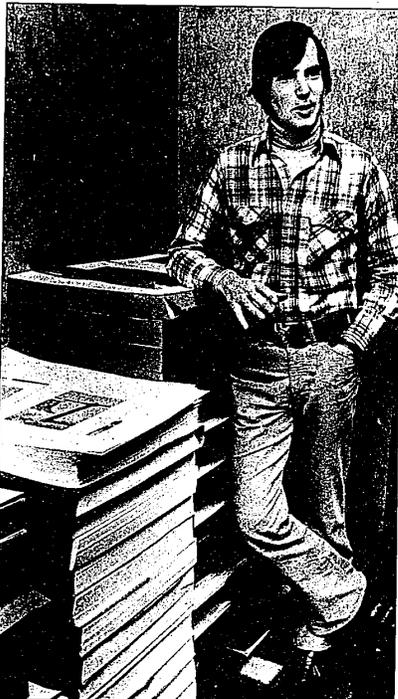


Soon everybody will own a Gwynn



Rob (Robert) Gwynn has arranged to retail his lithographs through the J. C. Penney Company. They will be distributed nationwide.

Story: CORINNE ABATT
Photos: STEPHEN CANTRELL

When workshops for artists concentrate on merchandising skills, Robert D. Gwynn, Jr. ought to be hired to teach the course.

A sensitive painter, Midwestern branch of the Andrew Wreth school, five years ago he gave up a career as an automotive designer and opened a studio at 114 S. Woodward. It's above the clothing store owned by his father, a first class merchandiser himself. Young Gwynn just happened to be born of parents who were acutely aware of show casing, packaging and selling good quality products.

Gwynn chose to do scenes of rural Michigan mostly watercolor, but sometimes a mixture of watercolor and tempera the initial reception to his deserted farm scenes, landscapes, and animals was heartwarming.

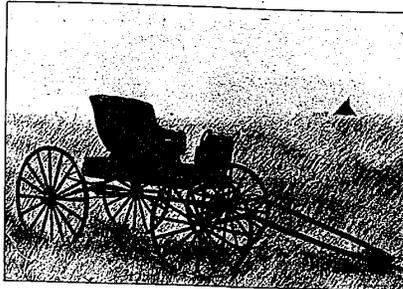
As he talked about his work recently he said he could have been born with an appreciation for abstract art rather than realism.

"I'm really lucky. Here I am a watercolorist and I chose this medium and this subject matter to paint at a time when people really appreciate realism."

While originals are sold at the Gwynn studio, he began lithographs of the originals several years ago. Recently he took a portfolio of 15 to several major art galleries. Several of them, J.C. Penny ran a pilot project of the lithos and Gwynn recently signed a contract with the company.

His signed, framed lithograph prints will be distributed through many Penny stores. Gwynn and his wife, Peggy, are responsible for the framing and have already put the framing production wheels in motion.

Ever since Gwynn began to paint rural scenes many years ago, he has had a particular love for the country. He and his wife talked about buying a



Buggy left in the field is an example of the quiet, rural charm which Gwynn appreciates. He does his scenes of rural Michigan mostly in watercolor, but sometimes uses a mixture of watercolor and tempera.

farm and looked for a long time before settling on one in Metamora. They've remodeled the house and when the remodeling is completed, it will house the framing business, a gallery and Gwynn's studio. The Birmingham studio will be maintained as a second outlet for Gwynn's work both originals and prints.

The signed, framed lithographs will sell for approximately \$45 to \$50, depending on size.

"What we're trying to do," said Gwynn, "is offer quality prints for as low a price as possible—affordable for everybody."

With the first contract signed and the dramatic increase in volume, Gwynn said his wife, handling the framing business, has already hired some employees. In all, Gwynn estimates they will have about on the payroll.

While getting all of this business organized and underway, along with remodeling projects, Gwynn's time

The prints which will be sold through Penneys and the Birmingham studio portray scenes of a passing way of American life—Black-eyed Susans, a ramshackle barn, a rail fence, a field of wild flowers, a beached boat, a buggy left in a field, these are the stuff of Robert Gwynn's art, the scenes which have meaning and appeal to him.

Not all of his originals end up as prints.

"When I put the portfolio together to show," he said, "I tried to choose subjects many people could relate to, saleable subject."

The quality of the painting for reproduction purposes was another consideration—whether the colors would reproduce and stay alive.

Gwynn attended Ferris Institute and the Center for Creative Studies in Detroit. He does work on commission and many of his paintings are in corporate offices. One, in the Capitol Building in Lansing, was the gift of a local official.

While Peggy and Robert Gwynn are busy putting this new business together, they also save time for a newcomer, Robert Gwynn III whom his father said "already has an interest in art."

painting has been sharply curtailed.

"I can't wait to get my new studio set up," he said. "Right now, I'm split between here and Metamora."

He doesn't have a date set for the opening of the studio and gallery at the farm, but predicts it will be early next year.

Book review stars rabbi

Rabbi Milton Arm of Congregation Beth Achim will review the book "Milton Steinberg: Portrait of a Rabbi" by Dr. Simon Novak as part of the Beth Achim Sisterhood's book review series.

The event is set for noon on Monday, Dec. 11 at the synagogue, 21100 Twelve

Mile in Southfield. A dessert will be served before the program.

Members are invited at no charge, while guests may attend for a \$1.50 fee.

For more information call Marcia Davis at 547-0177 or Alice Berman at 553-5210.

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Harcus named

Miss Jane Harcus, daughter of Mr. and Mrs. Sinclair J. Harcus of Bloomfield Hills, has been named to the swim team of Mary Baldwin College.

The team, newly formed, is coached by W. L. Duncan, a well known developer of junior champions and winning teams in competitive swimming. Their first meet was held Nov. 4.

Red Cross needs blood

Whole blood has a shelf-life of only 21 days. There is a continual demand for fresh blood to meet the needs of patients in the approximately 75 hospitals serviced by the Southeastern Michigan Chapter of the Red Cross.

People between the ages of 17 and 66 are eligible to donate blood.

Donations are accepted at the Oak Park Donor Center, 25900 Greenfield, 10 a.m. to 4 p.m. Mondays and Fridays. Hours Tuesdays and Thursdays are 2:30 p.m. to 4 p.m. Saturdays are 9 a.m. to 2 p.m.

For an appointment, call the Red Cross at 965-2255.

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Portraits taken during this offer, November 20th thru December 9th, will be available before Christmas.

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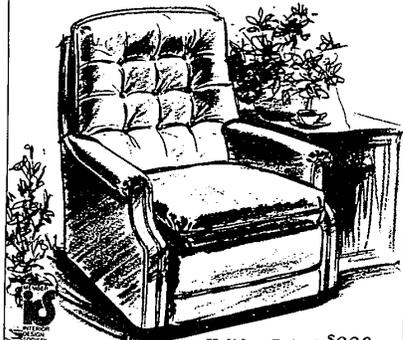
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Saks Fifth Avenue, Detroit, Second at Lothrop, Open Monday through Saturday from 9:30 A.M. till 5:30 P.M. Troy, Somerset Mall, Big Beaver at Coolidge, open Monday through Saturday from 10 A.M. till 9 P.M., Sunday from noon till 5 P.M.

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