



elcome to the Hotel Modera art tour.

We are proud to feature 500 works of art created exclusively by local artists. Each original painting, photograph, monoprint, drawing, and sculpture was hand-selected or commissioned specifically for the Modera.

The Modera's art collection enhances the hotel's mid-century modern architecture by softening the masculine lines of the minimalist design with curves, texture, organic shapes and warm palettes.

Whispers of emotion, experience, and life resonate from the art and represent the soul of Portland and natural beauty of Oregon.

Please enjoy.

Janelle Fendall Baglien
President of Studio Art Direct, Inc.
Art Advisors for the Hotel Modera

he curve of a woman's body, the organic textures and shapes of abstract paintings and storied photographs of Oregon's natural beauty are all elements of the Modera art collection.

The 100 photographs of Oregon were curated from over 1400 submissions in a call to photographers in early 2008. The majority of original paintings were commissioned while some were selected during studio tours or gallery visits. All fine art reproductions were produced in Portland, Oregon.

We salute the Hotel Modera for supporting our prolific art community and for having the nerve to put a nude in every guest room.



Welcome to the Modera Art Tour







"The White Album" by William Park *Original Acrylic on Canvas 72x72x3*Commissioned specifically for Modera's lobby, this painting was inspired by the concentric circles in the Modera logo. It is restrained in its color palette with shades of white while dramatic in its depth. Beginning with a deep custom fabricated canvas, Park perfectly executed the curators vision of a subtle painting relying more on layers than color.



"Next Time this Will Look Different" by William Park

Original Acrylic on Canvas 48x72x2.5

Another commission specifically for the hotel. This acrylic on canvas abstract, was chosen from several thumbnail sketches provided by the artists because of its curves and organic color and shapes. Upon choosing the thumbnail "idea" the artist is then left to their own artistic rendition for the final commissioned piece.



"Sienna" by William Park
Original Pastel on Fine Art Paper 36x72
Commissioned specifically for the hotel lobby, this
reclining nude was drawn from a live figure model
using pastels on fine art paper.

"Venus" by Tyler Marchus



"The Arrival of Portlandia I & II" by Stewart Harvey

Archival Digital Pigment Print of Photograph 22x48
"Portlandia" is a famous bronze sculpture by Raymond
Kaskey commissioned in 1985 for the entrance of Michael
Graves' Portland Building in downtown Portland at 1120
SW 5th. The photos show Portlandia's delivery as she was
barged down the Willamette to Waterfront Park. Crowds
gathered to watch her make the 6-block trip through
downtown to her new home on the Portland Building
where she still graces the entrance.



Original Encaustic on Canvas 84x64x2
This winsome woman gazes with neither longing or contempt upon the lobby. She was created using the encaustic method in which micro crystalline wax is heated and oil paint is added for color. The hot wax is then applied with brushes and worked on canvas with a torch and iron. It is remarkable that Tyler was able capture the subtle expression of Venus with this difficult medium.



"Goddess of a Modern Era" by Bud Egger *Original Travertine Marble Sculpture* Carved from travertine, this goddess came to existence in a barn on a small farm near the Columbia Gorge in Troutdale. Oregon.



Lobby Back Halls



"Waiting" by William Park
Archival Reproduction of Original Charcoal Sketch
Working from a small gesture-drawing sketch
found in Bill Park's studio, this one-off, custom
reproduction is printed with archival inks on
Hanemuele German Cotton Rag fine art paper.
The quality of printing is so fine that the charcoal
looks like it could smudge if touched.



"Traversing Time"
By Martha Pfanschmidt
Original Monoprint

Monoprints combine various print media resulting in an artwork that is spontaneous and non-editionable. While elements of the monoprint are repeatable, they are used in unique ways so that no two are alike. The printmaking techniques used in "Traversing Time" are stencil, monotype and offset.



