

NATIVE SON :: ED PENNIMAN

About the Artist

Born in Santa Cruz, Ed Penniman was mentored at a young age by his Grandmother a regional artist popular in the 1930s. He works in all media. Ed Penniman graduated from Chouinard Art School of California Institute of the Arts in Los Angeles where he earned a Bachelor of Fine Arts degree. He was hired before graduating at Carson-Roberts Advertising (Ogilvy & Mather Advertising). As a graphic designer, he has won many awards for corporate identity, packaging, collateral materials and trade advertising. Communication Arts Magazine did a feature article on him and examples of his work have been published in the U.S., Europe and Japan. Recently he lectured at University of California at Santa Cruz, Baskin School of Engineering to students engaged in the "Business Incubator Project" on the subject of Corporate Identity and Branding.

Ed has followed the painting trail of Winslow Homer throughout the island of Eleuthera in the Bahamas. His artistic journey has found him painting outdoors in the West Indies, the California Coast, Italy, France, Spain, Holland, Canary Islands, Hawaiian Islands, Brazil, Paraguay, Uruguay, Argentina, Mexico, Baja California, the Southwest & Midwest, the Canadian border, and also followed Gauguin's path to Tahiti, Moorea, and Rarotonga. Ed Participated in the Cultural Council of Santa Cruz County's Open Studios event for 25 years.

Ed served as Curator for the Santa Cruz Art League's Annual Statewide Landscape Exhibition from 2007 through 2012, redirecting the show to a more contemporary and relevant show focusing again on landscape painting. The show was started by his grandmother Leonora N. Penniman in 1926 along with Margaret Rogers and Cor deGavere; Santa Cruz artists who were known nationally as the "Santa Cruz Three." During the recent resurrection of the landscape show Ed selected Jean Stern, Curator of the Irvine Museum as our juror. In 2011 the Santa Cruz Art League hosted Curator/- Author Scott Shields from the Crocker Museum in Sacramento, who juried the Statewide Landscape Exhibit. Member of the National Academy Richard Mayhew, followed as juror of the now popular landscape show. Nancy Boas former Assistant Curator of American



Painting for the San Francisco Fine Arts Museums (de Young and Palace of the Legion of Honor) and author of the popular book, *The California Colorists: Society of Six*, and *David Park, A Painter's Life*, served as juror. Most recently Michael Zakian, Curator of The Frederick R. Weisman Museum of Art at Pepperdine University, judged the 83rd Annual Statewide landscape Exhibition. Penniman stepped back from being the curator and entered a piece winning second place and a cash award.