

## 2ND SATURDAY GALLERY TOUR EXPLORES THE ARTS IN FLORENCE



COURTESY PHOTO

Oil and watercolor painter Pat Knipe will display her work at The Studios this month.

Enjoy Florence's 2nd Saturday Gallery Tour on Saturday, Jan. 13, from 3 to 5 p.m. This self-guided tour inspires locals and visiting tourists alike and reinforces Florence as an ever-evolving arts destination.

The tour begins at any of the participating locations. For more information, visit [2ndSaturdayGalleryTour.com](http://2ndSaturdayGalleryTour.com).

### BACKSTREET GALLERY

To celebrate the New Year, Backstreet Gallery members are showing an alternate to their usual media on display. This special photography exhibit is in addition to the unique variety of art already on display at the gallery. Celebrate with these artists and enjoy their photographs at a reception on Jan. 13 from 3 to 5 p.m., at the Second Saturday Gallery Tour.

By taking up the camera, these artists will show another creative side to their talents with innovative results.

Members participating include Pattie Brooks Anderson, Kristin Anderson, Kathryn Damon-Dawson, Caroline Estill, Judy Fleagle, Claudia Ignatieff, John Leasure, Shelly Medeiros, Karen D. Nichols and Kathleen Wenzel.

Come enjoy a wide variety of interesting subject matter in vibrant color as well as dramatic black and white.

Backstreet Gallery, 1421 Bay St. in Historic Old Town Florence, is open from 10 a.m.

to 5 p.m. daily. It reopened Jan. 10 all refreshed and ready for the New Year after its annual cleaning and maintenance.

### FLORENCE EVENTS CENTER

The Galleries at Florence Events Center will have work displayed from the upcoming Fresh Impressions High School Artist Exhibit while the Winter Music Festival Artisan Fair is going on. Florence Regional Arts Alliance (FRAA) and other area artists will have work for sale on Saturday, Jan. 13.

The Fresh Impressions Awards and Artist Reception will be on Wednesday, Jan. 17, from 5 to 7 p.m. at the Florence Events Center.

### THE STUDIOS

The Studios at Jayne Smoley welcomes painter Pat Knipe in January. The talented artist joins resident artists Jayne Smoley, Tamarah Phillips and Gigi Lissan during the 2nd

Saturday Gallery Tour. In addition, information will be available about a new partnership between The Studios and Pilates instructor Carol Prendergast.

Already at the age of 15, Knipe saw herself as a serious artist. She pursued oil painting in school before mastering watercolors.

Today, people can view Knipe's work in both watercolor and oil, influenced by impressionists and expressionists.

"Whatever the medium, I consider myself a colorist. I feel color deep within my soul and enjoy the power it creates in my work. My passion for what I see helps me to bring subject matter to life," Knipe said.

She will teach a Paint and Sip on Tuesday, Jan. 16, from 6 to 8 p.m. For information on studying with Knipe or taking a variety of classes, check out [jaynesmoleydesign.com](http://jaynesmoleydesign.com).

## Business from 7A

Those photographs are for sale, but sometimes, galleries don't expect to sell anything. They just want people to come to their establishment.

"We just did a show in Lisbon where they showed 60 prints," Greene said. "You do press, they talk about it, they come see it. The owners of the store paid us to have this draw to bring people in."

Unfortunately, high art photographs are becoming the purview of the rich.

Greene said the economy changed in 2009, essentially taking disposable income from the hands of the working middle class.

"That market completely disappeared," he said. "What's happened in the art market has become only for the rich. The people who are going to drop \$70,000 for a piece of art. I'm in the bottom of that market, charging \$7,000 to \$15,000, which is a lot for photography. Especially posthumous photography. So, we're offering them, very few, for you to have something special. Something that brings you pleasure and you can brag to your friends. And it all goes through galleries now."

But should fine art prints belong solely to the rich?

"It's not a good thing," Greene said. "I would like to see more people have money in their pocket. I'd like to see middle class people have more money to spend on themselves. That's really the problem. Everybody's working harder but the paycheck is not getting any bigger. You go hobnob with the rich, it's a whole other world."

"But if you start bringing the price point, it brings down

the price of the entire market," Jones said. "If you raise the price, people will see it as an exclusive item. Every time I dropped my prices to get more of the market, it hasn't benefited me. The times I raised it up, I got clients I would never have seen before because they feel it's more exclusive."

