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a publication created by, for and about

# CRAIG PALMER

professional artist | heck of a nice guy

*While supplies last...*

CONTACT ME FOR A

**FREE**

INTERVIEW

**THERE'S  
A TALENTED  
ARTIST  
IN TOWN!**





# Who is Craig Palmer?

I began my career as a copywriter in Boston and New York City writing television, radio and prints ads for clients that included Pizza Hut, U.S. Navy, AT&T, Campbell's Soup, Burger King and Ponds.

I served as President and CEO of Palmer/Cosmopolos/Palmer, a full-service advertising agency where my clients included Corning, Inc., Serengeti Eyewear, LPGA and the American Cancer Society. I was Founder and President of Pixel Head, a digital marketing agency that specialized in creating websites and interactive CD ROM projects. Pixel Head was honored to be chosen as the first privately-owned company in the country to create and host Websites for Members of the United States Congress.

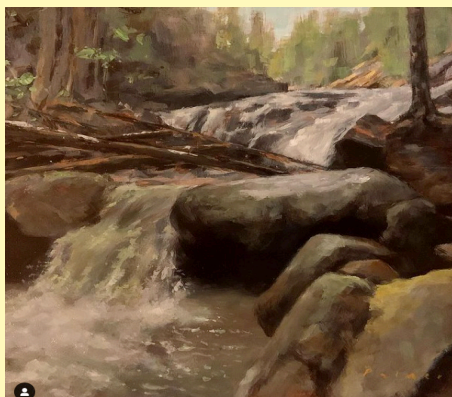
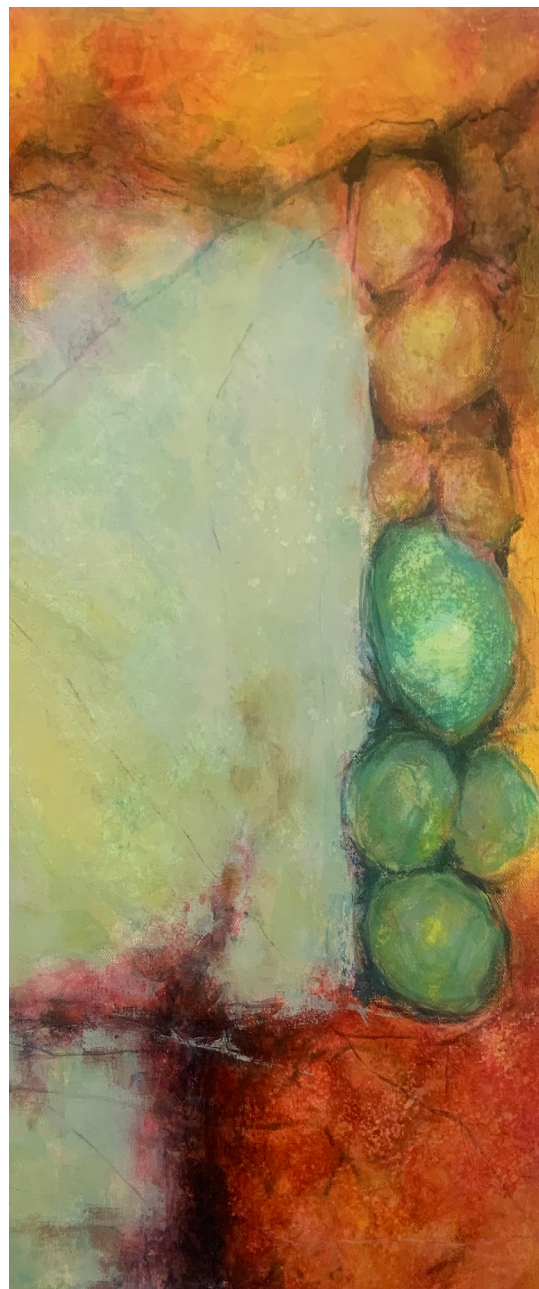
Originally from Elmira, NY, I was a very active member of my community. I was elected to serve terms on the school board and as

a village trustee. One of my most notable accomplishments was to be elected mayor of Elmira Heights, NY.

Today, I am an accomplished professional artist. I have been painting regularly for the past 30 years. I studied with acclaimed artist Thomas Buechner for 12 years.

I am also an art teacher. I have taught painting classes at the Cedar Arts Center in Corning, NY, the Arts Center in Bonita Springs, FL and at the Bohemia Collective, Boulder, CO. I spent five years as an adjunct professor at Corning Community College teaching website and graphic design.

I am a graduate of Parsons School of Design and attended Syracuse University. My wife Jennifer and I enjoy just about every outdoor activity the Sunshine state offers, especially paddle boarding, golf and biking. I have four children, Lauren, Caitlin, Sarah and Steven.



## EN PLEIN AIR

I love to get out of the studio to paint. With the splendor of every tree, to power of a flowing creek or the curling of a wave, Mother nature offers us an endless bounty of subject matter. Over the past 20 years, I've spent countless hours attempting to capture these fleeting moments on canvas.

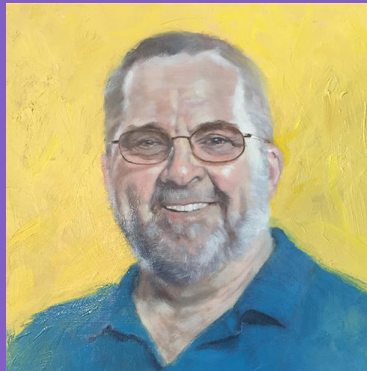


## DAVIS PHINNEY FOUNDATION PROJECT

I'm originally from upstate NY, and several friends from my tiny hometown curiously developed Parkinson's disease at far too young an age. Shortly after I moved to Boulder, one of these friends called to ask if she could stay with us while she was working on a project with a local Parkinson's non-profit called Davis Phinney Foundation for Parkinson's. During her visit, she introduced me to the founders Davis and Colleen Phinney, and other folks who were running the organization.

