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# "STOPS ALONG THE WAY"

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February 2010

The Tullahoma Fine Arts Center

presents thirty plus works by

Jeff MAYFIELD



Jeff Mayfield captures beauty with both brush and lens. Whether he is pausing to adjust the "stops" on his camera for a photograph or pausing to adjust his perspective for a watercolor painting, his works reveal glimpses and interpretations of artist Jeff Mayfield's individual journey through life. His works capture some of the moments and memories that have molded and enriched his life and character. These images present Mayfield's personal visual "scrapbook", but can also be viewed as cultural universals. The artist hopes that his images will spark remembrances of special times in the lives of the viewer.

Recently, I have combined both of my favorite mediums, black and white photography and watercolor. I now create a mixed media painting which starts with a carefully planned and developed black and white photograph printed on 140 lb. watercolor paper. The image is then painted with transparent watercolors allowing the message in the image to be further emphasized through specific areas of color.

## Artist's Statement

"Art uses many mediums to communicate with one's emotions and spirit. For me, visual media express my feelings, thoughts and ideas.

My work uses the visual arts to communicate emotional and spiritual messages through treatment of scenes and objects of daily life.

"I hope my art will speak to you."  
Jeff Mayfield

## Brief Biography

Jeff Mayfield captures beauty with both brush and camera. Self-taught artist Mayfield has been pursuing his craft for over a decade. His industrial photos appear in numerous publications and professional venues. Mayfield shares his paintings and photographs at shows, corporate collections and galleries. His work can also be viewed at [www.jeffmayfieldartist.com](http://www.jeffmayfieldartist.com). Mayfield's formal education earned him a Bachelor of Science degree in Business Administration from the University of Tennessee at Knoxville in 1983, a career in public accounting, eighteen years as the Chief Financial Officer for Quality Industries in LaVergne, Tennessee and now his current position as the President and Chief Executive Officer.



## Contact Information

Mr. Mayfield welcomes your inquiries and/or feedback regarding his work. Feel free to contact him through any of the following paths:

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# LIFESTYLES

The Tullahoma News

January 29, 2010

## Jeff Mayfield exhibit opens in February at Fine Arts Center

By KALI BOLLE  
Lifestyles Editor

The Tullahoma Fine Arts center will present "Stops Along the Way," 30 pieces of artwork by Jeff Mayfield during the month of February.

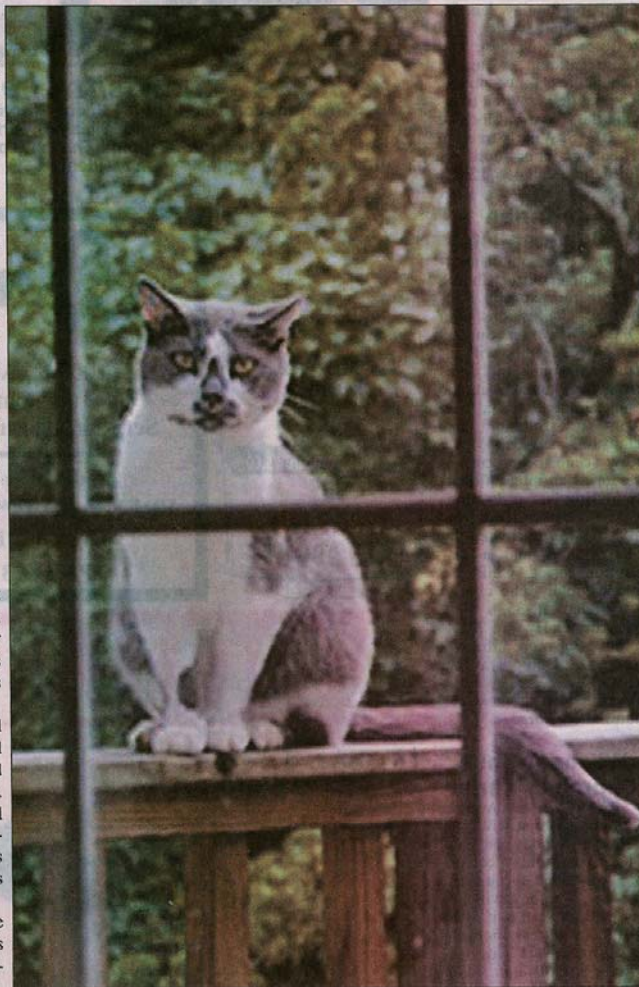
Mayfield captures his artwork with both brush and pen. Whether taking pictures or creating with watercolors, he uses the two favorite mediums to capture feeling, thoughts and ideas. Recently, he found a way to combine his two favorite mediums. In his new exhibit, he combines black and white photography with watercolor. He starts with a carefully planned and developed black and white photo printed on watercolor paper. Then the image is enhanced with transparent watercolors.

Mayfield is a self-taught artist who says he has been pursuing his passions for over a decade. His work gives the viewer a glimpse into his journey through life.

"It reveals moments and memories that have molded and enriched my life and character," said Mayfield. "My work uses the visual arts to communicate emotional and spiritual messages through treatment of scenes and objects of daily life."

Not only can his work be viewed as an aspect of his personal life but also as "cultural universals." His photography process are carefully planned and photographed with the high quality lens and professional camera bodies. His development process is tailored to the message to be conveyed. Prints are produced on high quality paper.

The watercolor images are drawn and painted on 140 or 300 pound watercolor paper. Mayfield uses a palette of selected high quality pigments that have high permanence ratings. He also paints gouache, which is a type of paint consisting of pigment suspended in water. It differs



### They Are Watching You

One of Mayfield's pieces from his "They Are Watching You Series." In this series Mayfield focuses on how behavior communicates values and standards of life. "The series is to provoke thought and reflection on how our actions effect others," said Mayfield.

from watercolor because the larger particles mean that the ratio of pigment to water is significantly higher. Gouache is heavier and more opaque than watercolor, with great reflective qualities.

Along with his more personal works, Mayfield also captures scenes of in-

dustrial. His industrial photos have appeared in a number of publications and venues. He exhibits his paintings and photography in shows, galleries and corporate collections. When he is not painting or taking pictures, Mayfield is the chief executive officer of Quality Industries in LaVergne.

Mayfield's works will be on show at the Tullahoma Fine Arts Center throughout the month of February.

For more information on the show, call the TFC at 455-1234. You can also more of Mayfield's works by visiting his site on the Web at [www.jeffmayfield-artist.com](http://www.jeffmayfield-artist.com).