"Twenty Nine Tuesday I, II, III"triptych by Jeni Lee

Original Acrylic & Pastel on Birch Panel Triptych
Working off the theme of curves and circles, artist
Jeni Lee was commissioned to paint this triptych.
Using acrylic and pastels, Jeni captured the simple
lines and contrasting colors of the hotel palette.



"Oregon Natural Beauty" by Thorsten Ott, Zeb Andrews & Gary Wilson

Archival Digital Pigment Print of Photograph Series of 12 modern black and white photographs printed on Hanemuele German Cotton Rag fine art paper. Photographers include Zeb Andrews (pin hole photography of the Oregon seascapes); Thorson Ott (time-lapsed photography of Oregon seascapes); and Gary Wilson (infrared photographs of nature in urban Portland.) For more details, see corridor section of this book.



"Naked in Rome"

by Janelle Fendall Baglien

Limited Edition Giclee or Original Watercolor
Original painting from artist life drawing sketch
book during travels in Rome. Created in watercolor
pencil and wash. Printed on Hanemuele sustainable
bamboo fine art paper.









"Mountain Message: Cascade Range Series" by Jeni Lee Original Acrylic on Canvas

(4) commissioned abstract landscape paintings of the artist's interpretation of the Cascade mountains in Oregon.



"Capturing Oregon" Photographic Series by Stewart Harvey

Archival Digital Pigment Print of Photograph
(2) black and white photographs of Eastern Oregon cowboys - Oregon's famous Pendleton Round Up Rodeo entitled "Let'r Buck" and ranchers in Eastern Oregon entitled "Hats & Horses" from the Capturing Oregon photographic series by Stewart Harvey.





"Way East" and "Out West" by William Park Original Acrylic on Canvas (2) commissioned non objective abstract paintings by William Park.



"Capturing Oregon" Photographic Series by Stewart Harvey

Archival Digital Pigment Print of Photograph (6) black and white photographs of experiences and events in Oregon from the Capturing Oregon series by Stewart Harvey.

Meeting Rooms Genova and Nizza



"Old World Vineyard Series" by Doreen Wynja *Original Polaroid Transfers* (14) original polariod transfers from Doreen Wynja's

(14) original polariod transfers from Doreen Wynja's collection of all things wine from Oregon and her travels abroad. he following pages are works of art reproduced as archival pigments on fine art paper. The process is known as giclee. Each of the 444 fine art reproductions were produced here in Portland, Oregon and have a one hundred year life expectancy.

If you are you would like to purchase giclees of the Oregon Natural Beauty photographic series or the nude life drawings, they are available in several sizes. Please contact Studio Art Direct for more information.

www.studioartdirect.com

(click to visit)



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Juest Rooms

Life Drawings by William Park Archival Reproductions on Hanemuele German Cotton Rag

In every Modera guest room, a nude graces the walls. These sketches by William Park, are gesture drawings – done quickly, with charcoal on paper, to capture the drama of the pose.

Park began "life drawing" 20 years ago. For a period of 6 or 7 years he worked from a live model 4 – 6 times a week – drawing, painting and painting from his drawings.

"The potential emotional impact of art representing people, I feel, is greater than with any other subject. I usually strive for capturing the essence of the person or situation rather than an accurate documentation of a time and place, "explains Mr. Park.



Repose



Speaking of Truth



Before



Waiting



Guest Rooms

Abstract Floral Series by Connie Morrison Archival Giclee on Cotton Rag

In every Hotel Modera guestroom, a large abstract floral giclee lights up the space with a burst of vibrant color. Soft petals of Oregon flowers in succulent oranges, reds and pinks drip with dew and fascinate the eye with their intricate beauty and delicate design.









Oregon Natural Beauty Series

Each floor of the Modera features (20) black and white modern photographic images showcasing the astounding beauty of Oregon's seascapes, vineyards, and farmlands as well as nature in the city of Portland's urbanscape. Each 20x30 photograph was custom printed here in Portland and hand-signed by the photographer. The images were chosen from over 1400 submissions from a "call to artist." The entire 80 image series is entitled "Oregon Natural Beauty" and is available for purchase as wall art or notecards.

