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The Most Meaningful Gift: Custom Photomontages by Artist Nancy Gershman

Digital artist Nancy Gershman of Art For Your Sake creates custom wishful reality by repurposing client photos into fine art photomontages for individuals, couples and organizations.

Chicago, IL – Art For Your Sake

Thanks to the transformative power of digital photo manipulation, artist Nancy Gershman makes dreams-to-order. Bring her your cherished stories and photos of people, pets, objects and landscapes and Gershman will create original artwork for as little as \$40 /per photo used. Seamless, true to scale, with shadow play and witty effects, these fine art photomontages called “Dreamscapes” are hybrid objects. Almost any image can find itself in a *Dreamscape*, including memorabilia, personal artwork, artifacts and backdrops from Gershman’s own travels. (Her image library includes everything from Red Square in Moscow, totally vacated to a heart-shaped bush from Italy.)

“I treat each assignment as if I’m making a museum-worthy work of art,” says Gershman. Every work of art made from a client’s photos and her own is on par with the pieces exhibited in Gershman’s solo show in 2008-9 at The Loyola University Museum of Art in Chicago. The concept behind her studio is two-fold:

1. To create that One Perfect Photo by selecting the best photos among the hundreds of photos taken with digital cameras, and the hundreds of vintage photos lying in shoeboxes and crumbling albums.
2. To stage “factitious” or entirely new memories to celebrate someone’s lifelong passion or obsession (Fig. 1. Rita Z gets an invented uniform for her anti-smoking activism on a cruise ship).



Fig. 1 A Gershman photomontage, using (2) head shots from the client and (5) pics from the artist’s image library.

Art For *Your Sake*, Made by a Real Artist

Behind every artistic product is an artistic mind, not a web-based graphic service relying on off-the-shelf effects. "It's like hiring a world class artist, photographer and curator, all rolled into one," says Gershman. Clients can expect complete creative direction, as well as suggestions on how to use their "dreamscape" as a peace offering and ice-breaker, or as a reward for positive thinking and a stimulus to jog memory. Her specialties include:

- inventive storytelling, meaningful symbolism and surrealism when combining photos
- creative photo collages with epic and fantasy themes for roasts and other celebrations
- photo searches for fresh imagery that is culturally, geographically or historically appropriate
- "royal" portraits and vacation keepsakes, as well as save-the-dates, invitations and holiday cards

As one client, Anne H, recalls, *"Nancy sat down with me and reviewed family albums to pick photos for a collage. She has tremendous empathy and a true artist's eye for patterns ... Just working with her on the selection began to break up my old, locked-in ways of relating to the photos."*

Complete Affordability

So anyone can afford a custom photo collage, Art For Your Sake promises original artwork starting at \$48 (to combine two images), \$40 for every additional image, and installment payment plans. Often, families and friends will go in on a group gift together for someone they love. "It's artistic, affordable and all for your sake," says Gershman. "How much better can it get?"

Included in every order, Gershman provides:

- restoration, retouching and color-correction *at no extra cost, unless photos are severely damaged*
- high resolution scans of all original photos, *at no extra charge*
- a high quality 8x10 print of the photomontage (enlargements upon request, priced separately)
- a CD of all digital files, including scanned photos and original artwork
- plus, USPS Priority Mail shipping

Nancy Gershman, descends from a family of painters, and worked in advertising for two decades before opening her studio, Art For Your Sake for celebration and healing. As a prescriptive artist in the mental health community, her photomontages also counter loss, regrets, broken hearts and ruptured relationships and have been recognized by the American Psychotherapy Association in their journal *Annals*, as well as by Living With Loss Magazine and Hektoen International: Journal of Medical Humanities.

CONTACT INFORMATION

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