

Walking gallery brings art to your door

By CORINNE ABATT

When they talked over ideas for an art business, Susan Hegenbarth of West Bloomfield and Margaret Sellgren of Birmingham quickly discarded the possibility of a gallery.

This area had enough galleries, they figured, and so they began searching for alternatives. That search led them to form "Portfolio Art Resources," which they refer to as simply Portfolio. They call their new business "a walking gallery." In other words, it goes to the customer rather than the other way around.

The two women brought a compatible combination of talents. Both are married and have children. Mrs. Hegenbarth, an artist, just finished a term as president of the Pontiac Art

Center and was a local art reviewer for five years. She had lots of contacts with artists, a solid educational background in fine arts and practical experience as a photographer.

Mrs. Sellgren, on the other hand, is a former French teacher, who later sold real estate for seven years in the Birmingham-Bloomfield area. She's an organizer and a businesswoman.

NOW, WITH a representation of about 25 artists who work in a variety of media and a 30 minute slide presentation to show the kind and quality of the work of each, the women are officially in business.

"We like to go in and assess the needs and gear our presentation to the money the person has to spend and the size and style of art that would be

appropriate," Mrs. Sellgren said. "We've been calling on architects and designers as well as business organizations and individuals. We usually take a few actual samples, mostly to show technique."

About 75 percent of the artists they represent are from Michigan, the rest from various parts of the world. There are some familiar names in the group—sculptors Derek Werhner, James Nani and Raymond Katz; fabric artists Carolyn Hall, Urban Jupena and Sharon LaPierre; and painters Dan Stubbs, Loraine McCartney, Sheldon Iden, Margaret Kellner and Connie Powell.

OTHERS ON Portfolio's list are: Lilian Hoppin, painting on Plexiglas, canvas and rugs; Chris Goodale, seri-

graphics; Marilyn Stump, paintings; Shirley Kallus, collage; Marie Woo, pottery; Glen Michaels, sculpture and John Gille, watercolors.

Outstate artists on the Portfolio roster are Colette Itkin of France, bronzes and Ruth Wynn of Maine, watercolors.

"We are planning on taking our Michigan artists to Chicago, Cleveland and other places, like New Mexico, for instance," Mrs. Hegenbarth said. She added that she thought the quality of the Michigan art which they have available compares favorably with that in all other parts of the United States and deserves a wider audience.

So far, the reception to the Portfolio concept has been very encouraging. "WE'VE HAD favorable comments

on the quality and scope of art we have. People like the wide price range (starting at \$12) and that we are will-

ing to work until we get just the right thing for the space," Mrs. Sellgren said.

She takes particular pride in handling the details like delivery, making sure it is done just right, on time and the condition of the art is perfect.

La Leche will meet

La Leche League of Oak Field will meet at 8 p.m. tonight at the home of Missy Selson. Topic of the meeting will be "Baby Arrives: The Family and the Breastfed Baby."

For more information call Janet Berman at 661-0186 or Janet Winter at 532-7349.

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