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KENTUCKIANA'S ART MAGAZINE

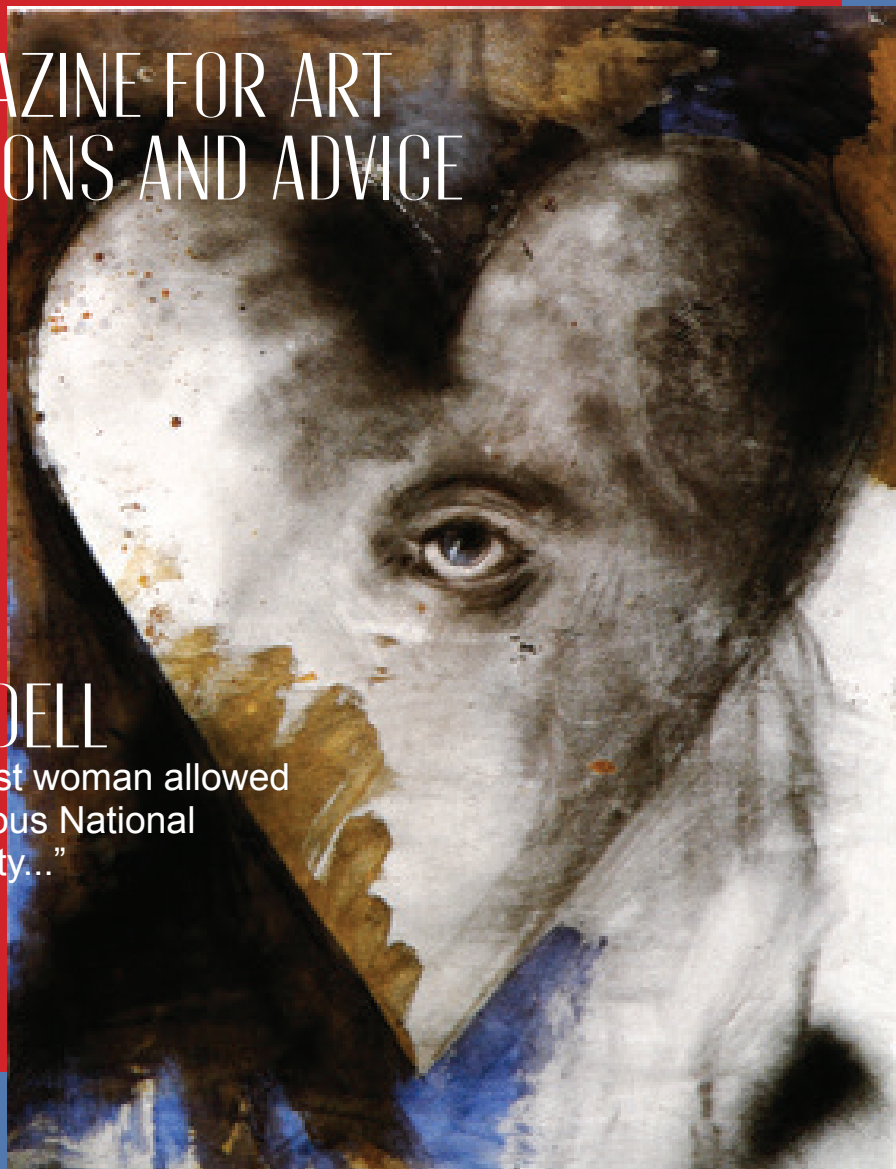
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THE MAGAZINE FOR ART
INSPIRATIONS AND ADVICE

ENID YANDELL

"She was the first woman allowed
into the prestigious National
Sculpture Society..."

PG.6



JULIUS FRIEDMAN

THE MAN AND HIS ART



JULIUS FRIEDMAN

THE MAN AND HIS ART

by: Unknown author
pagedesign: Julia Godina

This is not another book about the posters created by Julius Friedman; it is a book about his life, which is his art. Of course, the book includes his world famous, award winning posters (some never published) but also includes his furniture, Earthworks, photography, book designs, graphic designs and his art collections. His wife and partner in the Chapman/Friedman Gallery, Cheryl Chapman, said, "This book is an autobiographic retrospective and illustrates how an artist views the making of art to be wholly meshed with the living of life."

Friedman's generosity of spirit to his family, friends, and fellow artists is peerless, and his images sometime shock, amuse, bewilder, and defy logic.

Diane Heilenman, art critic for the Courier-Journal, says, "Julius indeed is a genius at the concept. It all goes back to the deceptively simple lesson in art making- a good idea well done. Lots of people get the good idea and can't make it happen, or not enough impact. Julius' [genius] is knowing when not to follow a concept to conclusion and when it's worth a lot of trouble -like coloring egg yolks."

Ms Heilenman is referring to the "Fresh Paint" poster, which shows rows of eggs and three yolks in primary colors. Some considered the poster better than the exhibit.



At one time this creation was the biggest selling poster in the United States and was seen in films, television shows and dorm rooms around the world.

Another one of Julius' passions is gardening. He has a mixed garden, filled with flowers, plants, vegetables, and wildflowers. Other artists in history, Monet for one, were gardeners. Artists approach gardening like they would a piece of art with all the elements and principles of design. There is line, shape, scale, texture, color, and value, along with balance, repetition, contrast, harmony and focal point; however, with gardening one has to consider even more variables like the weather, pests, fungus, vermin, control of growth and weeds. One of his favorite quotes is from Thoreau. "It is the marriage of the soul with nature that makes the intellect fruitful, and gives birth to the imagination."

His works reside (or have resided) in the Museum of Modern Art, The National Gallery in Washington, D.C., The National Museum of Poster Art in Warsaw, Poland, and in many private and public collections.

The book, Julius Friedman-The Man and His Art, can be purchased at KMAC and through Butler Books at www.butlerbooks.com.

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