Artographs from page 1D

People want to own something no one cise has, Jaye said. With an Artograph, they'd get their wish. Each is custom made, and

an Artograph, they'd get their wish. Each is custom made, and has its own serial number, so no two are alike.

Twenty-three of Jaye's Artographs are now on display at the Russell Klatt Gallery, 1467 S. Woodward in Birmingham.

These pieces include those of Elvis Presley, John Lennon and Neil Armstrong. The official opening of the gallery will take place June 2-5, and will culminate with an auction of as many as 80 Artograph pieces.

The people who have seen the Artographs have reacted favorably, said gallery director Sharon Crane.

"There my a lot of surprise re-

ably, said gallery director oneron Crane.
"There are a lot of surprise re-actions," she said. "The Elvis piece got a lot of responses."
There will be a large crowd for the auction, Crane said.
"Decade are inter now realizing

the auction, Crane said.
"People are just now realizing we have it (the Artograph display) here...I'm anticipating a very good and positive response to it."

Special touches

Jayo's custom made Arto-graphs range in price from \$450 to several thousand dollars. The price is determined by the scarci-ty of the autograph, and the other items framed with it.

For example, Lucilie Ball rare-signed her full name after her

TV career began.
"From the 1950s on, she signed only 'Love Lucy,' so anything signed 'Lucille Ball' is quite

signed 'Lucille Ball' is quint rare." When deciding which celebri-ties to frame, Jaye tries to select subjects with the broadest gener-al speeal.

"Like any good businessman, 'Like any good businessman, 'Artographs done on Elvis, Joe DiMaggio, Frank Sinatra and Marilyn Morroe will always be in demand, he said.
"Famous people, suddenly in

demand, he said.

"Famous people, suddenly in the news, will also bring on a burst of requests."

Artful angle

Artful angle

An autograph by itself might end up in someone's scrapbook. As part of an Artograph, it would be hung on their wall.

For Jaye, the trick is presenting it in such a way that people would want to hang it on their wall. When he recently obtained an autographed picture of Candice Bergen, he decided the Artograph should showcase different periods in her life.

"I found a great picture of Candice as a little girl, posing with

her 'brother,' Charlie McCerthy, and her dad. I found another picture of her . . . when she was a high fashlon model. . . "I took the picture of her as a little girl with Charlie McCarthy, the picture as a high fashlon model, and framed them with the autographed picture of 'Murphy Brown,' as you see her now. It's a very interesting visual, because it shows her in three completely different stages of her life."

Jaye used the same format in Artographs of Elizabeth Taylor and the late Lillian Gish. He finds that it's a good format to use when the subject has a long and varied career. With some subjects, however, he finds another angle works better.

"A good example: I'm doing one on Muhammad Ali . . I started out with a nice autographed picture . . and I wanted to put a couple of significant photos in with it.

"I found one of him with Howard Cosell. That's a high point, because through his entire booking career, he and Howard Cosell did nothing but argue."

Jaye "huntis" used book stores and used book stores and used book sales to find pictures, he said.

"I find my best source for interesting things are the Time-Life books. Time-Life put out great photographic locks over the years, and a lot of them are very obscure. The things they've done







Candica collection: For his Artograph of Candice Bergen, Eddie Jaye compiled images that showcased different periods in her life: a photo of her as a little girl with her father and Charlie McCarthy, a picture of her as a fashion model and an autographed photo of her as Murphy Brown. The Russell Klatt Gallery in Birmingham is exhibiting 23 of Jaye's Artographs.

in the '40s and '50s that you'll never see anywhere except . . . at a used book sale."

What type of person would be interested in owning an Artograph? A movie afficionado? A sports fanatic? An autograph collector?

Jaye's pieces would appeal not only to individuals, but to a num-ber of institutions as well, he said.

"Here's my market. Bar and restaurant owners who want to have their walls festooned with various Artographs A hospital might be interested in having something like Clara Barton. A school or college or a professor might be interested in having Eleanor Roosevelt, or Daniel Webster."

ster."
Since the Artograph will cost a great deal of money, Jaye keeps the customer apprised of its prog-

ress.
"Nobody buys anything sight unseen. If the person is out of state, or can't look at it, they'll receive a color photo of it, prior to framing...

"I also try to find out what col-ors they'd like. If it's going into a room with an azales couch, I'd like to try to matte it to fit the decor."

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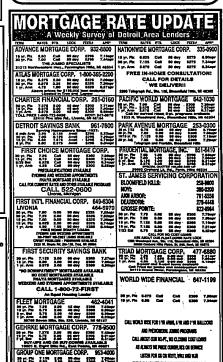


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