Oregon Seascapes by Thorsten Ott and Zeb Andrews

Archival Digital Pigment Print of Photographs

From the northern tip of Oregon in Astoria to the beaches to the south, Zeb Andrews and Thorsten Ott capture some of Oregon's most treasured seascapes.

Both photographers use "time" to create these amazing images. Unlike traditional photography where an image is shot in a snap of a second, Zeb Andrews uses his home-made pinhole camera with long exposures. Thorsten Ott uses time-lapse photography.

L to R: Thorsten Ott: Outgoing Tide, Slumber at Seal Rock, Ocean Grasses at Gold Beach, Last Light, Moods of Yachats, Haystacks, Farewell in Astoria Bay, Sunrise Fog at Coos Bay, Morning Sun, and Flight at Cannon Beach. Zeb Andrews: Rocks at Hug Point, Smelt Sands, Cape Kiwanda, Bullard Beach, The Wreck of the Peter Iredale. and Astoria Bridge.



"Portland Urbanscapes" by Gary Wilson, Aubrie LeGault and Zeb Andrews

Archival Digital Pigment Print of Photographs

Using infrared photography, Gary Wilson and Zeb Andrews captured the "green" beauty within the city of Portland – our secret gardens, ponds, fountains, parks and bridges. From the casting pond at Westmoreland Park to the skyline view of downtown Portland from Oaks Park, each image is an intimate view of Portland's urbanscape. Aubrie Aurand LeGault's images are photojournalistic in style and tell the stories of all things meaningful to Portland – coffee, bikes, umbrellas and spring blooming trees.

L to R: Gary Wilson: Reflections of Westmoreland Park, Rose Festival Rotation, Ferris Wheel at the Waterfront, Birdhouses & Branches, Dawn at St. Johns Bridge, Hawthorne Bridge, Mist on the Burnside, Rowing Under the Steel Bridge, Walking in Westmoreland, Mystical Westmoreland, Downtown Portland & Oaks Bottom, and From the Rhododendron Gardens. Aubrie LeGault: Blossoms & Umbrellas on Waterfront, Salmon Street Fountains, Portland Brick & Bike, Old Town Portland Blossoms, Portland Morning Latte, Blow'n Smoke, Cathedral Park Pathway, and Saturday Market Stare. Zeb Andrews: Japanese American Plaza and Lovejoy Fountains



Oregon Natural Beauty Series





"Oregon Vineyards and Farmlands" by Doreen Wynja

Archival Digital Pigment Print of Photographs

Using infrared photography, Doreen Wynja captured Oregon's vineyards, orchards, and farmlands. From Central Oregon's Simtustus desert to the famous vineyards of Domaine Drouhin, Erath and Eyrie just west of Portland, Doreen shoots long views and intimate details of Oregon as if the camera were drinking in the landscape.

L to R: Dragon Fly Day, Cast in Iron, Simtustus Schoolhouse, Road to Simtustus, Lady Clusters, Oregon Grape, Old Garage Door, Eternal Gate, Erath Vineyard, Ridgecrest Vineyard, Domain Drouhin, Olde Scholls Ferry Orchard, Aurora Nursery, and Southfacing Knights Gamut, Shooting Beauty

Focus on Youth

Portland Urbanscapes | 2nd Floor Photos by local at-risk youth

Archival Digital Pigment Print of Photographs

The entire 2nd floor is dedicated to photos taken by kids aged 14-20 from the nonprofit organization Focus On Youth. The mission of FOY is to empower at-risk youth through photography teaching them to "shoot beauty" with a camera and experience the wor new ways. Professional photographers from The Amer Society of Media Photographer The Portland Metropolitan Photographers Association voluntee as mentors and team one-on-one with FOY students to teach them photographic techniques using 35 mm cameras. They share their excitement about creative expression and teach the kids how to choose subjects and develop film in the darkroom. This experience is transforming and enriching for

mentors and youth alike.

