hanging it (and discounting the glasses of wine we had,) I realized that years of practice and my instincts allow me to intuitively hang these walls without much conscious thought. And I hope I can impart some of that to our readers so that you learn to trust your innate skills when you look at your walls. Go with your heart. One of the great things about art (and hanging it) is that "rules" can be absolutely disregarded. Just as artists bring a fresh look to a subject, so should we continue to look at our walls with fresh eyes. If you have had the same piece in the same spot for years - spring is a great time to experiment. Try placing pieces together (on the floor!) that don't apparently have anything in common. There may be an unexpected synergism between pieces. Try mixing some of your latest acquisitions with pieces you've had forever. You bought these pieces because they spoke to you, therefore they are all related somehow. Color harmony is a great starting point. Look for the energy, the texture, the subliminal. And then trust yourself to create great wall groupings. If you are stumped, e-mail me your problems and I will try to help. And next issue, more rules to follow or break!

Visit us on the web

[www.justlookin.com](http://www.justlookin.com)

If you haven't been to our new web site yet - pay a visit to our virtual gallery. We are updating images frequently, adding more features (look for expanded art terms in the Summer,) and trying to make it easier to navigate and more fun to visit. And please, share us with your friends.

Spotlight (Continued from Page 1, Column 2)

talking with Charly/Carlos. Her comment afterwards was "but he seems so normal." And he is. But standing in front of the easel, when the spirit of 'Carlos' takes over, there are so many things still to be said in a way that Charly could never express them. Yet Charly's works stir emotions that Carlos doesn't explore. And collectors and museum curators are paying homage to both voices in ever greater numbers.

"Any form of art is  
a form of power;  
it has impact, it  
can affect change;  
it can not only move  
us, it makes us move"  
Ossie Davis

## "A Brush of Culture" Home Art Parties

Get a few friends together and enjoy the latest art in the comfort of your home. We can produce a show around a theme such as jazz or history; show strictly original works or a general selection of gallery offerings.

All you have to do is invite at least 25 and no more than 100 friends, and provide light refreshments.

Just Lookin' provides invitations, promotional materials and a great host/hostess incentive package.

We are currently reserving dates for Summer and Fall 2004. Don't miss the chance to have the luxury of a "gallery for a day" in your home.

## Don't Miss An Issue!

To stay on our mailing list:

- ❖ Make a Purchase - OR
- ❖ Call and tell us you would like to receive the next issue - OR
- ❖ Email [justlookin@justlookin.com](mailto:justlookin@justlookin.com)

## Shows & Special Events

color & contour  
**March 20 - April 16**  
**Anniversary Celebration**  
Join us as we kick off ten years!  
**March 20 -21**  
Noon to 7 PM

**Saturday April 17**  
**African American Art Show & Auction**  
(to benefit St. Bernardine's Catholic School)  
Mt. St. Joseph High School  
**Preview Opens 6:30 PM**

**May 14 - 15**  
**3rd Annual**  
**New York Spring Fling**  
Travel Inn - Midtown Manhattan  
42nd St (between 10 & 11)  
**Friday May 14th**  
**Show Hours**  
**4 PM to 10 PM**  
(Collecting Talk starts at 6:30)  
**Saturday May 15th**  
**Show Hours**  
**Noon to 8 PM**  
(Collecting Talk starts at 2 )

**July 31 - September 12**  
**BLACK & WHITE**  
45 African American Artists  
view the world in Black & White

**September 26 - November 13**  
**Attitudes and Abstractions**  
the art of  
**Eli Kince**

**Meet the Artist** on these dates:

**September 25th - The Pehl Collection**  
**Private Preview Show** - call if you would like  
to be added to the guest list

**September 26th - Just Lookin' Gallery**  
**Open to the Public**

**November 12th & 13th - Harlem**  
**Private Show** at the artist's studio. Call if you  
would like to be added to guest list

"There is only one valuable thing in  
art: the thing you cannot explain."

Georges Braque (1882 - 1963)  
French painter/sculptor

News (Continued from Page 1, Column 1)

drenched paintings. ❖ **Carolyn Crump** sends thanks to all that have helped make her one of our fastest selling artists. She says you have helped fuel her imagination and she is busy producing. We have a few new papercastings and more pieces on the way. ❖ **Bob Jefferson** is another 70 plus artist who is busier than ever! He is working on illustrations for the Association for Health and Aging. ❖ Got a chance to go to the "**Works on Paper**" show in New York. We found a treasure trove of affordable hand-pulled prints from **Dr. Margaret Burroughs**, **Lois Mailou Jones** and others. ❖ Sales have been brisk on both of **Ernie Crichlow's** lithographs so if you have even been thinking about acquiring either "New Dreams" or "Evening Thoughts" don't wait too much longer! Remember there are only 150 of each. ❖ **John Holyfield** just hand-pulled two new serigraphs - "Passion" and "Sweet Thang." With an edition of only 99 each, we expect they will sell out quickly. ❖ If you are one of our Baltimore area friends, please join us **April 17** for our annual **Art Auction** to benefit St Bernardine's Catholic School. ❖ Our annual **New York Spring Fling May 14 - 15** is promising to be the best ever with lots of new art, sculpture and masks. As a special treat **Doug Metz**, curator of the private Pehl Collection, will lead a discussion on the art of collecting both days. Please invite a few friends and share your collecting stories and wisdom. Spring is a great time to visit galleries and museums. Hope to see all of you soon.

Until next time - **Happy Collecting!**

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