

UPTOWN BOY

Far from being a native New Yorker, **Jeff Rowland** is proud of his Geordie roots. In fact it is the days spent soaking up the Northumberland downpours that have strongly shaped his latest paintings. His evocative paintings of Manhattan, with the city's distinctive street signs, yellow taxi cabs and high rise blocks, all under siege from the relentless rain have proved an instant success and are responsible for elevating his reputation as an artist to a new level.



← **In A New York Minute**
Giclée edition of 150
Image 16½" x 20"
Framed £295



Looking at his new collection of cityscapes, all of which have a strong cinematic feel to them, it's easy to see how Jeff has been inspired by the movies. "I have always been intrigued by the effect amazing cinematography in films can have on the viewer, and it is something I have deliberately tried to achieve in my paintings."

With an inconclusive narrative that includes the familiar elements of bars and restaurants, street signs and people, Jeff

wants the viewer to make up their own minds about what exactly is happening to the characters in his compositions. "Is it a view of two roads meeting, or two paths crossing; are two people coming together, or are they splitting up? Maybe they are having an affair; is their love a secret or are they simply going back to the bar where they first met? Only the viewer has the answer."

Rowland's cityscapes could feature any corner of the world but his new pieces →

↑ **Heading Downtown**
Giclée edition of 150
Image 16½" x 20"
Framed £295



Jeff Rowland

'I HAVE ALWAYS BEEN INTRIGUED BY THE EFFECT AMAZING CINEMATOGRAPHY IN FILMS CAN HAVE ON THE VIEWER, AND IT IS SOMETHING I HAVE DELIBERATELY TRIED TO ACHIEVE IN MY PAINTINGS.'

focus on an unidentifiable corner of New York drenched in a torrential downpour. The rain-soaked streets are moody and atmospheric and he has mastered an extraordinary technique that captures both the storm itself, and the way it reflects the light.

Living in the North East of England he is used to experiencing a great deal of wet weather! "I believe if you are going to do something creative you should get to the very heart of it, and I often sit outside sketching in the rain to see first hand how it bounces off car roofs, and the ground. Falling rain creates extraordinary reflections from car and street lights, and I've developed a technique of stippling the paint with an old decorator's brush that manages to leave paint marks that are not constrained to a uniform pattern. The split hairs from this old brush allow the strokes to become rain."

Using a graphite block Jeff likes to set out a horizon, and some buildings, to give a vague impression of how the composition will unfold before he starts using the oil paints that he favours to build up the picture. Working with a small spectrum of maybe five or six colours he then creates a palette of cool blues and greys and starts creating perspective to the painting, working from the middle distance to the foreground. After finishing the solid focal points he can then decide where exactly to place the characters or a vehicle, add a personal touch of giving the bar an Irish or Scottish name (from his Celtic ancestry) and finally finish off with the rain which he so enjoys painting.

As a brand new signing to Washington Green Jeff feels his twenty year quest to become a successful artist is finally coming to fruition. Having worked in various mediums and related areas like illustration and



← **Late Night Manhattan**
Giclée edition of 150
Image 20" x 16½"
Framed £295

advertising he admits to always having a passion to paint. He says: "I just cannot keep away from the studio, and often find myself painting into the night, just hoping to produce a perfect painting. Having my work published by such a prestigious company and knowing it will be in galleries across the UK is hugely rewarding. If I can get the audience to imagine a scenario of their own when they look at my work, and create a connection between canvas and viewer for one small moment in time, then I will be very happy."

To see this collection in full please visit www.washingtongreen.co.uk