

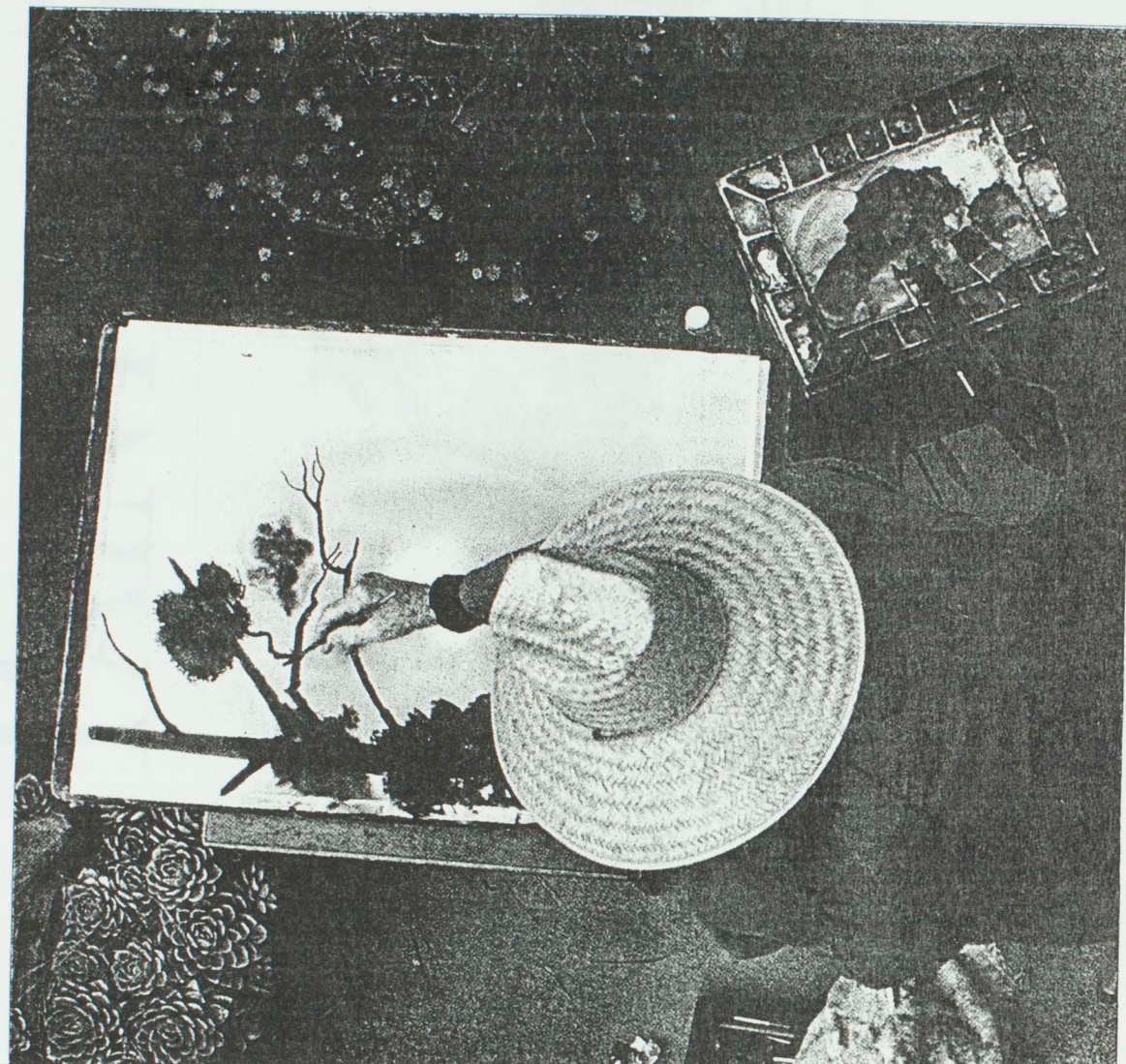


Rollin Pickford is Painter Laureate of California's San Joaquin Valley. His watercolors of the region have been exhibited internationally, winning over 300 awards. They are represented in more than 1,700 public and private art collections. A contemporary of California watercolorists Rex Brandt and Alexander Nepote, Pickford's legacy comprises some 13,000 watercolors and thousands of works in other media. Since 1939, when he began interpreting the Valley in watercolor color, much of the farmland surrounding his native Fresno has been consumed by strip malls and housing tracts. Many of his paintings document an agrarian landscape that no longer exists.



CALIFORNIA LIGHT

The Watercolors of Rollin Pickford



Rollin Pickford, 86, says he doesn't tire of painting the same scene over and over because, "I'm a different artist every time."



Documenting California's vanishing farmland and coastal landscape, Rollin Pickford's watercolors are reproduced with breathtaking fidelity in the world's first Digital Hexachrome book. Essays by Mark Arax and Joel Pickford.

For Immediate Release

California Light documents California's vanishing farmland and breaks new ground in color printing technology

For five decades Rollin Pickford has documented the changing landscape of California's San Joaquin Valley and Central Coast. Now his watercolors have been reproduced with breathtaking fidelity in the world's first Digital Hexachrome book.

California Light: The Watercolors of Rollin Pickford is much more than a monograph on a remarkable artist. It weaves together the stories of a sprawling town, a vanishing landscape and a small group of artists who worked together to create a watercolor style that is unique in American painting. Five essays and interviews explore different facets of the artist's life and career, his technique, his philosophy and his native land. Combining digital photography with a revolutionary six-color printing process, *California Light* sets a new standard for color quality in fine art reproduction.

About the Artist

Rollin Pickford is Painter Laureate of California's San Joaquin Valley. His watercolors of the region have been exhibited internationally, winning over 300 awards. They are represented in more than 1,700 public and private art collections. A contemporary of California watercolorists Rex Brandt and Alexander Nepote, Pickford's legacy comprises some 13,000 watercolors and thousands of works in other media. Since 1939, when he began interpreting the Valley in watercolor, much of the

"The Monterey Coast is just an extension of the San Joaquin Valley for you because you understand it in the same way."

-William Saroyan

