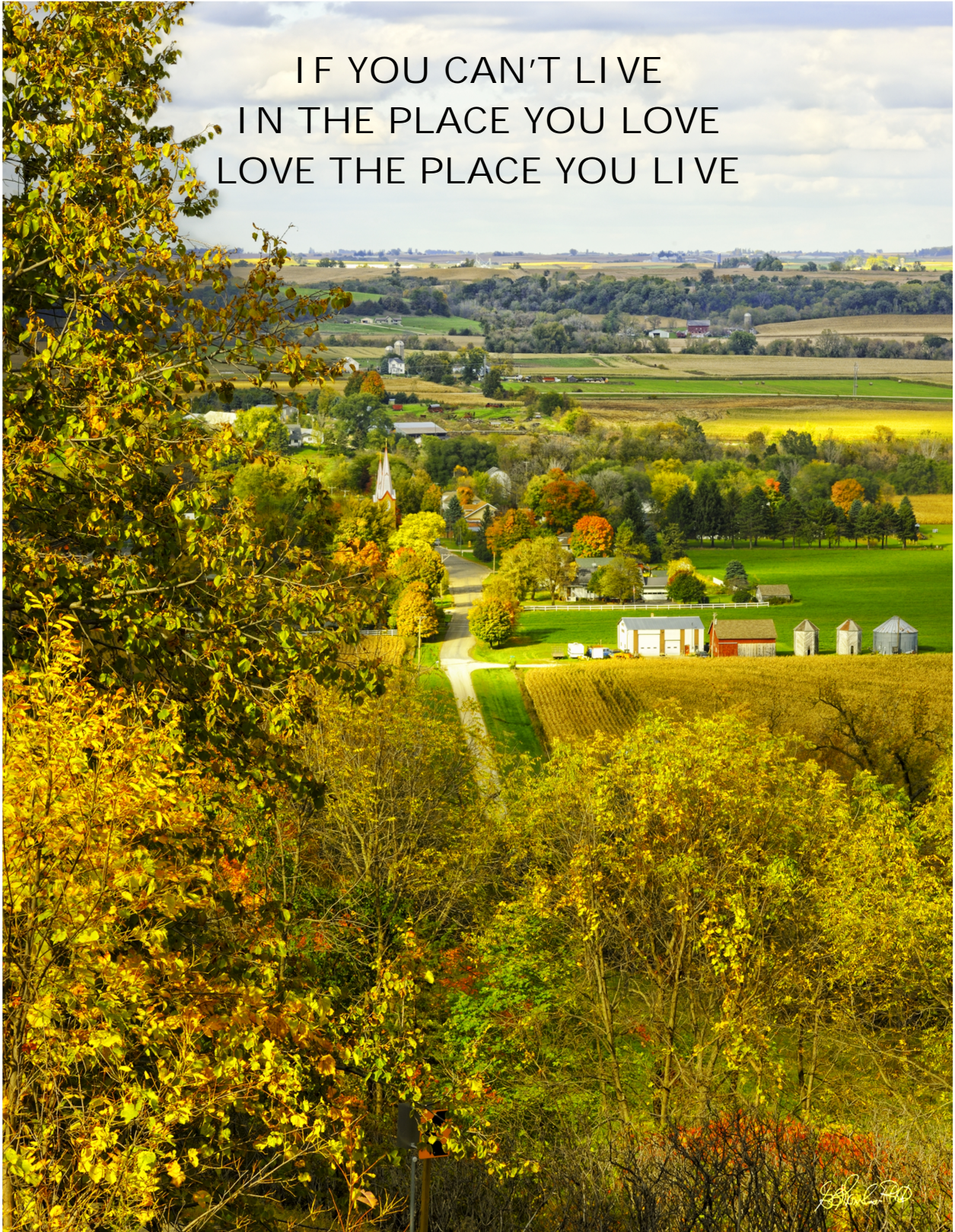


IF YOU CAN'T LIVE
IN THE PLACE YOU LOVE
LOVE THE PLACE YOU LIVE



Shelby

IF YOU CAN'T LIVE IN THE PLACE YOU LOVE,
LOVE THE PLACE YOU LIVE *

* hat tip to Stephen Stills

“Alexander, Caesar, Napoleon, you all had great moments, but you never tasted the supreme triumph; you were never a farm boy riding in from the fields on a bulging rack of new-mown hay.” - Grant Wood

