

60

April /
May 2008

VOTED
THE BEST
ARTIST
MAGAZINE
IN THE
WORLD
www.about.com

Le magazine par des artistes pour les artistes • Das Magazin für Künstler zusammengestellt von Künstlern
La revista por artistas, para artistas • La rivista degli artisti per gli artisti • 杂志为艺术家由艺术家世界各地
世界中からの芸術家による芸術者のためのマガジン • 예술가예의한 예술가들 의해 세계적으로의 창시

the magazine for artists by artists from around the world

international artist .com

All the
Winners and
Finalists in our
Flowers & Gardens
competition
PLUS new
Entry Form
inside



HOW INTERNATIONAL REALIST ARTISTS CREATE THEIR ART



Pursuing an Artist's Life Behind the Easel
PART 3

NEW DANIEL GREENE SERIES

How White Dictates
Your Painting Style

STARTS PAGE 34

ISSN 1440-1320



UK £4.50
Canada CAN \$6.95
USA \$6.95





The International Guild of Realism

The World of Realism Spans the Globe

by **Lorena Kloosterboer**

It's one thing to join a neighborhood painting club for the occasional group session, but when your organization's artists hail from 26 countries, it takes more than a passport to get everyone involved.

For starters, the **International Guild of Realism** is the first global organization to specialize in juried Realism gallery shows, museum exhibitions and workshops. With nearly 200 current members, a typical exhibition will represent a snapshot of what's happening in the Realism genre in China, Norway, India and France.

"The Guild is a great opportunity for artists from all over the world to come together and have their paintings exhibited in premier galleries and museums in all the top markets," says Vala Ola of Iceland. "These are great opportunities I otherwise wouldn't have access to. And since gallery owners are always looking for new talent, one of these group shows can lead to representation in an entirely new art market."

The International Guild of Realism was founded by eight museum-level charter members in 2002 with a mission to advance Realism as an art form. In this case, "Realism" ranges from **Classical Realism** (based upon the traditional, academic-style painting techniques) to **Contemporary Realism** (where cutting edge techniques and subject matter are used to comment on today's

world). Trompe l'oeil, photorealism, surrealism, and super-realism are also some of the genres included within the range of Realism choices for modern artists.

The Guild has four goals:

- 1 To recognize the best realists working today
- 2 to create exhibition opportunities
- 3 provide technical and promotional support
- 4 to offer a bridge between art collectors and the highest-quality realist art around the world.

It's all based upon the proven belief that the more access art lovers have to high-quality Realism, the greater the value these paintings will be. Value not just in monetary terms, but in appreciation, understanding and international attention, according to the Guild's vision statement.

By showcasing a panorama of international work in this field in one exhibition, the museum curators and art collectors can have a wider view of the art form and its evolution in styles.

To become a member of the Guild, artists submit photographs of their artwork to a panel of charter-member judges. If selected, they then can enter the juried competitions for displaying their paintings in galleries from Santa Fe, New Mexico to Scottsdale, Arizona to Massachusetts. Likewise, traveling museum exhibitions are organized from juried artwork centered around a core theme. For example, "**The New Reality**" museum exhibition

touring the United States in 2008 and 2009 compares today's Realism masterpieces with examples from the Old Masters.

According to Dutch artist Lorena Kloosterboer, "There's no need to defend my choice of style against those mindless critics who accuse Realist artists of being old-fashioned or unevolved. Members of the Guild all share a fundamental respect and admiration for each other's meticulous technical skills, as well as the creative insight necessary to translate what we envision into fine art. For me, it satisfies a void in the international art market by giving artists a place to gather, exhibit their work and promote their careers."

That opportunity to expand one's career path is not lost on its members. For Kolbjørn Håseth of Norway, "The Guild has given me an important leap in my artistic career, increased the media attention on my artwork, and has helped to increase my sales."

One reason is the strength in numbers when so many top-ranked Realists exhibit together. "There is added strength when belonging to a group of like-minded individuals," says Angus McEwan of Scotland. "When the common aim is truth, that strength is multiplied tenfold."

Chinese painter Ning Lee saw the Guild as a door-opener to the American market. "Based on my experience with the Guild, I think the Guild has provided me, an artist from China who has received



strict training in realistic painting, with opportunities to show my art to a wider community of art lovers through magazine ads, gallery shows and the Guild's website."

While all the Guild members are Realists, the art forms are as varied as their nationalities. Still life, portraiture, landscapes and narrative works are equally represented in most of the Guild's shows in order to provide a better cross-section of the latest developments. Typically the gallery owner hosting the newest exhibition will make the final decision on which paintings will provide the right balance for that market. The results are measured by

sales figures and publicity features.

In a typical year, the Guild will hold one or two juried exhibitions in galleries that will sell the members' artwork. About every three years, the Guild organizes a museum exhibition, either for a specific museum venue or as a traveling show that visits up to ten cities in a multi-year roadshow. In between these exhibitions, various members conduct Realism workshops for both members and the public in order to showcase the behind-the-scenes aspects of the Realism painting process or to educate emerging artists about specialized techniques.

"I think it is not easy to belong to

the Realism Guild due to the high-quality artists that are part of it," explains Mexico's Benjamín Orozco López. "That's why I feel honored to be part of it. For me, to be part of the Realism Guild is a wonderful opportunity to know artists who live in different countries, and know the amazing works they are producing. The most important thing about the Guild is that we are a big group of artists who glorify the values of craftsmanship, which has almost been lost in modern painting." □

More information about the International Guild of Realism can be found on the internet at www.RealismGuild.com



Divine Light, 2006,
oil on canvas,
24 x 32" (60 x 80cm)

This is a religious painting. I tried to develop the idea that even in the darkness there is always a light to show us the way. The woman in the painting (my wife) is reflecting on the words of the Bible. As always, I really enjoyed all the processes of the painting. I usually paint with many transparent layers because this technique gives me the best chance to create a very realistic sensation of a third dimension.



Michoacan's Artisan, 2005,
oil on canvas, 19 x 15" (50 x 40cm)

I wanted to paint this Mexican artisan surrounded by his pottery and reading the newspaper because it seemed to me that he lives immersed in his own world. The newspaper brings him news from other worlds far away. I enjoyed painting all the similarities between the man's face and hands and the pottery he makes to earn a living. The layer-after-layer technique allows me to create textures of objects in detail, such as the shirt, old newspapers, pottery, and cardboard.