I was deeply inspired by their work to improve the quality of life for people with Parkinson's, and wanted to offer my support through my love of painting. Together, we created a plan for painting portraits of 30 Davis Phinney ambassadors located around the country. Our strategy was to donate the paintings and create a fundraising event, which would eventually put the portraits in the hands of the ambassadors. I was about mid-way through the process when COVID hit, and the fundraising event had to be postponed.

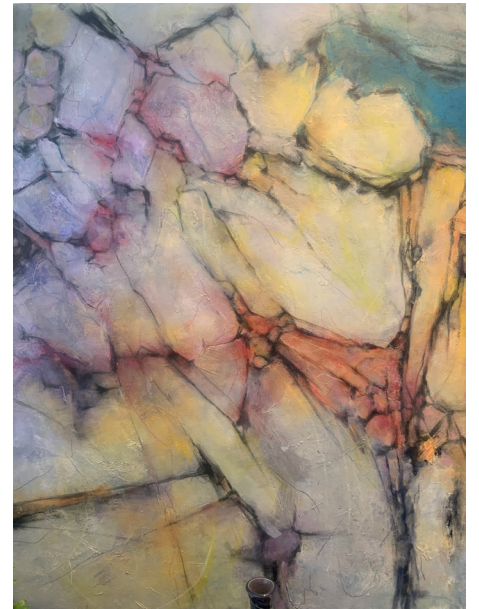
I am so honored to be able to capture the spirit of these courageous ambassadors, many of which suffer from PD themselves, who work tirelessly to support the DP foundation.



## PORTRAIT COMMISSIONS

Whether it's a beloved child, a family pet or a retiring executive, I've been painting portraits since 1983. I find portrait painting to be a profound way to connect with people in a meaningful way which brings me great joy.





## My transformation from realism to abstraction.

The past year has had a profound impact on all of us. For me, 2020 was life altering as I discovered a new (for me!) form of artistic expression - abstract painting.

Having spent the past 30 years as a realist, my transformation to abstraction surprised many of my friends, family and collectors. It surprised everyone, but me.

Over the years, I've attempted to create abstract paintings many times with no success. Abstract painting was pure torture. Then, one day I had an epiphany. - use the same

principles of painting (shape, color, value, edges, line, texture, composition) that I use to a portrait or landscape to paint an abstract. From that moment on, something clicked. Inspired by my time living in the Rocky Mountains, an entirely new style emerged from my paintbrush.

***I will always be a realistic artist, but I know that my artistic journey is going to help me create exciting new work.*** I am very busy experimenting with new techniques and materials that I can use to aid in my transformation.

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## PROFESSIONAL EXPERIENCE

### Artist, Sarasota, FL

I am a fulltime artist specializing in abstract painting. I am currently selling existing and commissioned art to my current client network and various online outlets. I have sold paintings through the West End Gallery, Corning, NY and Bohemia Collective, Boulder, CO. I have attended classes at the Southern Atelier with Charles Miano and participated in many painting workshops around the country. Artists whose workshops I have attended include Quang Ho, Lori Putnam and Rose Franzen. One of the greatest artistic influences in my life was working with my mentor, Tom Buechner, for nearly 20 years. My studio is located at MARA Gallery in the Rosemary District.

### Marketing Director/Financial Advisor, Grace Advisory Group, Fort Myers, FL

Grace Advisory Group is one of the largest and oldest companies in the country that focuses solely on retirement planning services. They serve over 5,000 clients throughout Southwest Florida and the Orlando area.

### Marketing and Communications Manager, Chemung Canal Trust Company, Elmira, NY

\$1.6 billion community bank with 28 offices located in the Southern Tier and Albany Regions of New York State and the Northern Tier of Pennsylvania.

### Mayor, Village of Elmira Heights, Elmira Heights, NY

Elected mayor for village in upstate NY of approx. 5,500 residents. Annual budget \$1.6 million.

### President/Founder, Pixel Head, Elmira, NY

Pixel Head was a digital marketing company that created a wide variety of new media solutions that included interactive CD ROMS, presentations, online advertising and Website development projects.

### President/Founder, Palmer/Cosmopolos/Palmer, Elmira, NY

Founded an advertising agency with Stavros Cosmopolos, founder of Hill Holiday in Boston and a member of the Art Director's Hall of Fame. Created in-house digital photography studio.

### Adjunct Professor, Corning Community College, Corning, NY

Taught first and second year graphic design and website design classes

### Copywriter, McCann Erickson, DMBB and BBDO NY, NY

Wrote television, radio and print advertising for AT&T, Lever Brothers, Pizza Hut, Campbell's Soup, US Navy and Burger King

## EDUCATION

- **Syracuse University**, Syracuse, NY, MFA Independent Study Program
- **Parsons School of Design**, NY, NY, BFA Illustration
- **Mohawk Valley Community College**, AAS Advertising Design

## ASSOCIATIONS AND MEMBERSHIPS

- Portrait Society of America
- Art Center of Sarasota
- Arts and Cultural Alliance of Sarasota County, member
- Sarasota Arts and Cultural Alliance Tourist Development Cultural/Arts Program, panelist

## GRANTS AND AWARDS

- 2022 Halo Arts Project Fellowship Award Recipient
- Sarasota Arts and Cultural Alliance Tourist Development Cultural/Arts Program, panelist

## EXHIBITIONS

- 2021 Art Center of Sarasota Juried Memembers Show
- 2022 About-Face Solo Exhibition MARA Gallery