

# INSIDE GOWA

Meet Owner and Director, Ric Hartman  
&  
Assistant Director, Samantha Landre



Greetings Friends-

When the Gallery opened in June of 2017, we hit the road running fast and furious. It's been a busy and exciting year, and perhaps time to formally introduce ourselves and let you know more about our plans.

**About Gallery Owner and Curator, Ric Hartman.**

An Oshkosh native, I have a BFA from Pacific Lutheran University, in Tacoma, Washington. Graduating with an emphasis in Ceramics and Art Education, I taught Art at Elkhorn Area High school in Wisconsin for five years. Later, I graduated from UW-Madison with an MFA in Graphic Design and Photography and have worked in graphic design field since 1985. I owned an eight-person design firm (Hartman Design) from 2003-2016. I have an entrepreneurial spirit and have started four successful companies.

### **About Assistant Gallery Director, Samantha Landre.**

Janesville native and current West Bend resident, Samantha has been with the Gallery since its infancy. As the Assistant Director, she provides administrative, curatorial, registrar, sales, and marketing support.

Samantha earned her B.A. at UW -Whitewater and M.A. in Art History from UW-Milwaukee. Her extensive background includes internships and assistantships at impressive art organizations including the Crossman Gallery, Tory Folliard Gallery, Milwaukee Art Museum, and the Cedarburg Art Museum, as well as teaching art history at UW-Whitewater. (And, she is REALLY friendly and helpful!)

### **About starting the Gallery.**

I have a tremendous appreciation for early Wisconsin art (1900-1950ish) and have one of the largest collections in the state. I love to share and talk about it. Unfortunately, the galleries that represented this era are gone - like the artists themselves. No gallery in the state was promoting these artists, and no one offered a selection of this historic artwork.

Over the years of collecting, I have had the pleasure of knowing many of the artists' descendants. Some of these families have literally hundreds of pieces that still need good homes. They don't know where to go with them and, in some cases, don't have the resources to physically care for the art properly. Plus, many older collectors are now down-sizing and looking for better options than resale shops and estate sales.

I viewed this void in promotion, education, and resources as an area where I can share my passion, knowledge, and provide a valuable service.

### **West Bend?**

Milwaukee doesn't need another gallery in the Third Ward and there were no galleries in West Bend. The Museum of Wisconsin Art (MOWA) is an absolutely incredible regional museum and truly a destination for people who value Wisconsin artists. My purpose - to promote, educate and preserve Wisconsin Art - aligns well with their mission.

### **It's a very cool space!**

So all the stars aligned and this great 1946 era building became available directly south of MOWA! It's a big, old, charming industrial structure that is light, spacious, and airy. I purchased the building and am the sole owner (no angel investors, no wealthy Illinois money, and no TIFF financing). With over 7500 sq ft of gallery space on two levels, there is space to exhibit early and contemporary art, large sculptures .... and more....

### **... Coffee!**

I strongly advocate for local not-for-profit organizations and serve on numerous Boards of Directors. This interest sparked a collaboration with The Volunteer Center of Washington County to start "The HUB - Social Good Brews". The not-for-profit coffee shop adjoins the Gallery and is owned and operated by the Volunteer Center. With the exception of the café managers, the HUB is run entirely by volunteers and proceeds go to area non-profits! The collaboration is wonderful. They bring eyes to the art and make the gallery experience more enjoyable over all. Truly, a win/win. WOW!

### **Business is good!**

It's only been 16 months, but business is good and getting better every month!

Before I dove in, gallery owners all told me it would take 3 to 5 years to be successful. While that time frame isn't acceptable, we are a new business, with no prior customers, in a town not known for its arts, and in an evolving art market. Yet, there is a huge **need** for education, awareness, cultivation of art buyers, and to provide a place for talented artists to show their work!

We now represent about 120 contemporary artists, have the work of 60 different early Wisconsin artists in inventory, and represent 8 estates. It's a lot of work!

### **Long term plans.**

We will continue to focus on getting the word out. We ask for your help (so please forward this newsletter to 10 of your closest art-loving friends). We appreciate your understanding, support, and welcome ideas and constructive feedback.

There have been mostly big group shows, which have succeeded in getting attention, drawing big crowds, and generating awareness. In 2019, we will have fewer group shows and focus on featuring the gallery's finest talent.

But everything has an expiration date on its forehead. Until then, my measure is the "Fun Meter". When it's not enjoyable anymore, it's time for a tiki hut in Belize. I prefer to think it's not about me... or my art business. **It's about setting up a reputable gallery with a business model that will allow The Gallery of Wisconsin Art to be the place for artists to exhibit and sell artwork long past my tenure on this planet.** I invite like-minded creatives to come share a cup of coffee and conversation with me. I'll buy.

Ultimately, the future of the gallery is up to how much the entire Wisconsin art community supports this idea and this place. More than just showing up at an opening or hanging out at the coffee shop. More than coming to one of our educational coffee and conversation talks. If you *really* want to see any business survive and thrive, support means investing ... making a purchase! Buy Art.

