

RESPONSE #8762 SUBMITTED ON 06/29/2021 06:13:27 PM

Art Vendor Application - English

Page 1 of 3 - Grantee Information

Art Vendor Information

Legal First Name: **Chad**

Legal Last Name: **Abley**

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]

[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. Is this an application for a Family Unit?

No



Page 2 of 3 - Art Vendor Questions

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

Born in California, American painter Chad Abley has been creating art for 15 years. The origins and approach to Abley's work are inextricably linked and rooted in his suburban upbringing, where echoes of the American Dream lingered and the reaches of culture and the art world lacked. Starting out with what he had—spray paint and house paint—Abley's first foray into the dedicated art practice he would develop began with graffiti during his early teens. Within a few years, he shifted his focus, now applying his paint to panels and canvas and honing the artistic philosophy that would later characterize his work.

As a seasoned artist today, Chad Abley's process is crucial to the work he creates. Influenced by the Information Age and modern life, Abley's approach to painting mimics the changes information undergoes as elements are removed and included. His lost-in-translation technique reduces a reference image to its basic form, color, and tone, which he constructs a rendering based upon with paper and pencil or watercolors. His artistic process results in a kind of post modern mirror, losing and reorganizing information until a finished painting appears.

Often drawing inspiration from the role of advertising and commercialism within a capitalist culture, Abley's work both interacts with and encompasses other forms of media, such as television, photographs, and the internet. The resulting theme that stems from the melting pot of modern influences Abley draws from is a mix of identity, conflict, and adversity—elements of modern life joined together in the familiar medium of acrylic paint.

Chad Abley currently lives in Oakland, California, and is an artist in residency with The Journal Building Artist Collective through ArtSpan in San Francisco.

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

I source reference imagery from various sources whether it be television, the internet, or advertising. The reference imagery is distilled down to its basic colors and form using paper and pencil. When I complete a rendering I am satisfied with I will scale it from a sketch into a painting on canvas using acrylic paint. The results have always been abstract as a result of information being lost or distorted during the rendering process.

2 Where did you learn your craft?

My craft has developed over the past ten years through experimentation. My work has developed organically over the years into what it is today through trial and error and research online about the processes I am interested in. My background in graffiti has also influenced me as far as choice of medium and execution to a certain extent.

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

I took a couple art classes in community college that taught me some fundamentals but Youtube and the internet is where I tend to source most of my information from.

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

0 4.jpeg

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

0.png

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

0-2.jpeg

Please provide up to five (5) images of the

0-1.jpeg



work, both in process and finalized.

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

0.jpeg

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

No answer given

4. Tell us why you make this work?

I make the work because I enjoy the process. I make the work as a way to communicate ideas that aren't always easily verbalized. Painting has become a way for me to create a dialogue about modern life in a media and advertising saturated society.

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

I stretch my own canvases. I use high opacity super matte finish French paints. Painting isn't fundamentally unique but I believe that my approach, aesthetic, and dialogue are what set my work apart from other artists.

(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?

Chad Abley -- Studio Abley

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:

instagram.com/chad.abley -----

If Yes, please provide links to your public sites:

chadabley.cargo.site

Please upload your image of display

0-5.jpeg

0-0-01.png

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?

Certificate of Authenticity. The materials I use upon close inspection show evidence that they are handmade.

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?

My work is abstract in nature. I sometimes use reference material but never trace or duplicate imagery. All my works are drafted free hand. The results of my renderings are intentionally distorted and are purposefully inaccurate when compared to the original reference.



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.

Order Receipt.pdf

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

Although it isn't always necessary I do wear gloves while working with pigments. I also try to work in a well ventilated environment.



Page 3 of 3 - Certification and Release

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


Pronoun: **Mr.**

Legal First Name: **Chad**


Legal Last Name: **Abbley**

Date: **06/29/2021**

Attached Files

 0 5 jpeg


<https://sfac.tfaforms.net/uploads/get/1101bea8281c796ee44e14b1ffbb085f-0-5.jpeg>
(<https://sfac.tfaforms.net/uploads/get/1101bea8281c796ee44e14b1ffbb085f-0-5.jpeg>)

 0-0-01.png

<https://sfac.tfaforms.net/uploads/get/ba93c46da63f42837bc657021a8b3a21-0-0-01.png>
(<https://sfac.tfaforms.net/uploads/get/ba93c46da63f42837bc657021a8b3a21-0-0-01.png>)

 Order Receipt.pdf


[https://sfac.tfaforms.net/uploads/get/677aabb1daded6e3b5e2d825eaaaf710d OrderReceipt.pdf](https://sfac.tfaforms.net/uploads/get/677aabb1daded6e3b5e2d825eaaaf710d%20OrderReceipt.pdf)
([https://sfac.tfaforms.net/uploads/get/677aabb1daded6e3b5e2d825eaaaf710d OrderReceipt.pdf](https://sfac.tfaforms.net/uploads/get/677aabb1daded6e3b5e2d825eaaaf710d%20OrderReceipt.pdf))

 0-4.jpeg

<https://sfac.tfaforms.net/uploads/get/a3596955dd711d044fb700a53b5084ae-0-4.jpeg>
(<https://sfac.tfaforms.net/uploads/get/a3596955dd711d044fb700a53b5084ae-0-4.jpeg>)

 0.png

<https://sfac.tfaforms.net/uploads/get/e8b74d1679cecf377d9c378800a8a4a0-0.png>
(<https://sfac.tfaforms.net/uploads/get/e8b74d1679cecf377d9c378800a8a4a0-0.png>)

 0-2.jpeg

<https://sfac.tfaforms.net/uploads/get/56ae873537c4f1de70851468314ccfbd-0-2.jpeg>
(<https://sfac.tfaforms.net/uploads/get/56ae873537c4f1de70851468314ccfbd-0-2.jpeg>)



 0-1.jpeg

<https://sfac.tfaforms.net/uploads/get/e37f63f32dee9507ddb98e22e25539b6-0-1.jpeg>
(<https://sfac.tfaforms.net/uploads/get/e37f63f32dee9507ddb98e22e25539b6-0-1.jpeg>)

 0.jpeg

<https://sfac.tfaforms.net/uploads/get/eb2ee8d4678e4375210e4932cba640da-0.jpeg>
(<https://sfac.tfaforms.net/uploads/get/eb2ee8d4678e4375210e4932cba640da-0.jpeg>)















Chad Abbley