

Oldest Danish Community Newspaper in North America - Since 1872 - Nationwide Circulation - Articles Written in English & Danish

152nd YEAR

"ROLAND PETERSEN ART EXHIBIT"

**OCTOBER 20, 2024** 



Danish-born American painter Roland Petersen has a new art exhibition at Elverhøj Museum of History and Art in Solvang, California. The Museum, at 1624 Elverhoy Way in Solvang, was founded in 1988 with the mission to collect, preserve and exhibit the history and Danish culture of the city of Solvang and to promote the arts. The Museum is open Thursday through Monday from 11:00 a.m. -5:00 p.m. Visit www.elverhoj.org.







## CHRISTMAS IS AROUND THE CORNER

Merry Christmas and Happy 2025 From The Danish Pioneer Newspaper! The Danish Pioneer is celebrating its 153rd Anniversary in 2025 with your help & support!

We're currently working on the 2024 Christmas Issue of The Danish Pioneer Newspaper through the Thanksgiving Weekend. (PLEASE NOTE DEADLINE: November 8, 2024 - latest November 15, 2024)

We hope you will support us by including your Holiday Greeting Ad in our big, colorful Christmas Edition in December 2024! (*Please let us know about any text or artwork changes by Nov. 8th, latest Nov. 15.*)

## 2024 AD PRICES (SAME ECONOMICAL PRICES AS 2023):

- Small Ad (1 inch tall x 1.75 inches wide) = U.S. \$8.00
- \_\_\_\_ Medium Ad (1.5 inches tall x 1.75 inches wide) = U.S. \$12.00
- \_\_\_\_\_ Large Ad (2 inches tall x 1.75 inches wide -or- 1 inch tall x 3.75 in. wide) = U.S. \$16.00
- \_\_\_\_ Small Business Card Size (3 in. tall x 1.75 in. wide -or- 1.5 in. T x 3.75 in. W) = U.S. \$24.00
- \_\_\_\_\_ Medium Business Card Size (4 in. tall x 1.75 in. wide -or- 2 in. T x 3.75 in. W) = U.S. \$30.00 Large Business Card Size (5 in. tall x 1.75 in. wide -or- 2.5 in. T x 3.75 in. W) = U.S. \$35.00
- Extra-Large Business Card Size (3 in. tall x 1.75 in. W -or- 2 in. T x 5.75 in. W) = 0.5. \$45.00
- 1/9 Page Ad (3.5 inches tall x 3.75 inches wide) = U.S. \$50.00
- 1/8 Page Ad (4 inches tall x 3.75 inches wide) = U.S. \$60.00
- 1/7 Page Ad (5 inches tall x 3.75 inches wide) = U.S. \$75.00
- \_\_ 1/6 Page Ad (6 inches tall x 3.75 inches wide) = U.S. \$90.00
- QUARTER PAGE AD (8 inches tall x 3.75 inches wide) = U.S. \$120.00
- HALF PAGE AD (7.5 inches tall x 9.75 inches wide) = U.S. \$230.00
- \_\_\_\_\_ FULL PAGE AD = (15.25 inches tall x 9.75 inches wide) = U.S. \$450.00



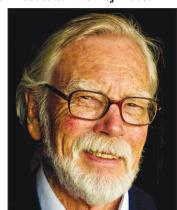
Please send a note or mail this form along with a check or money order payable to: Bertelsen Publishing Company, 1582 Glen Lake Road, Hoffman Estates, IL 60169.

Thank you, Merry Christmas, and Best Wishes from, Linda, Elsa, and Elizabeth Steffensen The Danish Pioneer Newspaper, CELL 847-882-2552, E-MAIL: <a href="mailto:danishpioneer150@gmail.com">danishpioneer150@gmail.com</a>

## New Art Exhibition Runs October 26, 2024 - January 5, 2025 in Solvang, CA

The Visual Feast of Roland Petersen Debuts at Elverhøj Museum

In a community as appreciative of art as Solvang, California, it takes something special to get people really excited about an art event. The upcoming exhibition of acclaimed Bay Area painter, Roland Petersen's paintings at Elverhøj Museum of History and Art (October 26, 2024 - January 5, 2025) is that kind of event: colorful and bold, exciting, and revelatory—and for an artist who has been at work for more than 50 years—wonderfully current and fresh.



The Danish-born American painter

was born in 1926 in Endelave, Denmark. He received a B.A. and M.A. degree from U.C. Berkeley before studying with Hans Hoffman at his School of Fine Arts in Provincetown. Recipient of both Guggenheim and Fulbright Fellowships, Mr. Petersen's work is in the collections of the Museum of Modern Art, the Whitney Museum of American Art, the Hirshhorn Museum, the San Francisco Museum of Modern Art, and the Santa Barbara Museum of Art to name a few.

A seminal Bay Area painter, printer and professor, Petersen makes his mark in Santa Barbara County with vibrant figurative art—with an unexpected point of view. You might think Roland Petersen, Richard Diebenkorn and the Bay Area Figurative painters had something in common but aside from living in the Bay Area for decades, they did not. Mr. Petersen's work turns its back to the prevailing movement of the 1950s-1960s.

Rather, his work was informed by his studies with abstract expressionist Hans Hoffman in Provincetown. Hoffman's ideas of the "push and pull" of color, shape and design, and bold use of color, comes from a different place than the figurative artists of the bay area, such as Richard Diebenkorn, David Park, or Elmer Bischoff, whose work was influenced by Clyfford Still.

Petersen uses rich, saturated colors, thick pigment, and striking geometric designs to bring still life, figures, and landscapes together into complex compositions. "What I am trying to do in my compositions" is to "create an almost nostalgic loneliness. The figures are being separated by space, but they can still relate to one another."

Petersen explained his work to the Smithsonian Institution with these words: "I deal with color relationships, which I try to think of as a sequence of colors that have a kind of rhythm going, as in music. And I try to deal with changing that rhythm upside down, inside out and in any way that I can vary that. The kind of feeling that I am trying to achieve in my work is pretty much a kind of isolation of a person being alone in his own thoughts."

Petersen has said in interviews that what he is trying to do in his compositions is to create an almost nostalgic loneliness with figures separated by space but still able to relate to one another. The figures are timeless or unaware of others around them. He notes that it has been the feeling of the work of Georges Seurat rather than Seurat's pointillist technique that has influenced him; the sense of being alone. He has said he also enjoys ancient Egyptian art and the statuesque feeling of the sculpture.

In an interview with John Seed for the Studio Shop Gallery, Petersen talked about his approach to using color: "My color theory is very important to what happens in terms of space because I set up a kind of code as I work. I create a home base of several colors and try to repeat that in as many patterns as I can. Each painting starts with a kind of sequence of colors that establishes what happens after that."

He is mostly intrigued by the color patterns, and the imagery, and hopes that people will notice and enjoy as well as understand the inherent contradiction, the push and pull, of the bold and imaginative work. Mr. Petersen has donated the works in this exhibit to Elverhøj Museum of History and Art and to the county and city of Santa Barbara. Several paintings in the exhibit are on loan from the Santa Barbara County office of Arts and Culture.