



Twin Towers
30"x40"



Emotion, Energy, Excitement – The Three E's of Edward W. Gilmore's Art (or is it Four?)

Edward W. Gilmore is one of the more recent artists to join the Fine Art Registry™. A prolific abstract expressionist artist, Edward only began following his passion in 2003, but has had an explosive beginning in this new-found career, having already sold over 45 paintings in Idaho, Washington, California, Arizona and New Mexico.

Born in Oakland, California in 1966, Edward now lives in Coeur d'Alene, Idaho, with his family.

Edward has managed to pursue his passion for art, and paint abstract expressionist works full-time – Energy.

Without formal fine art education or training, Edward's passion for art was the driving and inspirational force behind the success he has achieved. In Edward's words: "I decided to pursue my passion one rainy fall evening in 2003. I had just finished watching the movie



Pollock starring Ed Harris. On that rainy day, I saw what I wasn't looking for. I found my passion – what I wanted to do for the rest of my life. I truly feel that it was always there, and have looked back since that moment and I realized that instead of looking at my future or looking for my future, I was seeing my future before me."

After painting for two years, he sold his first piece in 2005. Sales rocketed and his work was very popular. Why? Well, see for yourself here in this article, in Edward's FAR® gallery (www.fineartregistry.com/portfolio/gilmore) and on Edward's (www.isitagilmore.com). You can become better acquainted with Edward through his videos, available for viewing on his website and on YouTube under Gilmore or Abstract Expressionist.

Emotion – in Edward's words:

I paint with the extreme passion of my art form. I wake up everyday on fire to create a new piece of art. I really feel blessed to have been given this ability to do what I love. I wonder sometimes why it took me this long to find my passion.



Horse Opera
48"x72"

I always paint from the heart. It is from the heart that reflects what I am seeing. I feel that my art has thrived. People love the art. I love making art. I feel that abstract expressionism is alive and well, and I'm glad to be making my mark in it for people to see.

Edward creates his art using a variety of materials, mainly acrylic paint, and a wide range of canvas sizes. His personal favorite size to paint on is 72" X 72". He also has used wooden boards, and other materials.

When asked whom he could name as inspiration for creating his art, his first answer was, "my own studio," but some of the artists that he admires most are DeKooning, Rothko,



Mischievous
72"x72"

and Pollock.

And when questioned about what he hopes to achieve with his art and for the world, Edward's reply was, "I create the art first for myself, and then for the world to enjoy." He would like to be known for his artwork.

EMOTION - ENERGY - EXCITEMENT

When it comes to marketing and selling his work, Edward is a natural promoter, loves to talk to people about his art, and has had several full-day demonstrations of some of his techniques in front of live audiences, specifically high school

students and staff local to his home in Coeur d'Alene, Idaho.

As far as showcasing or selling his art, Edward admits, "I really don't like galleries. I do mainly private shows that are sponsored, and/or appointments for private collectors. The promotion that has worked comes from the meaning behind the art and I describe it with my three E's."

HOW FINE ART REGISTRY™ FITS IN

Edward first encountered Fine Art Registry in July of 2007 when he met the company's CEO, Teri Franks. At this particular time, Edward was beginning to expand the scope of his art beyond Washington, Idaho and California, and when he met Teri, she spoke very excitedly of FAR®, and what it could do to boost sales and the exposure of his art, in addition to the advantages

of preservation, authenticity and provenance. He was able to find excellent advice in this regard from Teri and Fine Art Registry. He also rapidly saw the value of the FAR tagging and registration system and implemented it into all of his artwork.

Describing his relationship with FAR, Edward says, "I am very thankful to Fine Art Registry and Teri Franks and to all of the FAR staff for also believing in me, my art, and my family. I feel FAR is the key to any artist who wants longevity in the art world. FAR has the most supportive group of people that I have dealt with. They go the extra mile for the artist and the buyers of the art. When you are the artist



Quest
60"x72"

creating the art, it is a reassuring feeling to know that everyone is working hard on your behalf, and that they are not only supportive, but available to provide that extra support when needed. It has given me a peace of mind which is necessary to really see the big picture."

He adds, "I think that FAR is a great way to not only show your art, but also have it registered with a specific number for each painting, and it is also secure. The help with promotion of the art and the contact with other artists has been great, and there is excellent customer service as well."

Currently, Edward has over 40 paintings registered with FAR and 40 more in the process of registration. To date, Edward has approximately 250 pieces of art. With the



help of the FAR team, the remaining pieces will be registered and tagged in no time at all. Edward plans to continue to tag and register each piece as he completes it.

"There's a finality to the painting when it is registered," he says. "It is registered as an authentic piece of art that I created, it looks official and professional for presentation or showing as well as for the

collectors, and investors of my art. Our process so far has been having a photographer take pictures that we load into the computer with the title, dimensions, and then we affix a tag onto the painting and when the pricing is determined, all of the necessary information is ready to input onto the FAR website."

Although Fine Art Registry has been a very recent addition to his overall approach to marketing his art, Edward feels it will be a valuable marketing tool, in addition to its security and forgery prevention attributes. "I think it will give the collectors and investors the sense that their art work is protected and secured, and that it is a serious and professional way to do business. I think FAR is what the art

world needs in this day and age of fraud,” says Edward.

He does have some advice for artists who are planning to tag and register their work:


“Make sure that the title of the painting is the same on the back of the painting as on the photos uploaded to the web! Failure to do so has caused us some confusion and difficulty in tagging some paintings. Have a clear process from start to finish. We made the mistake of registering some paintings before tagging them, which creates more work later when we have

to track down the whereabouts of the paintings and then tag them. Have all information together: photos, pricing, dimensions, title, description, and the painting itself, then tag it and register it!”

Good advice. 



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Edward Gilmore will be doing live painting demonstrations on Masterpiece canvases at the NAMTA (National Art Materials Trade Association) show in Reno, Nevada from May 1st to May 3rd. The completed painting(s) will be available through a raffle held at this event. There will be video coverage available for viewing on the FAR website following this show.

Edward Gilmore shares secrets of his marketing success in a videoed art forum where he, FAR CEO Theresa Franks, and successful Fine Art Registry member artists Lorna Wallace and Mike Trant all discuss *How to Price Your Art*. This video, along with two fascinating video interviews with FAR member and veteran artist and art teacher Cork Marcheschi, will be available on DVD in the FAR web store. The DVD is entitled *Essential Perspectives on Contemporary Art*.

