

PRESS RELEASE:

Appel Gallery in Sacramento, CA

“Manipulate This” – Manipulated Polaroid SX-70 Images by Wendell Minshew

Opening Reception – Saturday, December 10, 2005; 5-9 PM

“Manipulate This”, a retrospective show of manipulated and enhanced Polaroid SX-70 images by fine art photographer Wendell Minshew, showcases the playful and beautiful art Wendell has created over the last 10 years. These images begin as a 3-inch square photograph ejected from an SX-70 camera, popular in the early 1970’s. Polaroid considered the fact that the film emulsion did not immediately harden a design flaw, but by the early to mid-1980’s photographers and artists found that the flaw was a hidden jewel, and that the emulsion layer could be moved, or manipulated through use of gentle pressure and heat. This opened the door for an array of creative potential, and Wendell has used that “flaw” to create unique and original interpretations of various man-made elements of our world. All of the SX-70 images were created and manipulated on location using various wood tools, pencils, and a clipboard, and are all

original works of art. Wendell scans the original images, and prints them on archival watercolor paper using archival-pigmented inks, and further embellishes some of the final prints using watercolor pencils and pastels. Image size sizes ranges from five-inches square to thirty-inches square.

Wendell says “I became intrigued with the unique ways Polaroid instant print materials could be used to present surreal color images. These images were photographic in nature and chemistry, but lent themselves to endless artistic interpretation. Image transfers, image lifts, and manipulated SX-70 images became a playground for me; a place to be playful, spontaneous, and experimental, and a place to abandon the concept of realism.”

Wendell’s work is featured in the book “Polaroid Manipulations: A Complete Visual Guide to Creating SX-70, Transfer and Digital Prints” by Kathleen Thormod Carr, and Wendell had a helping hand in the preparation of the digital printing section of the book. Reviewers of the book have included Wendell as one of the twenty best Polaroid artists in the country. Wendell will be signing copies of his self-published book, Left Brain – Right Brain during the reception.

Wendell Minshew is a fine art photographer and lives in Cameron Park, California. His photographs have been shown in over 40 solo and group exhibits. Wendell's photographs have been collected by Kaiser Permanente, Bechtel Corporation, Pacific Gas and Electric, and the Barton Memorial Hospital, and Wendell's black and white photographs of historic buildings are included in the permanent collection of the United States Library of Congress.

Appel Gallery is Sacramento's only commercial fine art photography gallery. The gallery represents over fifty artists, covering traditional black and white methods to cutting-edge experimental techniques. The opening night reception will be on Second Saturday, December 10th, from 5-9 PM. Regular Gallery Hours/Days: Thursdays thru Sundays from 1:00 to 6:00 PM. Other Days by appointment. Location: 931 T Street Sacramento, CA 95814. Telephone: 916-442-6014. Web page: <http://www.appelgallery.com>.