

*"The canals are the
lifeblood, the veins and
arteries of this valley.
They're what makes it
all possible."*

*"Water will do beautiful
things, if you just leave
it alone."*



*"Structure is very
important. If I am
pruning a tree, I consider
its structure, how it
grows. And I remember
that when I'm drawing it."*

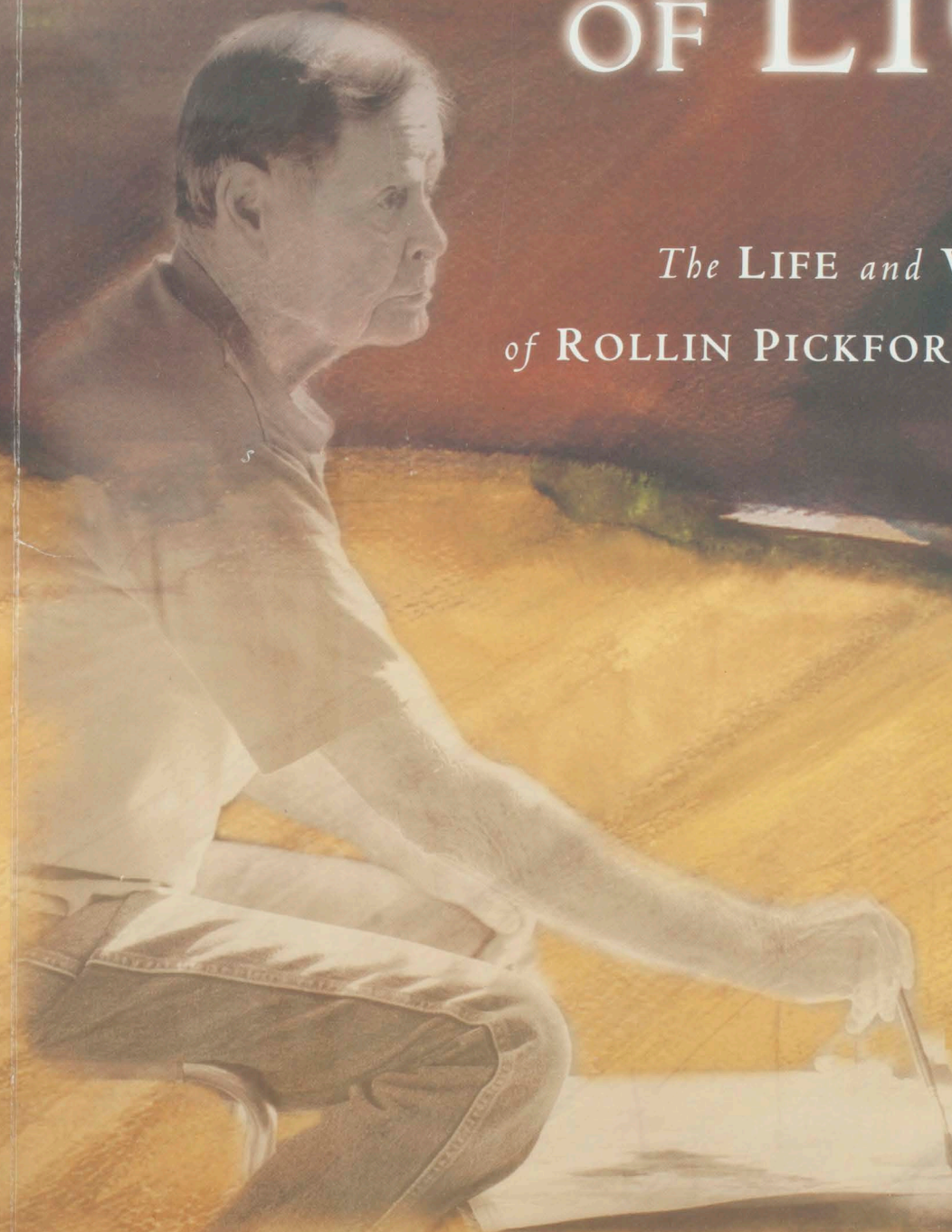


For six decades he worked to capture the essence of a place.

Now sprawl and political corruption threaten to destroy it...

