

RESPONSE #8989 SUBMITTED ON 07/02/2021 11:06:12 AM

Art Vendor Application - English

Page 1 of 3 - Grantee Information

Art Vendor Information

Legal First Name: **Aaron**

Legal Last Name: **Eminger**

Artist Name (if different): *No answer given*

Preferred Language: **English**

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]



[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Are you a current art vendor adding an additional craft?

No

A family unit is two (2) or more persons jointly engaged in the creation of an art or craft item.

No

Is this an application for a Family Unit?



Page 2 of 3 - Art Vendor Questions

Artist Biography (Please provide a short biography about yourself and your craft)

I'm a watercolor artist who paints urban streetscapes, cityscapes, landscapes, and landmarks of the Bay Area and beyond. I'm drawn to visual scenes that invite people to enter them and weave their own stories, memories, and fantasies. My perspective began in childhood, when I'd often gaze down unfamiliar streets as far as I could see. With a sense of wonder, I'd imagine what those scenes might look and feel like if I could enter them. From ages ten to twelve, I took lessons in classical watercolor technique from a professional artist who was trained in France and Germany. She saw a lot of potential in my watercolors, but I was more drawn to oil painting at the time. Over the years, I've gradually learned how to make watercolors into the medium I envisioned, not to imitate a traditional style. I've developed layering techniques that resemble the rich colors and contrast that appealed to me as a boy. In a style that flows between Realism and Impressionism, I use a dry-brush technique to bring out fine textures and depths of color, light, and shadow. Mastering my craft gives me the freedom to enhance the emotional aspects of a scene while maintaining high standards. As I evolved artistically, it became more important to express mystery, drama, joy, and well being than to dazzle viewers with technical skills. My goal is to share what inspired me to render that particular scene in watercolors. My creative process crystalizes into images that have a translucent quality without crossing into the realm of fantasy. Like a visual symphony, all the elements in each section of the painting - composition, color, contrast, texture, and detail - must be balanced for a harmonious effect that transports viewers somewhere else.

1. Describe your work in detail. How do you make it?

I take photo(s) of an inspiring scene to use as 5" x 7" references. Then I hand-draw part of the area with pencil and hand paint 0 - 5 layers on watercolor paper. When the paint dries, I erase all the pencil lines and smooth out and clean up the edges of all objects in the painting. I then make improvements and corrections that strengthen the overall impact and complement my distinctive style. Most of my original paintings are done on 12" x 16" cold-pressed watercolor paper and require 30 - 40 hours to complete.

2. Where did you learn your craft?

Northern Indiana and Berkeley, California

3. Did you take a class or learn on your own?

I was considered a prodigy at drawing as a child. From ages 10-12, I took small group lessons with Arlene Furkis, who had a Master's degree in Fine Art and had studied European styles and techniques in France and Germany. I continued to learn various techniques and approaches from watching television programs and reading instructional articles in magazines. I've also learned a great deal from completing my own paintings and conquering new challenges with every piece.

Please provide up to five (5) images of the work, both in process and finalized

Bay Bridge.jpg

Please provide up to five (5) images of the work, both in process and finalized.

Embarcadero Plaza .jpg

Please provide up to five (5) images of the work, both in process and finalized.

Chinatown.jpg

Please provide up to five (5) images of the work, both in process and finalized.

On the Bay.jpg



Please provide up to five (5) images of the work, both in process and finalized.

Work in Progress.jpg

Additionally, artists may upload a video (up to five minutes) of their process.

Aaron's Video.mp4

4. Tell us why you make this work?

I enjoy the process of creating art with my hands as well as the social aspects of sharing and selling images of interesting and evocative places. Special moments are when customers share fond memories of living in the cities, owning the houses (or houseboats); traversing the streets and campuses; or visiting the sites I've painted. It's gratifying to hear that my paintings can uplift spirits and brighten homes.

5. What makes your work different from other artists and craftspeople making similar items?

My unusually detailed style of watercolor painting employs multiple stages of drying and layering colors. I use 1-inch sable brushes along with fine detail brushes to create a wide range of textures and effects. The result is more subtle, vivid, and intense color and contrast than seen in most watercolor art. The scenes have a gritty and realistic quality; the architecture has a near engineering-level of accuracy; and the natural elements have a classical, evocative appeal.

