



The Artisan

Volume 2, Number 3

Newsletter for Genesis Artists

Summer, 2002

FINE ART IS A PASSION!

During an interview with Dominic Vignola, there was passion in his words as he described to me how he became involved in the world of fine art.

Dominic did not get seriously involved in fine art until 1978.



Before that time he graduated from college with the ability to teach foreign languages. He soon discovered he enjoyed teaching, but was not thrilled with his chosen subject. He knew in his heart he must pursue his love of art. Dominic actually began by searching through the phone book for art instruction. This led him to an elderly gentleman, Joseph Allworthy

who was a very famous portrait painter. The moment that he saw Mr. Allworthy's work he knew he wanted to learn his techniques and theorys. And Mr. Allworthy was so impressed with Dominic's painting that he allowed him room in his own studio to work on weekends studying still lifes and portraits.






After a year under the tutelage of this great artist, Dominic spent fourteen months in New York where he continued his training at the Art Students League, Reiley League of Arts and the National Academy of Design. He was privileged to study under Nelson Shanks, one of the top portrait painters in the world. You may see some of his work at this website: www.artrenewal.org He has also spent seven months in Italy and four months in Spain studying the Old Masters. During this time he spent much time studying and developing the techniques of Diego Velazquez, Spain's greatest painter and one of the supreme artists of all time.

Dominic returned to the Chicago Area in 1981, where he shared his talents by teaching amateur painters in his basement, in private studios and in local art stores filling a gap between the self taught and art school.

His favorite technique, developed from studying Velazquez, is the non linear (not drawn), tonal method. This is achieved by squinting at the subject, removing detail, and starting with only the darks and lights forms of the subject. The design is then developed as little or as much as the artist desires, using many layers of paint. This is where Genesis Artist Colors is a tremendous advantage over traditional oils. Since Genesis dries on demand, it shortens the time from weeks to sometimes only

See Passions pg. 2

INSIDE . . .

-  Editorial: Back to School
-  How to contact us
-  Enthusiasm leads the way
-  Expressions - Tips, Techniques, & Tidbits
-  Some Genesis Education

Authorized Genesis Artisans

NOW 2 WAYS TO BECOME AUTHORIZED



Genesis has developed a program with the Ann Kingslan, MDA and Mary Kingslan Gibilisco, CDA team to teach artists to become official Kingslan & Gibilisco Authorized Genesis Artisans. This would include participating in at least a two-day seminar with the Kingslan team where applicants would gain an extensive working knowledge of Genesis products, surface preparation, drying, and teaching approaches.

They will be teaching per their own schedule and locations. To learn more about this program, contact Mary and Ann at: Kingslan & Gibilisco Decorative Arts Publications, 902 South 107 Avenue, #102, Omaha, NE, 68114, phone 402.397.0298, or go online to www.kingslan.com.



Jan Scheuerman , MDA, will continue her teaching and authorizations programs as well. The first Intensive Genesis Training will be held on October 11, 12, and 13, 2002 at Des
See Genesis Artisans pg. 3



THE ARTISAN

is published as a courtesy of
GENESIS® ARTIST COLORS



Bobbie Pearcy
EDITOR/LAYOUT



Jan Scheurman, MDA
NATIONAL COORDINATOR
PRODUCT EDUCATION
email: jans@wccta.net



Nancy Elliott
SENIOR ADMINISTRATOR
HOME OFFICE
email: nelliott@amaco.com
1-800.374.1600



Mark H. Lee, Vice President
CONSUMER DIVISION AND
DIR. of PRODUCT DEVELOPMENT
email: marklee@aol.com
1-800.374.1600



NEWSLETTER CORRESPONDENCE
&

CHANGE OF ADDRESS
should be directed to:
Bobbie Pearcy
P.O. Box 486
Danville, IN 46122
(317) 745-7535 fax: (317) 745-1886
email: bobbie@gotcs.com
www.gotcs.com



PRODUCT INFORMATION
Genesis Artist Colors International
The fine Art Division of
American Art Clay Co., Inc.
4717 W. Sixteenth St.
Indianapolis, IN 46222 U.S.A.
1-800.374.1600
www.genesisartistcolors.com



UP-TO-THE-MINUTE INFORMATION
Visit our website
www.genesisdecorativeart.com
Copyright 2002
All rights reserved.

A MESSAGE FROM THE EDITOR . . .

Dear Fellow Painters,

It is time to start making plans for fall. Have you thought of any goals you would like to attain before the busy Holiday Season takes over? This is a good time to look through pattern books, searching for some fun designs to start working on for gifts, or just to practice your skills.

