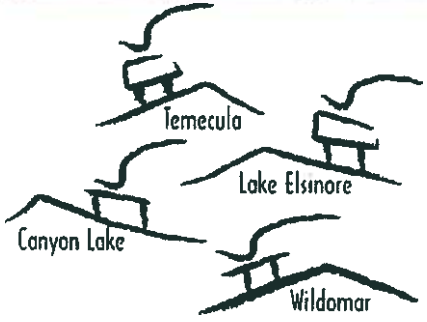


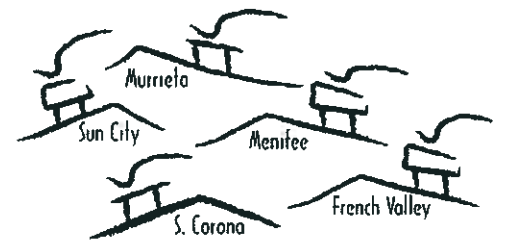
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New Visions

Social Consciousness on Canvas from Paul Jay Price

By Diane Simones

At first glance the viewer may think, "What an interesting face" or "What a lovely face." The underlying message may not be immediately apparent. Paul Jay Price is not a new name in the local art community. His most recent body of work was commissioned by the Pechanga Resort and Casino depicting through sculptures, rock art productions, engravings and paintings the Luiseno people. For the past two years Price has been creating this new body of work after a painstaking immersion into modern society's values and at the same time examining his own. "The difficulty of casting off years of indoctrination as to what constitutes feminine beauty and creating a fresh approach was like trying to catch a dream's image the moment you awake from a deep sleep," reflects Price as he attempts to explain the theme of his paintings.

The surrealistic images reaffirm Price's belief that all living things are intertwined physically as well as spiritually and there are moments of transition. The quest is to attempt to capture that transition on canvas. "The question of whether the spirits are levitating or descending is for the viewers to discern at their own pleasure," explains Price.

The painting entitled "So They Say" depicts a young woman in a raincoat braced for the weather. None of the faces in the collection have "classic" feminine features. The features are distorted to explore the question "What is beautiful?" In the background you see a polar bear

exit the canvas "Polar bears are disappearing from this earth," adds Price.

The message is actually a two-fold question: "What is happening in our society to women and what is happening in our environment?"

In the work entitled "Dallies with Innocence" you see a face adorned with feathers bringing to mind the question "To what extent will we go for attention, to be noticed?"

The Arts Council of Temecula Valley announces an opening reception at the Merc, Old Town Community Center on Friday, August 15 from 5:30 - 7:00pm. The event is open to the public. The exhibit will run through October 5.

For more about Paul Jay Price and additional images from the collection turn to P. 43 and 46



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NEW VISIONS ART EXHIBIT

Featuring Art by Paul J. Price

AUGUST 15 thru OCTOBER 5, 2008

42051 Main St., Temecula, CA 92590

Website: www.pauliprice.com

New Visions *Continued from Page 1*

Social Consciousness on Canvas from Paul Jay Price

Paul J. Price Biography

Paul J. Price has been involved in the worlds of art, anthropology, preservation, and scholarship for over forty years.

However, it is as an artist that Price has made his most significant mark. His painted landscapes and subjects are powerful, sweeping, and epic. He has the instinctive and sensitive ability to draw the emotions from the very heart of his subjects.

His creative designs for both commercial and public attractions can be seen around the world. He worked on the historic restoration and theming of the Santa Cruz Beach and Boardwalk, help developed the original Chuck E. Cheese (and associated characters) for Pizza Time Theatre, and directed and produced fabric lines and wall décor for national sales for Studio Four (Chicago, IL) and Environmental Graphics (Minnetonka, MN).

Other projects, global in scope, include art work on the Seattle World's Fair, the Louisiana World Exposition, Parque de Diversiones in Buenos Aires, Argentina, and Diversiones Moy Arcade in Guadalajara, Mexico.

He completed a massive array of artwork for the Pechanga Resort and Casino in southern California. The project involved sculptures, mazes, rock art reproductions, engravings and fifty paintings—some of which were produced as large as fifty feet wide and eighteen feet high.

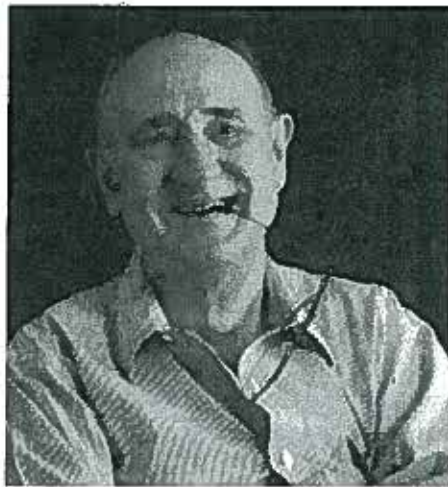
Price brought to this project many years of studying and working with the Luiseño people, of which the Pechan-

ga tribe is a part.

His work on scenario interpretations, natural habitats, and museum displays is equally impressive. Price produced the conceptual drawings for the Polynesian Cultural Park, Viti Levu, Fiji, designed the original Pechanga Cultural Museum, helped develop the present-day Pechanga Cultural Resources Center, created and established the farm museum attraction at the Winchester Mystery House in San Jose, CA, and consulted on preservation and the displays for the Lake Perris State Park Museum in Perris, CA. Price was also the Creative Director for the City of Oceanside's Luiseño Park, in Oceanside, CA. He has sculptured for the Louis Wolf Tomb monument and helped with Vail Ranch's stagecoach restoration in Temecula, CA and produced and directed a historical Temecula DVD.