But that exclusivity, along with changing technological interests, may be pushing future generations out of the market all together.

"I don't own any limited-edition prints," James, the youngest of The Archives crew, said. "I've never owned anything of that caliber for financial reasons. I've never had the art, eye sort of thing. I grew up on video games and TV. Art wasn't always in my life. I'm much more of a digital person."

"We're testing that market right now," Greene said. "We just did the show in Oslo and we sold three prints where I wish we sold 20 prints. And I'm evaluating the price point."

In addition, shows often take a commission of 60 percent of the sale price.

"I'm stuck in a middle of a hard place. We're doing all the work, I'm taking all the costs and the labor, and I'm giving 60 percent away. It's a tough business."

That tough business has led Greene and The Archives to reevaluate what their true purpose is.

"The dance is getting tired for me," Greene said. "I want to consolidate Marilyn. I'm trying to sell her off for enough money that I won't have to worry."

The Monroe collection has been financially good to Greene over the years, generating the bulk of The

Archives' revenue. There are a few stars that are periodically in demand (Audrey Hepburn, Frank Sinatra, Judy Garland) but the iconic images of Monroe have been the driving force.

The collection only constitutes a fraction of Milton's work, holding 4,000 photographs. Greene has an entire room filled with the rest of Milton's work, packed to the ceiling with hundreds of thousands of photographs.

"There's enough to do here," he said.

And this isn't even touching Greene's own photography, which takes up another room at The Archives. While Greene did not give an exact number of how many photographs he's produced over his lifetime, he did state that he's only scanned 150 pictures of his own work into the company's system.

The goal is to package the Monroe photographs, along with other merchandising rights Greene holds for her, and sell them to one bidder, like Getty Images.

"I would like to be comfortable financially so I could have a modified version of the company running for a period of time," Greene said.

He didn't give an exact price for the Monroe collection, but he hopes the funds will allow The Archives crew to begin restoring the rest of Milton's work.

Which begs the question, what is the importance of The Archive's work? Is it fine art, or is something more indelible?

"The most important thing is preserving the history of pictures," James said. "I don't see it as selling limited editions. It's more about preserving the past, to bring it back to where it was."

## Board

from 1A

In its letter, the OCHS board thanked members for their "patience and continued support in [the shelter's] mission to rescue, care for and find responsible, loving, permanent homes for homeless and at-risk dogs and cats."

"I feel the letter the OCHS has drafted speaks for itself and clarifies their position in regard to these matters," Grant said. "I'd say we have very high hopes for a positive resolution to this situation."

# 240 HOURS

## Is your family prepared?

If an emergency happens in your community, it may take emergency workers some time to reach you. You should be prepared to take care of yourself and your family for a minimum of 240 hours.

### Get your emergency kit started with these essentials:

- Pen and paper
- Money
- Address and phone numbers
- Work gloves
- Basic tools

This message brought to you by the West Lane Emergency Operations Group. [www.wleog.org](http://www.wleog.org)



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### Boys & Girls Club of Western Lane County

We are looking for volunteers to help with

- Elementary tutoring, mentoring and program assistance
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### Florence Food Share

Ask us about volunteer opportunities.  
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### Habitat for Humanity

Volunteers needed for new home construction, home repairs, general office work, public relations and program administration. Join an operating committee and help Habitat help others!  
 Call 541-902-9227 or e-mail to [florencehabitat@gmail.com](mailto:florencehabitat@gmail.com)  
 Office located at 2004 HWY 101, Florence

### Helping Hands Coalition

Assisting those in need in our Community.  
 Free Hot Meals Mon-Wed-Fri • 12:30 AM - 1:30 PM  
 New Life Lutheran Church, 2100 Spruce St, next to Foodshare  
 Call 541-997-5057 to Volunteer

### Meals on Wheels and Cafe 60

Meals on Wheels are available to people over the age of 60 who cannot get out much due to illness or advanced age and who are not eating properly, regardless of income. Cafe 60 is available for those who prefer to make new friends in a dining room setting.  
 1570 Kingwood, PO Box 2313, Florence  
 541-997-5673  
[lanesenior meals.org](http://lanesenior meals.org)

### Peace Harbor Volunteers

Join the Peace Harbor Hospital Volunteers, you will find an area of interest in a caring organization.  
 400 9th Street, Florence  
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### Us Too Florence

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To include your organization in this directory, please call us @ 541-997-3441