This is also the traditional time for back to school. Have you considered taking some art classes? Even teachers, especially teachers, should consider learning new skills just to stay a few steps ahead of their students. We can always learn more. New products are constantly being introduced. We need to know about them. Most things are created because someone has an idea that could make a task easier or better, so we owe it to ourselves to check them out.

Don't let time get away from you, plan ahead to make the most of this valuable asset, not just your work, but your leisure as well!

Back to the drawing board (or easel) !!

Bobbie Pearcy, Editor



PASSIONS (continued)

one day to finish a design. This single advantage allows him to double his output. He doesn't have to turn down commissions. Although he feels that most artists are steeped in tradition, when he explains all the advantages of Genesis® Heat-Set oils, they listen.

Besides teaching fine art, Dominic's commission work includes still lifes, and portraits. Most popular are children's portraits and well-known doctors. Most always you can see a few of Dominic's pieces in the Genesis/Amaco Booth at exhibitions and trade shows. If you are really lucky, sometimes Dominic is in the booth, demonstrating his techniques.

Dominic will be the featured artist at the Artisan Santa Fe Show August 23, 24 and 25, 2002. He will also be featured at the Art Methods Show in Pasadena, California, October 11, 12, and 13. It is fair to say, a "Dominic Vignola Original" is a very prized and valuable possession.

For more information, you may contact Dominic by writing: Dominic Vignola, 640 S. East Avenue, Oak Park, IL 60304, or by e-mail: dfv54@aol.com

ENTHUSIASM (continued)

Hobby Lobby Creative Centers, she responded that the Hobby Lobby in Jackson was a wonderful store and she would be glad to help us out. "I love Genesis®, it is so easy to teach," she said.

Norma left nothing to chance - she explained the class, the product in detail and listed three different ways to become involved. In her very first Hobby Lobby class Norma had twelve (12) students.

If you are a teacher, consider following Norma's example. Put some enthusiasm in your teaching. If you are a student, look for teachers who are enthusiastic about their art, you will learn more, and get more excited about your painting.

Norma travel teaches, as well as teaching at Decorative Painting Conventions, and in her hometown of Jackson, Tennessee. You may contact Norma about her upcoming schedule by writing to: Norma Dennison, 108 Odell Road, Jackson TN, 38301, or e-mail her at dennisonart@yahoo.com

Genesis Expressions

Tips, Techniques, and Tidbits about
the wonderful world of Genesis Artist Colors



Jan Scheuerman MDA, says, “Occasionally painters will report stickiness or discoloration of their painting after they have varnished. This should never happen, so I want to address the procedures that will avoid such problems.”

1. Step 1 is to properly prepare and seal your surface. We recommend using at least two coats of Genesis Gesso as a sealer.

CAUTION: If you use acrylic paint to seal and basecoat, you run the risk of discoloration later in your Genesis painting. “Even though the application of Genesis is over a dry acrylic, the medium in Genesis can dissolve the color and migrate it to the surface as a yellow tint.”

2. Assure that the sealed surface is dry and cured. Heat it to 250½ to 265½ Fahrenheit to cure the gesso and remove any moisture in the surface.

3. When painting with Genesis Artist Colors and using Genesis Thinning or Glazing Mediums, be sure to observe the 40% rule and use no more than 40% medium to paint. Excessive amounts of Thinning or Glazing Medium will not dry. Genesis Thick Medium or Genesis Heat Set Varnish can be used in any amount. Consider using one of them for glazing. They also work well for transparent glazes.

4. Exercise proper drying procedures. Sometimes artists tend to go faster than what they should when using the heat gun. A complete and thorough drying is important, especially when the painting is complete. Genesis Artist Colors will feel dry to the touch when heated to about 220½ Fahrenheit, but will not be completely dry and cured at that point. You may be able to layer more Genesis paint on it but do not varnish or glaze over the partially dried paint.

When glazing or varnishing, first heat the Genesis painting to 250½ to 265½ Fahrenheit. Test for dryness by wiping over the painting with a paper towel moistened with Genesis Glazing Medium. If you pick up any color, the painting is not dry enough.

5. We recommend varnishing with Genesis Heat Set Varnish or Genesis Air Dry Removable Varnish. The Heat Set Varnish is very thick and will leave brush marks to accent your painting. The Air Dry Removable varnish is a self-leveling satin finish that can be removed for restoration if needed. Other brands of varnish may not dry properly, remaining “tacky” for months.

6. Humidity will affect varnish. If you do not varnish immediately after drying, consider heating the painting to 250½ just prior to varnishing. This will remove moisture that the surface may have absorbed.