"High-risk kids haven't had many successes. Many have low selfesteem. They don't see themselves as smart, or creative or talented. But when you give them a camera, they start seeing beauty they never saw before. They blossom"

Donna Lee Holmes Focus on Youth Director & Founder

"Continuation" by Michihiro Kosuge *Granite Sculpture*

Commissioned by TriMet, Michi developed a series of four abstract sculptures using granite removed from the base of another sculpture by Fernanda D'Agostino on the transit mall. Located on the 6th street side of Hotel Modera, the sculptures are intended to imply motion through their changing heights as placed along the streetscape.

"Continuation, the series of pieces I made for the Hotel Modera and the adjacent TriMet transit mall engage with both pedestrians and transit users, and function with the landscape design to soften the harder edges of the downtown urbanscape," explains Mihci.

"The Living Wall"
By Lango Hansen
Landscape Architects
and Holst Architecture

A work of art in its own regard, the living wall and courtyard bring the elements of earth into this urban setting – leaves of green, meranti wood, metals, glass, granite and fire create an intoxicating gathering place. The living wall was built with vertical plant boxes. Below lies a contemplative garden.



Artist Biographies

William Park

Artist | Painter

Portland, Oregon

"It all started in kindergarten. I would make some beautiful piece of art, a hand print or scribble of some sort then go running home to show my mother. She would be so thrilled and make me feel I had done something quite special. She would give this treasure the highest of honors by placing it on the refrigerator. I was so proud. I have matured. I am an "artist". My work is about process, content and deep human emotions. It doesn't matter what others think about what I do, it matters just that I do it. Or so we say. I believe I can find beauty just about anywhere and I don't know if it is my duty as an artist to do this, but it is certainly my pleasure. And I still like it when someone takes my work home and puts it on the fridge," explains Bill. His work has been collected by Tacoma Art Museum, Portland Int'l Airport, and OHSU. Bill has shown in some of the region's most prestigious galleries since 1990.

Tyler Marchus

Artist | Painter Portland, Oregon

Tyler is a self-taught artist and a free-lance illustrator. "Art is subjective, so my only real objective is to make an interesting image. The painting process is like a series of accidents. Sometimes it works, leaving a human presence in an image. It is up to the viewer to either embrace or reject the attempt," explains Tyler.

Bud Egger

Sculptor

Troutdale, Oregon

Bud has been a sculptor and artist for over 20 years. His work contains strong narrative. Each piece revealing a story and each story has an infinite degree of source. Bud is a student of mankind mythologies and an eternal seeker of truth. "I am a sculptor in love with the human form. I work in homage to those whom I admire driven by the fire,

I continue alone in a world gone made bearing the scars inflicted by the insensitive, I remain true unto myself and find peace," explains Bud.

Stewart Harvey

Photographer
Portland, Oregon

"My work has always been subject oriented. The remarkable thing photography can do more than other media is to capture the essence of something at a moment in time. When the occasion is opportune, and I'm working in full, an indelible revelation can be achieved," explains Stewart. Stewart Harvey's photography has been collected by The Portland Art Museum, The Visual Chronicle of Portland, and the New Orleans Museum of Art. His work has also appeared in numerous publications including Wired, Life and OM magazines and The Burning Man Book 1997; The Road to Zena; Katrina Exposed - New Orleans Museum of Art 2006 books. He has also been featured in LensWork Quarterly and Extended. Stewart received a Masters in Arts from PSU and has taught photography at area colleges. He founded the Portland Photographic Workshop series in 1982 and is a founding Board Member of the Photography Council at the Portland Art Museum. He was recently awarded an 2008 Oregon Arts Commission Individual Artist Fellowship.

