



*Calla, 16 x 20 Pastel by Gregory John Maichack*

Here's a Delightful, New Program for Adults—

## *The Art of Pastel Workshop* with Gregory John Maichack

*"Thank you for the wonderful introduction to the art of pastels last evening at our library. It was inspiring to view your work and invigorating to learn at your hands."*

—Diane H.C. Giarrusso, Director, Boxford MA Town Libraries

**W**elcome to the Art of Pastel, a workshop that is deeply informative, yet so much fun and so accessible that artists from complete novice to extensively experienced have just plain loved it, side by side.

***"The results of the workshop were spectacular!"***

—Elizabeth M. Wolfe, Director, Marlborough Public Library

### ***How does it work?***

This workshop is a two-hour program (or longer on request) that combines lecture, demonstration and hands-on experiment by participants, with Mr. Maichack guiding them as a group and coaching them individually.

He brings thousands of luscious, professional soft pastels such as Rembrandts & Senneliens, vine charcoal, pastel pencils, practice- and professional-grade pastel paper for participants to use and experiment with in their own projects.

But first, Greg sets up easels to display his own artwork, making a mini-gallery of beautiful examples of finished pieces made with this exceptional medium. Once participants have been settled around tables, he begins teaching and demonstrating at easel with fresh paper.

**M**r. Maichack talks about the art of pastel, what it is, its history, special qualities, how it is handled, what can be accomplished with techniques unique to pastel. He invites participants briefly to introduce themselves and their interests and background so he may address their individual concerns as the program progresses.

Then begins his demonstration at the easel. Participants work at tables, or on foam core boards which Greg provides. (More on room set-up and how easily this is done—and how clean it is—on page 3.) Mr. Maichack leads them through pastel handling techniques such as blending, scumbling, "pentimenti, or little repentances" and all apply the pastels to a practice painting. He makes it easy for all, and fun, so beginners can plunge in side-by-side with experienced painters. All can access Greg's immense depth of experience and knowledge on the subject.

He fields many questions along the way, seeking to make each person completely comfortable and supported as they explore. It is important to him that he create a completely supportive and kind environment for all, as people do their best when they feel safe and can build upon their strengths.

As the time progresses, patrons move on to their

**Gregory John Maichack**

Award-winning Artist

*Maichack Arts*

58 Longfellow Avenue

Holyoke, MA 01040

**413-532-3667**

**EmJay7@aol.com**

## What Happens in the Workshop?

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own projects. They may bring their own photos as references, or use one of the landscape, animal or other photo references Greg provides. He also brings flowers they can draw from life.

It's so much fun to see the group dig into Greg's rich art supplies and enjoy the hands-on part of the program, having gained new information and confidence to explore.

*And Greg makes sure the room is left just as he found it. But a whole lot happier.*

***"If our patrons could have had their wishes, the Art of Pastel workshop...would be meeting every week!"***

The room was full of questions, laughter and enthusiasm as the participants learned about kinds of pastels and paper, layering, how to fix mistakes and choose the lighting and much more....Mr. Maichack was also easy to work with from the programming point of view. He sent artwork for our newsletter, arrived early (!), and had the set-up and clean-up down to a science."

—Maggie Holmes, Director, Richards Library, No. Attleboro

***"It was a real pleasure working with Mr.***

***Maichack.*** He provided images and text for press releases and flyers, set up the workshop area with his own supplies and paintings, and cleaned up afterwards (this is not always the case with people I've hired for programs!)

***More than that, he is professional, friendly and eloquent,*** and I was immediately confident of his abilities."

—Susan M. Hansen, Teen Services Librarian,  
West Hartford Public Library

"He's a talented teacher who clearly has a deep understanding and love of his subject, and his workshops are very often full...and often he has students who return for several semesters for a chance to refine their technique with him....He sees the importance of the detail work, ***SO he's an administrator's dream.***

Finally, I see in the way his students relate to him that he is generous and has the ability to foster a community of artists in a very short period of time. I recommend him highly."

—Robert J. Barba, Director, Community Services,



*"Your unwavering support of those of us who don't trust our artistic talents was especially welcomed and appreciated."*

—Diane H.C. Giarrusso, Director, Boxford Town Libraries

## About the Artist

Gregory John Maichack has won national awards in pastel (Sennelier, Great Lakes Pastel Society; Impressions of New England, Bennington Center for the Arts). He is on the faculty of the Springfield Fine Arts Museum Studio School, Greenfield Community College (among others). In 2004-05, local branches of the Massachusetts Cultural Council awarded him 43 grants to provide this workshop in libraries across the Commonwealth.