I'm optimistic. I hope I am not wrong. We are having fun and there is always that tiki hut.

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# CALENDAR OF EVENTS

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## CURRENTLY ON VIEW ONE MORE WEEK

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Sept. 8 – Oct. 27:

### "Remember"

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**R E M E M B E R**  
*Special People, Places, and Things We Can't Forget.*  
September 8 – October 26, 2018  
Opening Reception - Saturday, Sept 8, 4 - 7pm

Colleen Kassner  
Patrick Doughman  
Janet Roberts  
Phillip "Philo" Kassner  
Dartlene Rzezakowski  
Gary John Griesl

**GALLERY OF WISCONSIN ART**  
303 Water St., West Bend, WI 53095  
Info@GalleryOfWisconsinArt.com  
www.GalleryOfWisconsinArt.com

**Gallery of Wisconsin Art**

**OPEN TUESDAY - SATURDAY**  
10:00am - 5:00pm  
and by appointment

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"Remember" is a small group show celebrating the Special People, Places and Things we just can't forget! Based on the memorable people and places lovingly etched in our memory.

The amazing grouping of notable and well-recognized Milwaukee artists include [Colleen Kassner](#), [Phil Kassner](#), [Janet Roberts](#), [Patrick Doughman](#), [Darlene \(Lolly\) Wesenberg Rzezotarski](#), and [Gary John Gresl](#). Individually, these artists dance in similar circles, but collectively assembled they present an even deeper and more colorful perspective of growing up and inhaling the cultural dimensions of southeast Wisconsin and its rich historic heritage.

Kassner states, "When we are all gone, when our children's children are gone, we become memory. We become timeless."

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Sept. 8 – Oct. 27:

# "Community Creative"

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## Community Creative

Select West Bend Area Artists

September 8 – October 26, 2018

Gallery Hours: Tue. - Sat., 10 - 5

Opening Reception: Saturday, Sept 8, 4 - 7



Gallery of Wisconsin Art

303 Water St., West Bend, WI 53095

[GalleryOfWisconsinArt.com](http://GalleryOfWisconsinArt.com)

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The Upper Gallery's theme of community features select artists with roots in West Bend area. Besides the Milwaukee River, come find out about the creative juices that run through the area! Featured artists:

[Martin Keey](#) - Photography

[Mary Ulm Mayhew](#) - Paintings

[Ann Meyer](#) - Paintings

[Melissa Dorn Richards](#) - Paintings

[Steven Gerhartz](#) - Paintings

[Tom Lidtke](#) - Sculpture

[Terri Lockwood](#) - Encaustic Paintings

[Susan Steinhafel](#) - Prints

[Doug Witz](#) - Mixed Media Sculptures

PLUS select work from our inventory by [Charles Dwyer!!!](#)

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Nov. 3 - Dec. 28

# Unwilling Adjustment: Wisconsin Pastel Artists Fall 2018 Exhibition

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The poster features a collage of pastel artworks. At the top left is the WPA logo (Wisconsin Pastel Artists). The title 'Unwilling Adjustment' is written in a large, hand-drawn font. Below it, the text reads 'Wisconsin Pastel Artists Fall Show and Sale' and 'Nov. 3 - Dec. 28, 2018'. An 'Opening Reception' is scheduled for Saturday, November 3, from 4 - 7pm. The artworks include a dark abstract piece, a landscape with a river, a still life with a teapot and oranges, a forest scene, and a red abstract piece. At the bottom, the gallery's name and address are provided.

**WPA** WISCONSIN PASTEL ARTISTS

# Unwilling Adjustment

Wisconsin Pastel Artists Fall Show and Sale

Nov. 3 - Dec. 28, 2018

Opening Reception  
Saturday, November 3  
4 - 7pm

**OPEN TUESDAY - SATURDAY**  
10:00am - 5:00pm  
and by appointment

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Gallery of Wisconsin Art

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The Gallery is pleased to host the 2018 WPA - Wisconsin Pastel Artists - Exhibit. Pastel artists showing their work include:

Nancy Armitage, Rosalie Beck, Chris Behrs, Karen Brittain, Bobbie Brown, Debbie Callahan, Roberta Condon, William Church, Cynthia Dirtzu, Marcia Gorra-Patek, Judy Grochowski, Marcia Hero, Kathy Kamin, Susan Klabak, Jan Kruk, Darron Lillian, Suzanne Manthe, Nancy Maronn, Julia Pagenkopf, Denise Presnell, Mac Schueppert, Colette Ody Smith, Karen Wick, Sheryl Zirbes, and Christine Zylka.

Opening reception is Saturday, November 3, from 4 to 7:00 pm. All artwork is available for purchase!

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**Nov. 3 - Dec. 28**

## Early Wisconsin Pastels



Carol Rowan, Fall Landscape I



Carol Rowan, Light Through the Landscape



Carol Rowan, Fall Landscape II

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Work by Early Wisconsin Artists In the Upper Level Gallery Including pastels by Carol Rowan!