Jeni Lee Artist | Painter Portland, Oregon

Jeni Lee is often found exploring landscapes and gathering inspirations for her paintings, including collected photographs and colors, found writings and texts, and documented memories and reminders. She uses a variety of materials and techniques, including subtle washes of oil and acrylic paint, marks of crayons and pastels, and layers of collage, resulting in works that are calming yet engaging. Her work is represented in many private and corporate collections throughout the Northwest. She spends many of her mornings waking up with the sun and a cup of coffee in her backyard studio in Portland.

Grist Biographies

Martha Pfanschmidt

Artist | Monoprints

Portland, Oregon & Port Townsend, Washington

Martha is one of Portland's most respected and prolific artists. She is moved by the natural world and says, "We cannot know our inner world directly. We "know" through symbolic images that stand for something larger than and yet a part of ourselves. An expressive life is experienced by the symbolic life made conscious. Maybe we cannot escape the predicament of our time, but we can suggest other worlds bounded by hope and illuminated with images of peace and optimism." Martha has exhibited in major regional galleries and the Portland Art Museum, as well as in exhibitions all over the world. Her work has been collected by The China Academy of Fine Arts, The New York Public Library and the Portland Art Museum. She holds an MFA and has instructed at PNCA, Marylhurst, and PSU.

Janelle Fendall Baglien

Artist | Painter

Portland, Oregon

"I am captivated by gesture - a movement, a pose, a thought - fleeting as it may be. Sometimes that moment, both in the pose and on the sketch pad, captures a simple gracefulness that can not be planned. Those are the paintings, though few and far between, that I struggle to create," explains Janelle. Janelle Baglien's artwork has been collected by government and healthcare institutions throughout the Northwest. She is the president of Studio Art Direct, a corporate art services firm based in Portland and President of The Well Arts Institute, a nonprofit arts in healthcare organization.

Michihiro Kosuge

Sculptor

Portland, Oregon

"The interaction of humans with nature and a profound respect for

the environment have long been issues that inform my work. My Interest in combining the natural qualities of stone with hand-made manipulation allows my sculptures to maintain an organic presence as they reflect and integrate with the places they inhabit and, at the Same time, establish human connections. I enjoy the challenges associated with creating site-specific sculpture working to enhance a site, creating a recognizable sense of place, and establishing a cohesive environment that will engage and respond to the needs of people who see and interact with my sculptures," explains Michi.

Garv Wilson

Photographer Portland, Oregon

Gary Wilson has over 20 years of experience in commercial and fine art photography. "An area of personal fascination for me is infrared photography. Since the age of digital photography, I've worked with a number of cameras which have been converted to record infrared light. The effect is dreamlike and emotionally provocative," explains Gary. Gary has worked with some of the Northwest's most recognized architecture and design firms. Gary received his undergraduate degree in painting from PSU with post graduation classes at Portland Art Museum School

Aubrie Aurand LeGault

Photographer

Portland, Oregon

"At first I wanted to use my degree in photojournalism to capture tragic house fires and stand with the herd of photographers at an NBA game. When I moved from Indiana to Oregon, something changed. Instead of capturing the dreadful happenings, I enjoy photographing the mystical surroundings our beautiful state of Oregon provides. I love capturing the grace that life provides," explains Aubrie.

Artist Biographies

Thorsten Ott

Photographer Seattle, Washington

After graduating from Brooks Institute of Photography, Thorsten Ott started his career in Los Angeles as a still-life and fine art photographer. Years later, he moved his business to Seattle and studied fine art digital printing. Making the transition from film to digital imaging offered new possibilities and challenges. Keeping ahead of changing technologies and trends has always been an enjoyable component of his work. His current landscape work is preserved as closely to what he saw and not manipulated except for basic color and contrast corrections. Images are primarily taken early in the morning to accentuate the color palette and minimize the traces of man. It is the subtle presence of man in the environment that creates the final image.