In the course of my working life I have been gifted with the opportunities to live in many different parts of the United States. As a teen, I and a buddy who I grew up with decided to leave our roots in Iowa and hitchhike to southern California. The motivation behind this was to find temporary jobs that would enable us to earn enough to book passage to Hawaii. Once there we would work on a sugar cane plantation managed by the father of my buddy's college school mate. We never made it to Hawaii. And after some time our paths diverged. My growing-up mate decided to return to college. Since I had already flunked out of my first year of college, that was not to be the fork in my road.

I remained for several years in California pursuing a business career with some success but grew tired of life in the fast lane and smog. So I packed it in, bought a motorcycle and headed east in search of a new beginning. Landing in Colorado, a number of job opportunities fell into my path. I learned to ski down groomed snow trails in the lengthy winters and explore mountain back-trails on dirt bikes in the brief Spring-Summer-Fall.

Life events happened. My next home was in Texas where, while working my day-job, I tentatively returned to college with night and weekend classes. After some years in the work world I now found college to be both challenging and rewarding to my hungry mind. In short order I decided to return to college full-time and pursue an adolescent dream of earning a doctorate in Psychology. So from there it was Arizona State for undergraduate and then Wayne State in Michigan for the doctorate in Neuropsychology.

And again, following several years practice in Michigan life events happened, leading me to live and practice in northern California for a while, then back to Michigan. Ultimately, after satisfying my adolescent aspiration, I returned to the business world and my roots in Iowa.



"I had to go to France to appreciate Iowa." - Grant Wood

In retrospect, it was while I was attending ASU that my interest in photography began as an escape from the tedium and tension of classes, study and attaining a GPA good enough for grad school admittance. Thus began my longest life period of singular interest and parallel un-career devotion/passion. For more than thirty-five years I have seen that interest grow and mature, with the last seventeen or so as an evolving professional earning a modest living as a photographic artist.

I loved Colorado, Arizona, Texas and the Southwest. However, earning a living that would support me and my photography in the iconic areas that held my affection was a bridge too far.

Returning to life in Iowa became the object of my photographic affections. And Iowa has loved me back like no iconic location would.



"Most artists look for something fresh to paint; frankly I find that quite boring. For me it is much more exciting to find fresh meaning in something familiar." - Andrew Wyeth

My personal style of photography is not so much a product-of or equivalent-to the famed photographers that are household names. However, Ansel Adams was the first photographic icon that influenced my early ventures into the world of black and white film photography with the zone system, and the attendant first magic of the darkroom developer tray.

The greatest encouragement for me comes from the world of paint and canvas. Grant Wood, Claude Monet, Paul Cézanne, Norman Rockwell, and Andrew Wyeth celebrated simple landscapes and nature's gifts with realism and impression, color and thoughtful composition, but most importantly - lighting.



“Critic asks: ‘And what, sir, is the subject matter of that painting?’ - ‘The subject matter, my dear good fellow, is the light.’” - Claude Monet

Many photographers report that they came to photography after spending their formative years studying the traditions of brush and canvas art. On the other hand, I discovered brush and canvas art in the late stages of developing my craft. Tardily but happily I have discovered that much of what I was expressing or attempting to express was also inherent in the works of the canvas artists I have indicated. My roots in Iowa share visions with Grant Wood and Andrew Wyeth. My painterly leanings I find most easily in Claude Monet and his love of color and flora. The compositions of Paul Cezanne inspire my still life work. Grant Wood lovingly viewed the same Iowa I do, but his was with an abstract eye for its rolling croplands and small towns – and a more literal eye for its people.