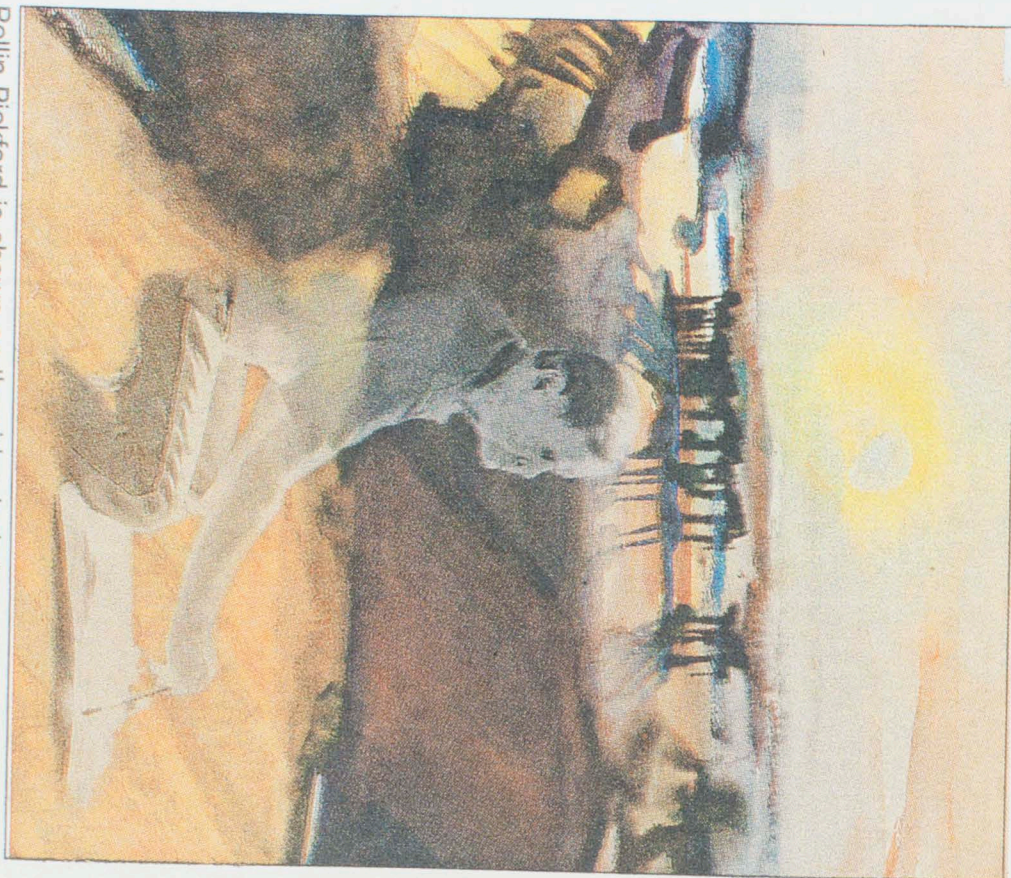
Master OF LIGHT

*The LIFE and WATERCOLORS
of ROLLIN PICKFORD*



A Documentary Film by Joel Pickford

Rollin Pickford is shown on the video jacket produced by his son, Joel Pickford, as a companion piece to the book "California Light."



A COLORFUL

At 87, a Valley artist becomes the subject of a film by his son

BY DAVID HALE

THE FRESNO BEE

Rollin Pickford, patriarch of the Valley's plein-air painters, can't begin to guess the number of miles he has walked, searching for subjects in the scenic reaches of the Joaquin Valley and Central California coast.

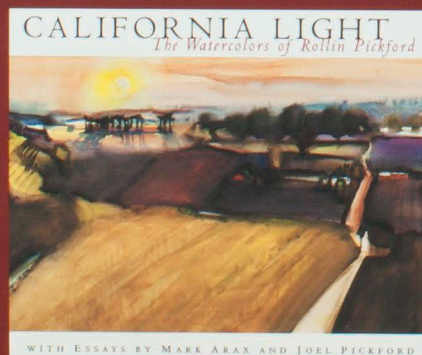
What makes Rollin run, at 87, perhaps the most prolific of local artists? A new documentary illuminates the mystery of the artist's creative drive. "Master of Light: The Life and Watercolors of Rollin Pickford" will be aired at Thursday and at 4:30 p.m. March KVPF Channel 18. The film will be available starting Friday at Fig C Bookstore, the Movies in Van Ness, the Fresno Art Museum and the Metropolitan Museum.

Five years in the making, the film is a companion piece to a book, "California Light: The Watercolors of Rollin Pickford," published last fall by the Press at California State University, Fresno. Film photographer Joel Pickford, son of the artist, produced the book and created the documentary.



The companion book, **California Light: The Watercolors of Rollin Pickford** is a perfect pledge premium for public television stations who broadcast the film. The breathtakingly beautiful volume is the first ever to combine digital photography with six color Hexachrome printing.

Hardcover 288 pages
The Press at
California State University,
Fresno



Master of Light The Life and Watercolors of Rollin Pickford

Filmed in California's San Joaquin Valley and Monterey Peninsula, *Master of Light* documents the remarkable six-decade career of artist Rollin Pickford. His watercolors use innovative techniques to capture an agrarian landscape that is being rapidly bulldozed to make way for strip malls and low-density subdivisions.

Master of Light is much more than a film about art. It also tells the story of Pickford's courage in the face of many losses, including the near-destruction of his native land by careless development and political corruption. Contrasting with stunningly beautiful scenes of the Valley, are stark images of the sprawl, pollution and urban blight that have become increasingly commonplace there. Los Angeles Times staff writer, Mark Arax expertly narrates the tale of greed and poor planning that have turned Pickford's hometown in to a paradigm of peripheral growth and inner city decay.

Master of Light also explores the mysteries and magic of the creative process. Pickford's self-effacing manner and gentle wit enliven the film as it reveals the secrets of his Zen-like watercolor technique. Dividing his time between the San Joaquin Valley and the Central Coast, the prolific 87-year-old artist continues to work every day, creating hundreds of new paintings each year.

The hour-long documentary also showcases the diverse creative talents of Pickford's remarkable family, including his sons, filmmaker Joel Pickford and musician-composer Loren Pickford. Virtuoso cellist, Eugene Friesen, another Fresno native and a member of the Paul Winter Consort, contributes his unique improvisational style to the film's powerful, all-acoustic score. Meticulously



Master OF LIGHT

A Documentary Film by Joel Pickford