Price resides in Canyon Lake, California.

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New Visions Social Consciousness on Canvas from Paul Jay Price

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When asked what this collection means to him he replied, "Most of my work has been commissioned and for the first time in my artistic life I have the freedom to paint what I want to paint. For that, I give thanks."

Price adds, "Advertising and other cultural forces have trained entire generations to pigeon-hole definitions of beauty and body image and in many cases beauty is defined by a very narrow standard. I believe that women are extremely complex and that their beauty cannot be defined by perfect white teeth or other perfections. I hope my paintings inspire viewers to explore the social messages and values about beauty and the environment. It is not always clear that the images I have created are even women – the viewer's brain decides how to interpret the forms, gestures, poise, grace and stance presented in my work."

Rogue's Bride

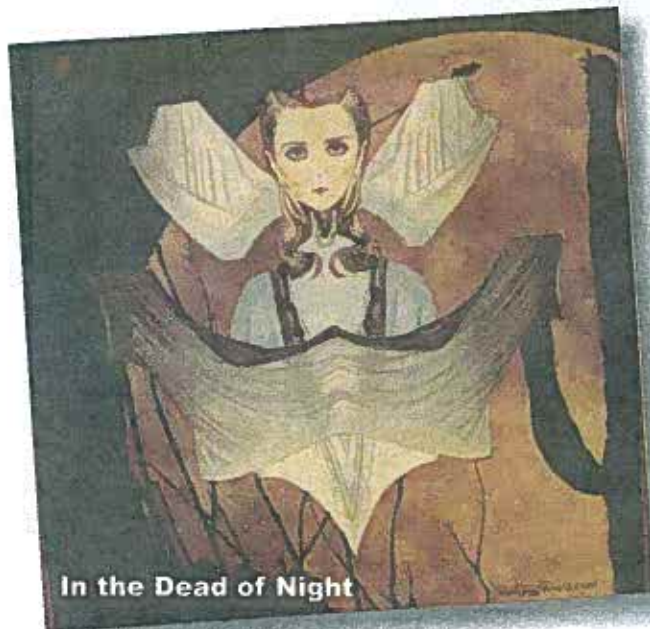
The fluid form can be ascending or descending from the land. In the background the Sourdock plant, a plant that is displacing native plants in the area.

In the Dead of Night

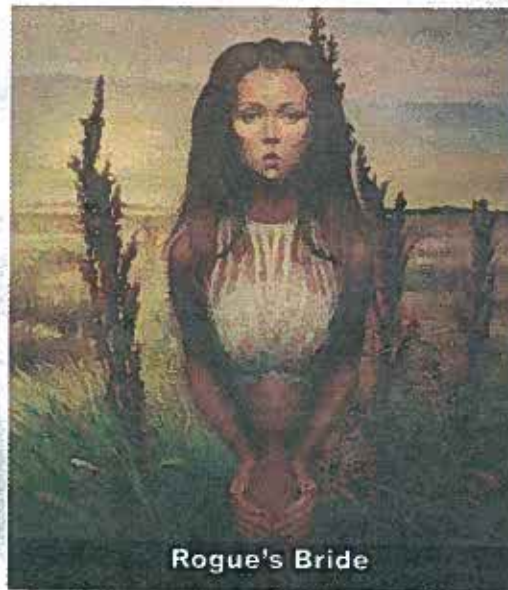
The painting includes a woman holding an image that represents a bat and to the side a Sonora Cactus. Bats are disappearing from the earth and they are the main pollinators of the Sonora Cactus illustrating that all living things are intertwined physically and spiritually.

The Paul J. Price exhibit will begin on August 15 with a reception at the Merc, Old Town Community Center at 42051 Main St., Temecula from 5:30 – 7:00pm and continue through October 5. Don't miss it!

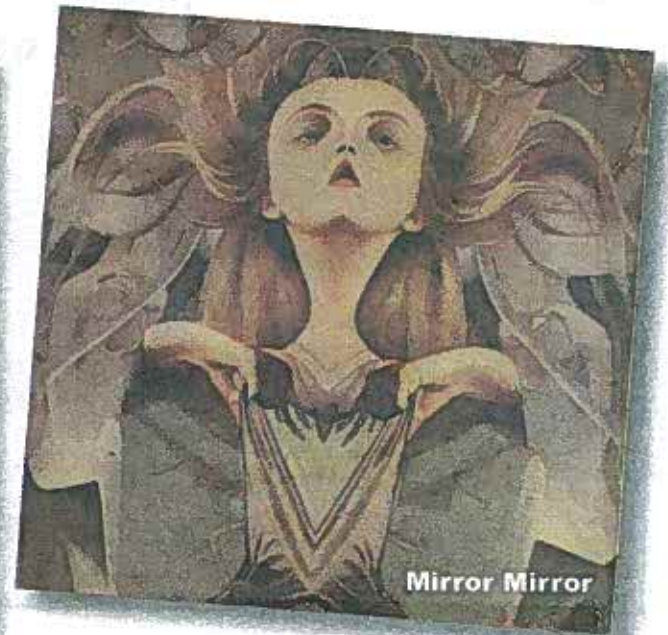
For more information about Paul Jay Price, please visit www.pauljprice.com.



In the Dead of Night



Rogue's Bride



Mirror Mirror