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Legal First Name:

Alexandria

Legal Last Name:

Quigley

Artist Name (if different):

Alex Quigley

Preferred Language:

English



### Art Vendor Information

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#### Contact Information

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The Art Vendor Advisory Committee will only screen two crafts per meeting. If you want to screen for additional crafts, you will need to complete a new application after you have been approved for two. How many crafts are you applying for? Example: Beaded jewelry and watercolor paintings on canvas are two crafts;

**I am applying for only one craft**



ceramic pendants and ceramic bowls are one craft (Ceramic items)

Please list your one craft item to be screened:

**Gouache paintings on paper**

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**

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

**I am an artist from Oakland, CA. I create gouache paintings of scenery, primarily nature and architecture in the Bay Area. The panoramic views of Northern California have left a deep impression on me since childhood. I am inspired by artists such as Scott Christensen and Edgar Payne. Following them, I try to emphasize mood and atmosphere over photorealism. Some of my paintings are done entirely from life, while others are completed at my desk, using my own photos as reference. I have been practicing wet media along with color for about eighteen months. Previously, I limited myself to conté pencil, creating detailed drawings reminiscent of sepia tinted photos. Working in monochrome allowed me to study the effects of pure value. Since I could not rely on color differences to separate objects, my lines, textures and shadows had to work doubly hard to make the picture clear. I hoped that this exercise would make my paintings more dramatic when other colors finally arrived on the scene.**

1. Describe the items you plan to sell and how each type of item is made. Please be as detailed as possible. Example: I plan to sell digital photographic prints of artwork that I designed in Illustrator and printed on cardstock using a home printer.

**I plan to sell my own original gouache paintings on Arches Watercolour paper. They would not be framed but would be encased in protective sleeves. Each painting would represent a real place that I had visited, though some elements might be rearranged or exaggerated to fit the needs of the composition. I would create all these paintings either from direct observation or from photos I took on my iPhone, and I would use no other reference.**

2. Where did you learn your craft? Did you take a class or learn on your own?

**I took 2 courses in academic drawing with Tess Marie White, an instructor associated with the Golden Gate Atelier. I received other foundational techniques and critiques from my father, a painter in his own right. I have also learned on my own.**

Please provide up to two (2) images of your craft in process. The images should include you demonstrating your process. See an example here

**Processphotos.pdf**

Please provide up to two (2) images of your finalized craft. The images should show examples of what you plan to sell. See an example here

**drawing199.png**

Please provide up to two (2) images of your finalized craft. The images should show examples of what you plan to sell. See an example here

**drawing200\_lores.jpg**



Please provide an image of your workspace that includes the equipment and materials used in your craft. See an example here

**photoofworkspace.jpeg**

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

*No answer given*

4. Is your craft considered an American Indian or Alaskan Native style, traditional or contemporary, arts and crafts? Do you identify as a member of the community that practices this cultural tradition? Are you compliant with The Indian Arts and Crafts Act of 1990?

**No, neither my craft nor my identity meets any of those criteria.**

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

**The difference in my work reflects a different approach. Many realistic artists aim to create perfect copies of photographs. My work, though, is more true to the spirit of the subject than the letter: what something "feels like" (to me) rather than what something "is." If I remember a pine tree, for instance, I remember a complicated jumble of light and shadow, not a specific number of needles on a specific number of branches. I will not hesitate to sweep away details with broad strokes if they are obscuring the larger design. I am not afraid to relinquish control, because nature itself is messy; moreover, this allows my own paintings to surprise me, which is the first step to surprising – and thereby engaging – other people.**

(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?

**Alex Quigley**

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:

**[https://www.instagram.com/umber\\_umbra/](https://www.instagram.com/umber_umbra/)**

(Optional) Please upload your logo or signage.

*No answer given*

(Optional) Please upload your image of display

*No answer given*



8. 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**

9. Are you using any sports or company logos such as SF Giants or other recognizable branding that is not your own?

**No**

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

**My paintings are clearly made by hand, and this is even more obvious when they are seen in person. The brushstrokes stand out in relief on the page.**

11. What steps have you taken to ensure that you are not violating any copyright or other laws?

**The only reference I use besides firsthand observation is my own photography of real-life scenery. I own every part of the image.**

12. **REQUIRED** Please upload recent receipts for any tools and materials. Receipts must be for the same tools and materials used to create the items in the work samples you provide. Receipts must show that the materials were shipped to you/your address. See an example here. Optionally, you can upload images of your workspace. The image of your workspace must include the equipment and materials used in your craft. Receipts and/or images of your materials used in the production of your craft are required for approval. You will not receive a license until you have provided this information.

**photoofmaterials.jpeg**

13. If you are unable to provide a copy of your receipt, please provide the reason you are unable to do so

**Some of these materials were given to me as gifts. When I bought the others, I discarded the receipts so that they would not clutter up my space. At the time, I did not know about this application, or I would have held on to them.**

14. Describe the safety procedures you use in your craft. What, if any, safety equipment do you use? How do you store and handle any toxic or hazardous material?

**The only toxic materials I use are some of the paints, such as cadmium. Since I never work with dry pigment, these paints are only dangerous if ingested. I simply wash my hands after every painting session.**







# ARCHES

AQUARELLE - WATERCOLOUR - ACUARELA

GRAIN SATINÉ  
HOT PRESSED  
GRANO SATINADO

300 g/m<sup>2</sup> - 140 lb

20  
FEUILLES  
SHEETS  
HOJAS

31 cm x 41 cm - 12 in x 16 in  
BLOC POUR L'AQUARELLE  
WATERCOLOUR BLOCK  
BLOC ACUARELIA

100%  
PUR COTON  
COTTON  
ALGODÓN

MOVLIN & PAPIER D'ARCHES®

fondateur  
en France  
en 1842











