



Tuesday, February 03, 2009

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FOR IMMEDIATE RELEASE

Palovich Prints and Pots: A Benefit Sale for West Valley Art Museum March 6 through May 17

Times are tough for Museums these days. West Valley Art Museum, like many other Museums, is looking for ways to raise money. Curator George Palovich has decided to make it personal and to that end, from March 6 to May 17, he is offering his woodcut prints and small pottery for sale in the Museum's Heffernon Gallery with all the proceeds going to West Valley Art Museum.

Palovich was taught the technique of wood block printing as early as high school and has returned to the medium in recent years in addition to his work in ceramics. The process includes creating the design, transferring it to a board in reverse and cutting away from the surface whatever is not wanted in the print. In multi-color prints it means a separate block for every color. Some designs can utilize one block for more than one color by cutting away part of the previous carved block to create new color areas.

The print editions are kept small, usually not more than 50 copies and most editions by Palovich are 20. In this manner the artist creates an original work just for the medium (woodcut printing) and more than one buyer can have the same image. Each print is an original, the artist carrying out all of the process, unlike popular Giclee printing where the original is photographed and then printed by computer.

Several images in the show are Arizona based landscapes such as "Desert Dunes and Gullies". Others are designs based on the human figure.

Rather than present his large ceramic works that are much more expensive, George is offering small affordable decorative and functional pieces. Benefit shows such as these are not unusual, nor is Palovich the first to offer help to the Museum in this way. Last year artist and long time Museum member, Joan Koempton offered a show of her Sumi drawings and paintings and raised over \$1000 for WVAM.

West Valley Art Museum is open 10 AM to 4 PM Tuesday through Sunday. The Museum is located at West Bell Road and 114th Avenue. With nine exhibition galleries, a Museum Store, and regularly scheduled education programs, the Museum welcomes all visitors. There is an admission charge for non-members. \$7 adults, \$2 students, ages 5 and under are free.



WEST VALLEY ART MUSEUM

17420 N. Avenue of the Arts
Surprise, AZ 85374



“Desert Dunes and Gullies” color woodcut



“Clenched Sleep” color woodcut



“Nocturne” color woodcut



“Fortune Forsythia” color woodcut

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