

Florida Sculptors Guild

c/o The Casselberry Art House
127 Quail Pond Circle
Casselberry, FL 32707
www.FloridaSculptors.com
Amy@PropsEtc.com

January 1, 2009

Dear Sculptor,

The Florida Sculptors Guild (FSG) is just over one year old. It was conceived in order to help professional sculptors in central Florida make direct business connections with builders and architectural firms in central Florida. The Guild regards sculpture (outdoor sculpture in particular) as a proper and much needed aesthetic ingredient to a sensible approach to growth and development.

Before the Guild, the City of Casselberry compiled a "Sculpture Resource Book" consisting of an assortment of single-page printed ads, postcards and the like. This was available to builders who were looking for a sculpture or a sculptor. One of our first tasks is to upgrade this Resource Book into a more uniform format - with the look and organization that these prospective corporate clients expect to see. This Book will be a "living document" and will evolve and change its form with time. Also, it's free of charge to you.

We are inviting central Florida sculptors living in Brevard, Lake, Orange, Osceola, Polk, Seminole and Volusia Counties to submit an ad in the form of a single printed page with images of their work for inclusion in our new Book. Please be patient. In time, the Guild will reach out to a larger geographic area. For now, we must limit our size to match our limited resources. Two general options for the layout and detailed instructions are included in this PDF file. We recognize that some of us won't be thrilled by the straightforward layout. Not all of us can do it by ourselves either, but we should get it done anyway. Also, let's remember who we're reaching out to. The people who will review the Book will see its relative uniformity as a strength. Let your creative power be expressed by your photo images.

Like most of you, I've invested a lot of time and money advertising my work in print and online and I'm not easy to impress. I believe that the Sculpture Resource Book is a very promising project, well worth my time. I trust you feel the same way. Let's "Get-R-Done".

Brian

Brian R. Owens, Sculptor

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INSTRUCTIONS in 4 Easy Steps!

1. Please select a vertical or horizontal layout (option 1 or 2). Only one Ad sheet will be allowed per sculptor at this time. Please follow the font type and size shown in the diagram's.
2. Print your Ad on one 8-1.2" x 11" white sheet. Glossy white photo paper is best. Remember: An image that you intend to print needs more resolution (more "dots per inch" or "dpi") to look good - much higher than the image needs to be in order to look good on your computer monitor. See "Free Advice" below.

3. If you mail your Ad, please mail it to:

Florida Sculptors Guild
c/o The Casselberry Art House
127 Quail Pond Circle
Casselberry, FL 32707

- If you hand-deliver your Ad, please take it to:

The Casselberry Art House
127 Quail Pond Circle
Casselberry, FL 32707

4. Please keep a copy of your digital images and your printed Ad. If we produce a bound, printed version of this resource book, we will probably ask for your digital images not a page that you printed yourself.

FREE ADVICE

If you are scanning an existing photograph on paper, try scanning it at 600 dpi and printing your Ad sheet at 600 dpi.

If you are scanning existing slides, then try scanning them at a minimum of 1200 dpi and print your Ad sheet at 600 dpi.

If you are taking new photos with a 35 mm film camera, have your film shop scan the negatives to a CD as they process the film. I use Fuji Film, take my film to Ritz and ask for a "high resolution" scan to CD. It costs more than a "standard resolution" scan to CD, but it's worth it if you think you've got some good shots.

3/8 inch top margin

Name (Arial, 11-16 pt. bold, black)

Mail address

Fax

Phone

Email address

(Font: Arial, 11 point regular, black)

Description of work,

partial client list

and

notes regarding your photo images

(Font: Arial, 11 point regular, black)

Please follow the text format
shown in the full color example.

Width of Column:
2 3/8 inches



1/2 inch side margin

OPTION 1:

*Please use a
White 8 1/2 x 11 inch sheet
of Glossy Photo Paper*

*The only color on this sheet
should be your photo images!*

1/2 inch side margin

5/8 inch bottom margin

3/8 inch top margin

Name (Arial, 11-16 pt. bold, blk.)

Mail address

Fax

Phone

Email address

(Font: Arial, 11 point regular, black)

Description of work,
partial client list
and
notes regarding your photo images

Continued: Description of work,
partial client list
and
notes regarding your photo images

1/4 inch space

Please follow the text format
shown in the full color example.

(Font: Arial, 11 point regular, black)

1/4 inch space

Width of Column:
2 1/4 inches

2 3/8 inches

2 3/8 inches

1/2 inch side margin

OPTION 2:

*Please use a
White 8 1/2 x 11 inch sheet
of Glossy Photo Paper*

*The only color on this sheet
should be your photo images!*

1/2 inch side margin

5/8 inch bottom margin

Amy M. Wieck

1320 Arden St.
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321-356-3346
www.amywieck.com
amy@propsetc.com

Wieck is an extreme realism sculptor who specializes in wildlife and lifecasting. She works in a variety of materials including bronze, resin, gypsum, and silicone. Partial client list: Desert Living Center (Las Vegas), Audubon (CT) Universal Studios (Florida).

Photos:
Crissal Thrasher: bronze, lifesize,
Desert Spiny Lizard: bronze,
lifesize and
Turkey Vulture: bronze, lifesize.



Brian R. Owens

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Deltona, FL 32725

(T) 386-956-1724
brian@brianowensart.com
www.BrianOwensArt.com

Owens is a figurative sculptor who works in bronze, clay and other materials. He is based in central Florida with clients from West Palm Beach to Michigan. Owens has won multiple public art commissions, several competitive grants and honors and was noted in a recent issue of Art in America magazine.

Please visit
www.BrianOwensArt.com

Photos

Above right: Detail of "Existo",
Clay, 40"

Below right: Detail of "Counter-
Intuition", Clay, 40"

Below: Dr. L. Hanfield, Bronze,
21", collection of Bethune-Cookman
College.

