



MASTERING THE 21st CENTRY

Artist
Eileen Borgeson

By **Jeff Allen**, Holographics.com

After spending the latter part of the 20th Century associating with art masters, or art through their estates, Eileen Borgeson is now being recognized more for her own art rather than her collaborations. Her art, as originals, editions, commissioned, presentation pieces and awards, is now in the collections of thousands of individuals or organizations worldwide. A prolific artist, she uses a myriad of mediums to create her visions. Her art ranges from blown perfume bottles to major installations in Las Vegas Hotels and Corporate Lobbies.

Erté's timeless art is also very futuristic. An unfulfilled wish of his and Eileen's was to see his art in larger than life forms in carved glass. Eileen is currently working again with Erté's art in conjunction with the Erté Estate, focussing on some of the visions that Erté and Eileen never realized, along with other crystal and illuminated editions.

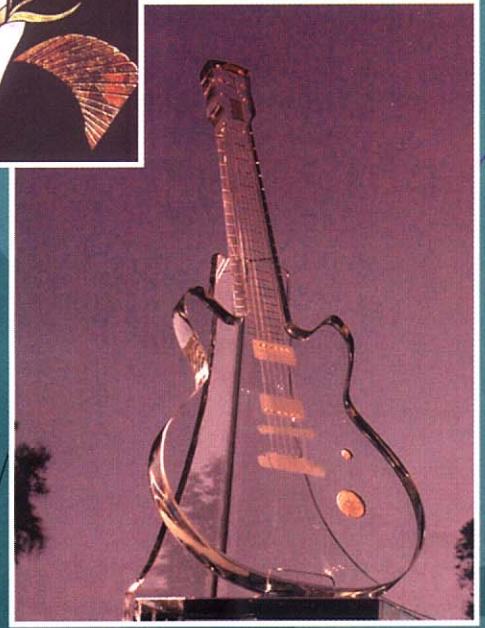
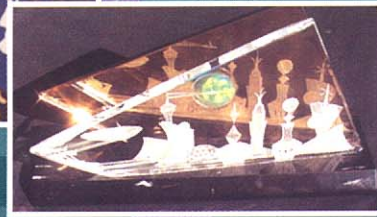
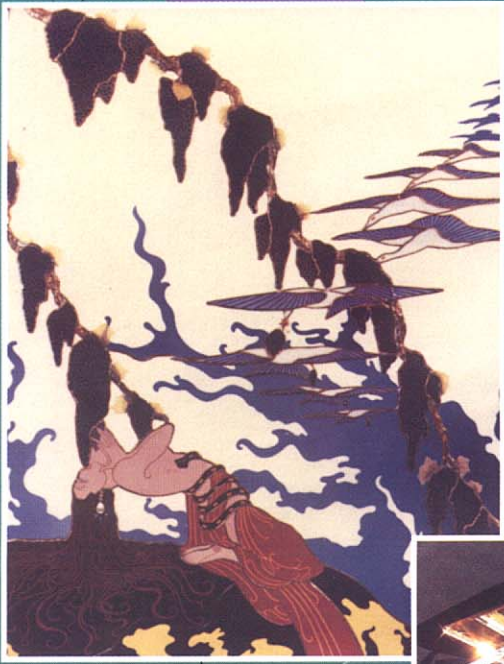
Other collaborations have influences Eileen's style as well. She has rendered into different mediums art from other artists, including: Maxfield Parrish, Chuck Jones, Al Hirschfeld, Murasama Kudo and John Lennon. Yoko Ono said, "...there we are floating together in the clouds..." of Eileen's glass edition of John Lennon's 'Bag One', in glass and marble. She was also commissioned to create many glass limited editions of Warner Bros. and Disney characters for their gallery stores. These all contributed to her ever-changing and developing style.

Creating art pieces for awards and recognition pieces is another important niche strongly suggested to other artists by Eileen (see article on her awards www.EileenBorgeson.com.) Certainly there is great satisfaction from a client who likes your art so much that they are willing to purchase it. There is also another type of satisfaction when your art is given to one for an accomplishment, service or special occasion. Promax Int'l annually gives out Eileen's sculpture 'Muse' as an award in 60 countries. WB, Disney, Buena Vista, Fox TV, and Sony commissioned her for unique mixed-media awards. "The Dalai Lama, Elton John, Friz Freleng, Chuck Jones, Hugh Hefner, Ronald Reagan, Erté, and Aerosmith have received my custom pieces. It was reported to

Erté & Eileen (photo by Terry Moyemont)



Eileen was blessed to have collaborated directly with Erté (considered the 'father of Art Deco') for the last seven years of his life, interpreting his art into illuminated glass editions. Quoting Erté (on their collaborations) "It is very thrilling to see my designs in glass. I think of it as an idealization of my work. On the glass everything is transparent. You see the reality behind and then you see the image floating like a dream".



me that when B.B. King received his 75th birthday present 'Lucille' (hand sculptured, carved/polished crystal guitar) a tear came to his eye... to touch someone like that is what's its all about."

Giving back to the 'universe' for your blessing of artistic abilities is very rewarding. Eileen is finding that much of her time is spent working with worthwhile charities, creating art pieces to honor donors. Recently, in just one month, she created nine 17" Bronze 'Muses' for a large Performing Arts Center and fifteen 10" Clear cast glass 'Guardian Angels' for an at-risk children's center. She highly recommends that her fellow artists also share their abilities for worthwhile causes... 'Art from the Heart'...it always comes back ten fold".

Advancing technologies with established techniques offer the artists of today an unbelievable array of tools with which to express themselves and to be as prolific as they choose. Eileen loves sculpting, is awed by the potential of Holography and lately is excited to discover the limitless possibilities of digital imagery and giclée visuals. "Every medium possesses its own magic...and when you combine them there's no boundaries to the imagination."

"Since the majority of my clients are 'word-of-mouth' referrals, that leaves a lot of my styles and pieces unseen. Luckily with the advent and acceptance of the Internet an entirely new marketing arena is available for artists to play in. A web-site can be very cost effective." Artaffairs offers many approaches at varied price

points with a knowledgeable, experienced and accommodating staff. There is also specialized software for the entire art industry available, opening up to all of us a chance to participate in the Artist Lifestyle.

"The first web-site I ever saw was my own. Originally it was meant to be a 'scrap book' which it still mostly is and I've always been able to use it from the first as a reference. It's always changing and can be expanded in so many ways. Soon it will include my own "art gallery" offering through e-mail special editions to my clients as well as a section for galleries of editions being offered with images to sub-license." In addition to traditional forms of creating and marketing art, there exist incredible opportunities and tools that arise almost daily that enables artists and the art industry to create and influence the future.



Jeff Allen ...a visionary who pioneered many holographic breakthroughs, including embossed holography 30 years ago. "Billions of holograms exist, yet we have only scratched the surface. I feel the next holographic renaissance will be through art." Currently publishing holographic fine art editions and writing articles, Jeff is reachable at www.holographics.com.