“All the really good ideas I ever had came to me while I was milking a cow.” - Grant Wood

Returning to Iowa after spending much of my adult life living in the west and southwest, I also came back to the idea that Iowa is about the lowans as much as it is the topography. My growing-up history which took place in the fifties included the joyful discovery of Norman Rockwell's illustrations in the Saturday Evening Post. Rockwell's devotion to the average American and the ideals of that era fits my experience and lives on in my memories.

Recently I was delighted to find that I share with Andrew Wyeth a similar fascination with windows. In fact he painted some 300 canvases that are only now finding their way to the museums from private collections - “Looking out, Looking in”.



As a professional photographic artist pursuing my passion I have experienced the joy of having hundreds of my photos published in glossy local interest magazines, architectural projects, wall hangings, as well as receiving thousands of daily visitors to my websites. I want to encourage other photographers to express their personal, artful view of the world without needing to travel to exotic or iconic destinations.

The renowned artists I have referenced were called Regionalists because they celebrated America and optimized the simple values of their local areas or Impressionists because of their similarly focused interpretive sight. One such example - Claude Monet - spent the last 30 years of his career painting beautiful images primarily from his garden. In presenting and commenting on my own images I make frequent reference to the words of these masters that directly and indirectly address the "Art of Seeing". Their learned insights infused their works with the artful intensity and beauty of their visions. It is my similar goal to contribute what I can to renewing the simple pride in small places and modest folks that once characterized the American art scene.



"Without thinking too much about it in specific terms, I was showing the America I knew and observed to others who might not have noticed. My fundamental purpose is to interpret the typical American. I am a story teller." - Norman Rockwell



"I can't work completely out of my imagination, I must put my foot in a bit of truth, and then I can fly free." - Andrew Wyeth

For me the Art of Seeing is about courage - the courage to search out and discover sources of happiness wherever you must be - to infuse the joy of your own iconic discoveries into your life - and if you choose to share it as I have, in photographic images.

"When I go to farms or little towns, I am always surprised at the discontent I find. And New York, too often, has looked across the sea toward Europe. And all of us who turn our eyes away from what we have are missing life." - Norman Rockwell



Gerald (Jerry) Rowles, Ph.D.

BIO: 1966-2016

Business Career Highlights:

Director of Purchasing
Merle Norman Cosmetics
Los Angeles, CA

General Manager
Shelby American
Playa Del Rey, CA

Assistant Director
Aspen Chamber & Visitors Bureau
Aspen, CO

Regional Sales Manager
E.R. Carpenter Co.
San Antonio, TX

General Manager
Swan Packing, Inc.
Des Moines, IA
(Photography Day Job)

Clinical Career Highlights:

Administrative Manager
Touchstone Mental Health Clinic
Aspen, CO

Advisor
Governor's Mental Health Advisory Board
Denver, CO

Arizona State University
BS Psychology – Summa cum Laude, Phi Beta Kappa
Wayne State University
MA Clinical Psychology
PhD Clinical Neuropsychology
Detroit, MI

Clinical Neuropsychologist:
MOMC Clinical Treatment Coordinator – Inpatient Confinement &
Medical Staff Instructor; Differential Diagnosis – Detroit, MI
Butte Co. Staff Psychologist - Chico, CA
DOC Psychologist - Fort Dodge, IA
Social Science Advisor to IA Legislative Representative Dan Boddicker

Photography Career Highlights:

Magazine Covers & Feature Photos, Prettiest Farm Photo Assignments, Calendars, Gift Cards, Interior Fine Art Prints

Our Iowa Magazine (the 'Arizona Highways' for Iowa)
Editors, Jerry & Larry Wiebel
Publisher, Roy Reiman
Ames, IA

Iowa State University
Curtiss Hall
Conference Room Murals
Ames, IA

Kendall Hunt Publishing
Global Science Text
Project Coordinator, Carrie A. Maro
Dubuque, IA

Draft Horse Journal
Editor, Lynn Telleen
Waverly, IA

Saylorville Lake Project
Visitors Center
Des Moines, IA

University Of Iowa
Oberman Animal Studies
Iowa City, IA

The Iowan Magazine
Editor, Dan Weeks
Publisher, Pioneer Communications
Des Moines, IA

Photoworks Publications
Ann Arbor, MI