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SAN ANTONIO EDITION
Volume 1, Issue 5

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A PASSION FOR PERSISTENCE

Do you have a certain idea as to what an artist's life is supposed to be like? What comes to mind? How about someone sitting at an easel; maybe even outdoors in the sunshine with birds singing and butterflies resting on nearby flowers gently swaying in the breeze? I am about to burst that bubble. Meet Allison Gregory -- an Austinite and very successful artist who is almost always on the go.

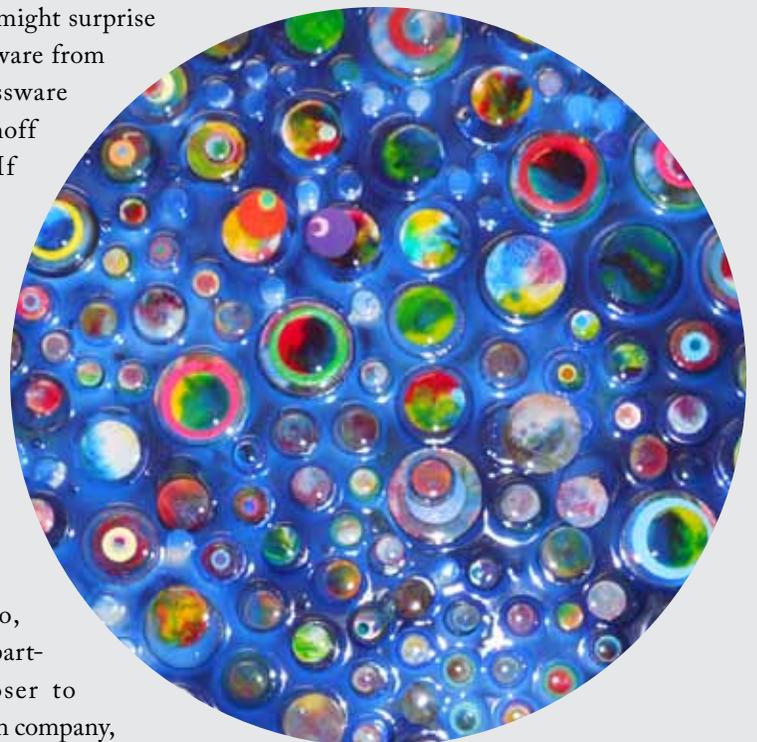
I recently asked Allison how a typical day for her looked like. "As I am pretty OCD about work and thrive on routine", she explained, "I try to stick to the same schedule every day. I get up around 7:30am, take care of the "animal duties", have coffee and then go play tennis or go to the gym". She said that afterwards she spends quite some time at art supply stores or gathers new research materials at bookstores. Even more unexpected was her next step on her routine list. "I come home and do a few hours of marketing, as being an artist for a living involves 80% business. This involves emailing designers, art consultants, architects, and researching new galleries for potential representation." After all that, Allison actually starts to

paint and depending on commissions or deadlines, 12 hour days are not unusual. "This summer", Allison stated, "I worked 9-12 hour days for three entire weeks without a day off. I really do live by the motto that luck is only persistence meeting opportunity."

And Allison has created a lot of opportunity for herself. The places you can find her art work might surprise you, like on stemware from the high end glassware company Ritzenhoff from Germany. If you are thinking of getting a new cover for your iPad or a mouse pad, would a design by Allison Gregory interest you? This comes from another European company, Bodino, that Allison also partnered with. Closer to home, an American company,

DecalGirl, made Allison's work available for just about any IT accessory you can think of.

By now you might ask, is there any work on canvas or panel to be had by Gregory? The answer is a definite yes. All of her work found on these products started out





as original paintings which have been shown in galleries throughout the United States and overseas; to be accurate, 58 art shows so far, but that is still only half the story.

Besides finding her art work on canvases and panels or less traditional surfaces like plexi-glass, metal stripes, Gibson guitars or just about any other material that will sit still long enough for Allison to paint on, her latest claim to fame is taking part in the renowned Cow Parade. This is an event where different businesses sponsor an artist to “decorate or paint” a cow, a life sized plastic cow, to be auctioned off for a good cause. Allison broke the mold there as well. Not only was she recognized as the first artist in Cow Parade history to have been chosen to paint 4 cows in one event, but she also generated a sum of \$225,000 for the Dell Children’s Cancer Hospital. Allison’s cows were auctioned off by Tonight Show host Jay Leno and world famous auctioneer Spanky Assister.

“Seeing people bid on my art work during the live auction for Austin’s Cow Parade was without a doubt my proudest art-moment”, Gregory explained. “I was humbled beyond belief to watch my cows generate so much money. In fact, I almost fainted when Moo-sy in the Sky with Diamonds, the 4th cow I painted, closed at \$ 100,000.

So what makes her art work so appealing that people spend thousands of dollars for a “cow” painted by Allison; that so many companies want to enhance their products with her designs, or that numerous people love to collect her art work? One of the answers has to be that her art is playful and colorful at once, but that it is at the same time serious fine art. Viewers are drawn in

by the bright colors and patterns, sometimes with raised textures, which often look like glass beads.

This universal appeal to everyone’s senses is almost irresistible. Soon after the colors and textures catch one’s attention, one quickly becomes aware of the depth of her art work. The masterful use of colors, the overall compositions, and the sheer richness of the patterns is an art connoisseur’s delight. Allison’s art work conjures up a classic art style from the mid to late 50’s called Pop Art. This style employed images from mass culture, emphasizing repetition and also glorifying and reveling in the

Allison Gregory is a refreshingly self assured contemporary artist with energy to spare, from a new generation of creative minds who are taking success into their own hands. The romanticized artist image with the flowery disposition is a sharp contrast to this self-made, can-do attitude artist. Keep a look out for an “Allison Gregory” on a mouse pad, toast yourself in style with fine stemware, or treat yourself to a visit to one of her art shows and meet her in person.

My last question for Allison was: What is the one thing you would want people to know about you more than anything?

“I really do live by the motto that luck is only persistence meeting opportunity.”

mundane and often appealing through bright colors. Allison’s art work could be described as classic Post Pop Art. Her art has also been connected with “Toyism”, a recent art movement out of Great Britain.

I asked Allison how she feels about people “getting” it, how important it is to her for people to understand the serious part or the fine art aspect in her work. She said “I feel that people and critics place too much emphasis on the “getting it”. Why do you have to “get” what someone painted or created? I paint because I have to and that’s the bottom line. Now, if my art makes someone’s world a little brighter just by looking at it, then that is just an added bonus.”

This answer came quickly. “There is only one thing that consumes me more than art and that is the welfare of animals. I would give up painting for life if it took away animal abuse. I can only dream that one day in my lifetime, I will see an end to all their suffering. We need to protect them.” Allison Gregory is definitely an artist with many facets, layers, and surprises.