He has trained in pastel and in portraiture with the current masters in the field: Daniel E. Greene, Raymond Everett Kinstler, the Copley Society, Charles Gruppe and others. He is an alumni member of the National Portrait Society, and graduate of the College of the Holy Cross.

His work sells in galleries from San Francisco to Kennebunkport, Maine. His portrait of Appalachian storyteller Ray Hicks is in the National Storytelling Center, a part of the Smithsonian, and his recent commission of retired Westfield State College President Frederick Woodward was dedicated in the fall of 2004 as part of their new state-of-the-art athletic and academic Woodward Center.

He lives in western Holyoke, Massachusetts with storyteller/musician Mary Jo Maichack and two incredibly fluffy cats.

***"Greg's presentation was enthusiastic, intelligent, and creative.*** He thoughtfully planned every aspect of his program. He received excellent evaluations from the attendees, who thoroughly enjoyed themselves...I would not hesitate to invite him to host another workshop here at the Wellesley Free Library."

—Elise MacLennan, Assist. Director Library Services

## ***Free, Professional Publicity Saves You Time and Wins You Patrons***

### **1) High Quality Press Releases**

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**2) Color Flyers**—Beautiful, enticing, free, full-color flyers for posting or foam-backed for an eye-catching desk display will fill your registration.

## ***Tips on Managing the Space & Hosting***

**Room arrangement**—Typically, Greg stands at the head of one or more long tables with participants along the sides, but he can adapt to your space and is happy to discuss your situation. At least one table is dedicated to holding the many pastels and art supplies.

**How Many Participants?** To ensure individual attention, usually about 20, but please discuss your needs. Most hosts create a registration list which fills quickly.

### **What Does the Host Provide?**

A space that can hold 20 people and usually, a long table or groups of tables for them to work at.

Greg provides publicity materials, press release, images, fliers, etc., but distribution to your specific media is left to your discretion.

When the host provides an introduction before the event, attendees relish what's to come. (Information provided.)

**Fees:** Please call or email 413-532-3667, EmJay7@aol.com & EmJay7@comcast.net (soon to



*"His rapport with the participants was excellent."*  
—Maggie Holmes, Richards Memorial Library, North Attleboro, MA

## **MORE REVIEWS**

"What I heard through students' comments reflects a teaching style that is rare: encouraging, positive and constructive, with information given in a style that students find approachable, accessible, and clear."

—Melinda Georgeson, Director of Education, Norman Rockwell Museum

"His pastel workshop was a great success. All those that attended were very impressed with his talents, both as an artist and as a teacher. In fact, all of the participants would love to see him return."

—Elizabeth Shaughnessy, Ass't to the Director, Whitinsville Social Library, Northbridge, Mass.

"Greg fulfilled all the requirements of our agreement in a completely professional manner. I have no doubt that we will ask him to come back to the library for future events. In fact, thanks to Greg for the success of this program, I am now inspired to create an ongoing arts workshop series here at the library."

—Elizabeth Marcus Wolfe, Director, Marlborough Public Library

### **Hosted this program before?**

Many are repeating it at their patrons' request. Or arrange for one of Greg's wonderful workshops in portraiture.

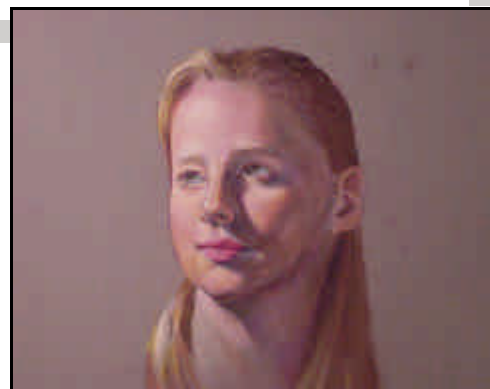
### **Write or call today.**

**413-532-3667**

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## **LCC Grants?**

For Mass. LCC grants, Greg can supply you with cut-and-paste info for your applications—or do it all for you. But please call early.



Portrait of Emily.  
Greg also teaches portraiture in pastel.

**GREGORY JOHN MAICHACK, ARTIST**  
**MAICHACK ARTS**

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Holyoke, MA 01040  
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*Massachusetts Institutions—  
Submit this with your lcc grant.*

**Welcome to a Wonderful, New Workshop  
for Adults—  
*The Art of Pastel***



*Still Life with Apples, Pastel by Gregory John Maichack  
Private collection, Museum Curator, Bennington, VT*

*It's a Terrific, New\* Workshop for Adults  
from Maichack Arts—*

***Art of Pastel***

*and it's already getting  
rave reviews:*

*"I consider the program one of the  
best I have been able to offer...."*

—Susan M. Hansen, West Hartford Public Library

\*new, but tried-and-true at dozens of libraries & venues