(Optional) Please provide an artist CV or Résumé:

No answer given

(Optional) Please provide any Letters of Recommendation from other markets or studios you may have:

No answer given

6. What artist or business name are you operating under?

Aaron Eminger Watercolors

7. Do you have a website, Etsy, Instagram or any other publicly accessible online store or social media account?

Yes

If Yes, please provide links to your public sites:

artpreneur.com/showroom/aaron; etsy.com/shop/AaronEmingerArtist; instagram.com/aaroneminger/

AE logo.png

Please upload your image of display

Display.jpg

8. Are you using logos or material commonly used in commercial products?

No

9. How are you ensuring customers can tell a difference between your work and commercial or mass-produced items?

My signature appears on the front of all my products, and I hand-sign the back of each print with the title, my signature and contact info. Each print includes a certificate from Berkeley Giclee (a local, one-man fine art printing press) with a technical description and care instructions. Additionally, my watercolors have a distinctive hand-painted look that can be distinguished from commercial and digital images.



10. What steps have you taken to ensure that you are not violating any copyright or other laws that might apply to the logo or other material commonly used in commercial products?

Whenever the issue has arisen, I've conducted legal research on the internet and contacted an art lawyer. As a member of California Lawyers for the Arts, I can access affordable legal advice as needed.

11. Does your artwork comply with all federal, state, and local laws and ordinance, including, if necessary, lawful authority to use logos or other images protected by copyright or trademark laws?

Yes

12. Are there any health and safety restrictions on your products?

No

13. Please upload recent receipts for any tools and materials. Must be the same tools and materials used to create the items in the work samples.

Art Materials.pdf

14. What, if any, safety precautions do you employ in your work?

None



Page 3 of 3 - Certification and Release

I confirm that the information within this application is true and correct.

Pronoun:

Mr.

Legal First Name:

Aaron

Legal Last Name:

Eminger

Date:

07/02/2021

Attached Files



Bay Bridge.jpg

https://sfac.tfaforms.net/uploads/get/7dc90cf2f17bd3845468c6918d5a1894-BayBridge.jpg
(https://sfac.tfaforms.net/uploads/get/7dc90cf2f17bd3845468c6918d5a1894-BayBridge.jpg)



Embarcadero Plaza.jpg

https://sfac.tfaforms.net/uploads/get/28ca06eb53f5515ad5047d3e22f25697-EmbarcaderoPlaza.jpg
(https://sfac.tfaforms.net/uploads/get/28ca06eb53f5515ad5047d3e22f25697-EmbarcaderoPlaza.jpg)



Chinatown.jpg

https://sfac.tfaforms.net/uploads/get/8e8be19fa38b8b64f5eff4e7f8188427-Chinatown.jpg
(https://sfac.tfaforms.net/uploads/get/8e8be19fa38b8b64f5eff4e7f8188427-Chinatown.jpg)



On the Bay.jpg

https://sfac.tfaforms.net/uploads/get/d5af1337e55dff82e2eccc5f112c56c6-OntheBay.jpg
(https://sfac.tfaforms.net/uploads/get/d5af1337e55dff82e2eccc5f112c56c6-OntheBay.jpg)



Work in Progress.jpg

https://sfac.tfaforms.net/uploads/get/5d42752f33172ee9a00581366603f33a-WorkinProgress.jpg
(https://sfac.tfaforms.net/uploads/get/5d42752f33172ee9a00581366603f33a-WorkinProgress.jpg)



Aaron's Video.mp4

https://sfac.tfaforms.net/uploads/get/eab08e0aa84d0569517d11629e08fdc9-AaronsVideo.mp4
(https://sfac.tfaforms.net/uploads/get/eab08e0aa84d0569517d11629e08fdc9-AaronsVideo.mp4)





AE logo.png

<https://sfac.tfaforms.net/uploads/get/5919889998e7f18d5a3254d2beee493c-AElogo.png>
(<https://sfac.tfaforms.net/uploads/get/5919889998e7f18d5a3254d2beee493c-AElogo.png>)



Display.jpg

<https://sfac.tfaforms.net/uploads/get/9836f8ddc9bc3958cca178fd259c7509-Display.jpg>
(<https://sfac.tfaforms.net/uploads/get/9836f8ddc9bc3958cca178fd259c7509-Display.jpg>)



Art Materials.pdf

<https://sfac.tfaforms.net/uploads/get/9695bfd2aae5b6444df210cdef49b07-ArtMaterials.pdf>
(<https://sfac.tfaforms.net/uploads/get/9695bfd2aae5b6444df210cdef49b07-ArtMaterials.pdf>)





Aaron

Eminger

WATERCOLORS



PIER 28



HIDIVE

ATAI

Aaron
Eringer



華美銀行

SHISEIDO

Dee Dee
SHISEIDO
COSMETICS

中國工商銀行

龍首

ANY TIME

Aaron
Eminger

55

A M O B S I





Aaron
Eminger



Aaron
Eminger



CAFE ZOETROPE

ARMY

ONE WAY