

### BOLD AND PERSONAL.

**Sally Evans** lives life in full color. She is an inspiration to many of her followers who are drawn to her bold and colorful pieces. Fans of her work include corporate collectors, animal lovers, interior decorators and patrons who request commission pieces. Understanding her collectors has led to a very successful career as a full-time artist.

Sally earned a BFA in Graphic Design and Fine Art from the University of South Carolina and started her career as a graphic artist but soon became bored. In the early 1990's, travelling out West she began to admire the colorful work of South Western artists. Originally a watercolorist, she quickly grew comfortable expressing herself with pastels, acrylics, and mix media. Her themes include Southwestern landscapes, Florida beaches and New Mexico deserts. Her love of animals led to the creation of whimsical figurative works that feature dogs, cats, horses and whatever creature calls out to her. Sally is also a storyteller. Her commission pieces, which can cover houses, a special location, to a beloved pet, compel her to strive to understand the significance of the subject. Her reach goes beyond looking at a photograph and recreating the visual. She also wants to understand why the subject matter is important. She will pepper you with questions... Was your pet sweet? How long have you lived in this house? Who sits on that porch? Questions that may seem conversational, until you see the colorful finished piece, and realize that in a magical way she has visually materialized the very essence of its significance. Sally honors her customers by visually telling their story, not her story.

Sally always knew she wanted to be an artist. "It picked me", she says. And she has been drawing animals since the age of two. She became a professional artist in the mid 1990's after quitting her graphic design job and selling her first pieces to a gallery in Atlanta. Today she describes a perfect day as "one without interruptions and the painting is going well". One of her greatest joy is her husband who is also an artist and very supportive of her efforts. "We enjoy a unique life and he gets it", she gushes.

### In the DOG HOUSE.

Sally has been creating special projects like Bow Wow Haus London on and off for the past 18 years with the Outdoor Arts Foundation in Tampa, Florida. She originally painted a large turtle, another dog house and several other projects in the early and mid-2000. When Jay Gould the director of Outdoor Arts Foundation, asked her to participate on the London project, she jumped at the chance to create a dog house which would go international and help raise funds for an animal rescue foundation in London. The dog house was purchased and sent back here to the United States as a gift.

Sally is selective with her time, choosing to participate in two or three art festivals a year. The rest of her time is devoted to gallery pieces and commission work. We hope she will consider coming back to the **Coconut Grove Arts Festival** where her work was well received by festival goers. Sally explains that Millennials buy the most prints from her. But her collector base is definitely baby boomers, with both men and women appreciating her work.

### TO YOUNGER ARTISTS.

Sally advises "artists are a very sensitive group of people. And they need to have a really thick skin and a lot of determination... like my husband always says ~don't let the ups get you to UP or the downs get you too DOWN. ~ You really need to love creating for a living. But remember this is a business and you need to learn how to handle your finances and not let people take advantage of you. You won't always be spending your income on fun stuff. You always have to put your money back into your business. Marketing now is so much different than when I started out. There are many more ways to get the word out about your art. Younger artists that are good with social media need to really take advantage of that to sell their work".

**Create. Sell. Give Back. Have Fun.**

*Sounds like a wonderful life Sally.*

[www.SallyEvans.com](http://www.SallyEvans.com)