## Looking Back on August's Plein Air Competition & Art Fair



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In August, the Gallery hosted its first ever Plein Air competition! The three day event included traditional plein air (painting in the outdoors) and "Paint the Market" which featured West Bend's farmer's market. A total of 37 Wisconsin artists created remarkable portraits of West Bend's downtown and countryside.

Following the Plein Air Competition, the Gallery hosted our first ever Art Fair!

# NEW WORK IN THE GALLERY

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## Arthur Thrall

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The Gallery is proud to represent an additional sixteen paintings and prints from nationally acclaimed artist, Arthur Thrall!

[Arthur Thrall](#) received his bachelor's degree at the Milwaukee State Teachers College and his master's degree from the University of Illinois – Urbana. With this preparation, Thrall taught at a variety of institutions including the Milwaukee – Downer College and at Lawrence University as the Ferrar-Marrs Chair of Fine Arts for 26 years.

Thrall's oeuvre is filled with music notes and calligraphy. He stated, "many graphic sources fascinate me, such as manuscripts, calligraphy, maps, scientific and technical charts and musical scores. I consider musical notation as visual music or a kind of choreography, and freely interpret the other sources for their gestural and textural effects rather than their literal meanings".

# IN THE NEWS

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CONGRATULATIONS Michael Knapstein!!!

Named International Landscape Photographer of the  
Year at [Barcelona Foto Biennale](#)



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Congratulations to Michael Knapstein for being named International Landscape Photographer of the Year at [Barcelona Foto Biennale](#)! Also, "[After the Storm](#)" (featured on right) won Second Place in the Lucie Foundation's International Photography Awards for 2018.

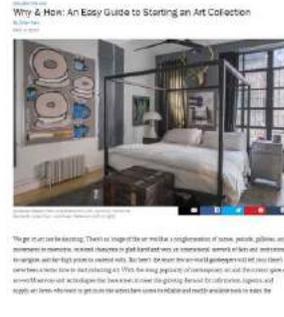
We are so honored to represent Michael and his remarkable photographs. Images from this portfolio, including the prize winning "[After the Storm](#)", are available at the Gallery!

See the remainder of Knapstein's **PORTFOLIO** [HERE](#).

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# COLLECTING 101

Navigate the world of art collecting with this helpful article by writer and curator for [Artspace](#), Dylan Kerr, "[Why & How: An Easy Guide to Starting an Art Collection](#)".



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# HOW TO JOIN THE GALLERY TEAM

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**NEW ARTISTS.** If you are interested in becoming part of the GOWA Creative team or participating in a specific show, please click [HERE](#) for upcoming calls for artists and directions on how to apply.

**CURRENT GALLERY ARTISTS APPLYING FOR A NEW SHOW.** If you have already done the above, already have Gallery representation, and wish to be part of any upcoming show, simply email images of your available artwork for that show - along with titles, media, dimensions, and retail prices to [info@galleryofwisconsinart.com](mailto:info@galleryofwisconsinart.com). **Check the website for call deadlines.**

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# SEEKING CONSIGNMENTS

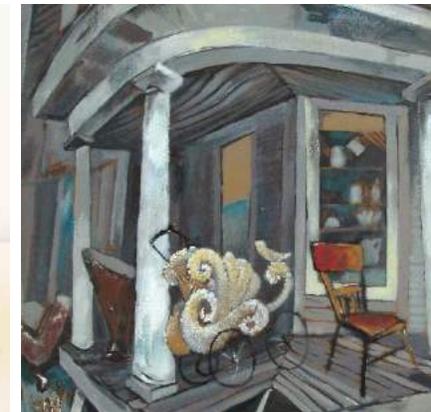
## Artwork by Early Wisconsin Artists Wanted



Doris White, Untitled (Thorp), watercolor, full size 20 x 27.5



Robert Schellin, Small Ceramic Bowl, 5 x 4.5



Robert Hodgell, Untitled (Porch), oil painting, full size 31.5 x 23.5

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We **CONSIGN, SELL**, and even **BUY artwork by early Wisconsin artists!**

We represent entire estates and/or we help families sell a single painting. Whether you have just one "old painting" that used to hang over Grandpa's sofa, or an entire attic full of Grandma's paintings, we can help you sell them! We ALSO represent a large network of collectors and buyers that may want your (unwanted?) artwork!

Likewise, if YOU seek work by a specific artist, let us know, and we will notify you when art is available!

**ARTISTS WANTED:**

Click [here](#) for a comprehensive list of Wisconsin artists whose work the Gallery of Wisconsin Art is interested in representing, consigning (or possibly purchasing). If you do not see the name of an artist whose work you wish to consign, please email us anyway! We are always interested in promoting great work by all Wisconsin artists!

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**[BROWSE ARTWORKS ONLINE BY CLICKING HERE](#)**

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**Gallery hours: Tuesday through Saturday, 10 A.M. to 5 P.M. and by appointment.**

**Admission is always free and all art work is available for purchase (highly recommended ; )**

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**Gallery of Wisconsin Art**

303 Water St., West Bend, WI 53095

414-333-1942

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