Zeb Andrews

Photographer Portland, Oregon

"For me, pinhole photography is about a vision of time. A pinhole image captures a span of seconds, minutes, hours or even days. This is a key difference from more traditional photography, which operates in the realm of fractions of a second. I am fascinated by the pinhole's natural ability to realize a span of time in a single image, an ability that humans do not have outside of our imaginations. Pinhole photography also forces me to slow down, be patient, to interact with the scene and the moment I am attempting to capture. Instead of firing off a quick exposure and being more of a transient observer to a specific moment, I become more a part of the scene. Ultimately though, pinhole photography is about vision; and that perspective through a pin-sized hole can unlock amazing worlds that were previously hidden and often unimaginable," explains Andrews.

Doreen Wynja

Photographer McMinnville, Oregon

Spending her time in both Hawaii and the Pacific Northwest, Doreen has come to appreciate the beauty of the environment surrounding her no matter where she finds herself. Starting her own studio in 1990, Doreen has become a well respected commercial photographer for Wine, Agricultural and Horticultural industries. She takes great pleasure in getting close up to her floral subjects and is filled with Ahhhh in the landscapes she travels into. Doreen goes the next step in the process to find the best way to express this in the final piece, via water color papers, hand colored fiber prints, infrared images, or color splashed canvas.

Connie Morrison

Photographer Lake Oswego, Oregon

Lake Oswego, Oregon

As a native Oregonian, Connie has lived her life surrounded by the spectacular beauty of the Pacific Northwest. This intense love and appreciation of nature and culture is what she expresses through her photographs. Her ability to "see" beauty in the shapes, textures, and colors of the world is evident in her work. Whether it is simple gardening tools in a French garden or the drama of a single rose petal, we get a clearer view of our world through her lens. Connie's work has been displayed in retail locations, published in greeting cards and books, commissioned for placement in businesses and most importantly, appreciated by friends and family for years.

Acknowledgments

Art Consultants

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STUDIO ART DIRECT

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Studio Art Direct provided art consulting, curation and project management for the Hotel Modera. If you are interested in learning more about the art or artists, please contact us. We have giclees of many of the Hotel Modera's artworks available for purchase at www.studioartdirect.com - sizes small to oversized.

Studio Art Direct provides turn-key art programs for hospitality, healthcare, institutional and corporate environments. The firm specializes in art created by Pacific Northwest artists. Services range from extensive art and graphics for complete new facilities to small programs for renovations. Studio Art Direct works within budgets ranging from investment collections to affordable decor art.

Studio Art Direct's online art collection is the largest source for original paintings, giclees, sculpture, and photography created by Oregon and Washington artists in the U.S. The collection consists of over 1000 works of art and is available to the general public for purchase.

Janelle Fendall Baglien, president of Studio Art Direct, has designed and managed over \$7 million in site specific art, themed identity, marketing collateral and signage for some of the Northwest's most recognized developers and projects. With 20 years of experience as an artist, graphic designer and project manager, Baglien now focuses her talents on bridging the gap between artists and the business community.

Interior Designers

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Architects

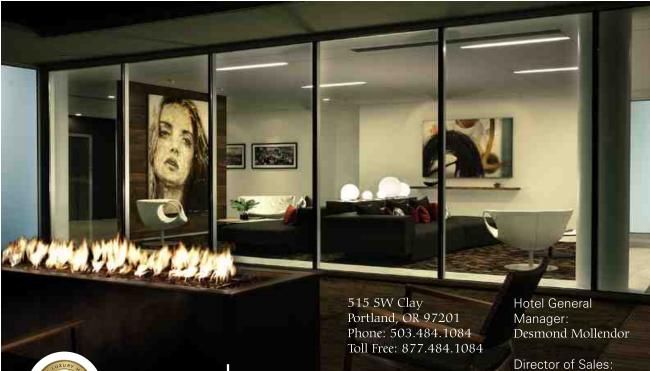
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