I like what George Debikey, VP Director of Technical Services for American Art Clay Co Inc. and Genesis Artist Colors said, “Painting with Genesis may need a very little adjustment, but once you work with it for a short time, the process becomes second nature and you stop thinking about it. You just enjoy painting with it.”



Just a reminder: JoAnn ETC stores carry Genesis® Artist Colors and a full line of the new Artist Painting Color Guides™. Classes are being offered with both. This is your chance to paint fruit and flowers using the new “Paint by Color” Artist Painting Color Guides and learn more about Genesis® Paint.



Nancy Elliott, Senior Administrator of Genesis Artist Colors, said there was a lot of interest in the Artist Painting Color Guides at the ACCI (Association of Crafts and Creative Industries) trade show in Chicago. This show for the craft industry is second only to the big HIA (Hobby Industry of America) in Anaheim, California, each January. “We did a Make-it Take-it with Marge Coughlin, and people were waiting in line to try this fine art. As usual, Genesis was a hit with lots of questions and orders!”



Jan Scheuerman says: “You will be glad to know that you can use any of your favorite brushes with Genesis. The important thing is that the brushes are clean and dry with no soap or oil residue. I haven’t heard of any brushes that were not compatible with Genesis paints.”



GENESIS ARTISANS (continued)

Moines, Iowa. This is your opportunity to become proficient with Genesis Artist Colors. The Intensive Training includes comprehensive discussion and practical application of all Genesis Techniques from beginner to advanced artist. Participants will paint an eye-level cabinet. To enroll, send your name, address, telephone number, and e-mail address with the registration fee to Jan Scheuerman, MDA, Coordinator of Product Education, Genesis Artist Colors International, P.O. Box 189, Boxholm, IA 50040. If you have additional questions about this program, you may e-mail Jan at jans@wccta.net

WHO COULD RESIST AN OFFER LIKE THIS?



“Come and see how easy and fun it is to design your own compositions with an understanding of color theory and Perspectives. Bring your camera and camcorder, because this class will assist those who will want to add an art portfolio for scholarship consideration and/or employment, as well as those who want to broaden their skills in painting.” Or. . .

“I have so much planned for each class, you may vote on subject matter at the first class. You’ll love the choices!

Come expand your skills in wet-in-wet, dry brush, wash techniques, composition, design, and color control.”

Those were excerpts of a recent newsletter created by Norma Dennison to describe her upcoming Fine Arts Workshops at Jackson State College where she has taught classes for 30 years. The right words are there to “grab your attention” and make you know how much you need (or want) to attend one of her classes. Her enthusiasm for teaching really shows in her very effective statements about her upcoming classes.

Successful teachers understand how important it is to use the right words, to show lots of enthusiasm, not only in teaching a class, but in the process of obtaining students for classes. Let your prospective student know the exact skills and information offered in the class. When the teacher is excited the student absorbs that excitement which makes the class a high point in their learning career.

Norma Dennison grew up and studied art in southern California before moving to Jackson, Tennessee in 1946. She has been working in the art field for 55 years. For 17 years she was an advertising/commercial artist. Since 1965 she has been teaching art workshops, seminars, and inservice training for art teachers, and has served on a national art board in Washington, DC since 1982. She has taught in 47 states, including Alaska, and at several locations in Canada. Her art works have been on the cover of four national magazines, and she currently has four perspectives and watercolor demonstration videos on the international market, plus two on portrait painting.

Her talent and enthusiasm account for her very successful career. Yet, recently, when we were searching for teachers to teach Genesis Classes at

Genesis Oils at Hobby Lobby

in Jackson, TN: The class you have asked and waited for will be at Hobby Lobby—an introduction to the amazing Genesis Heat-Set Artist Oils. (With oils too slow and acrylics too fast, the Genesis system is one that you can dry and finish in a few hours.) Don’t miss out on classes to see for your self how easy and fun Genesis is. We will paint landscapes and flowers. Since there is no odor, it is nontoxic, has easy cleanup, has no messy tubes (they come in jars), and there is no waste, you’ll love Genesis. Come and see! To sign up, go to Hobby Lobby in Jackson, TN, or call to get on the list at (store phone #). If you have any questions you can contact Norma Dennison at (Norma’s phone #). She can also take your enrollment.

Norma’s write-up for her Genesis® Artist Colors Hobby Lobby Class is a good example of enthusiastic information.

See Enthusiasm pg. 2

Genesis® Artist Colors

4717 W. Sixteenth Street
Indianapolis, IN 46222-2598

It’s time to plan your fall classes and projects!