

"THE ULTIMATE VISUAL EXPRESSION OF EVERYTHING YOU LOVE ABOUT THE OCEAN"



AARON CHANG OCEAN ART GALLERY

415 SOUTH CEDROS, SOLANA BEACH, CA

About the Aaron Chang Ocean Art Gallery



Award-winning photographer, Aaron Chang has partnered with distinguished artist, Wade Koniakowsky to launch San Diego's Aaron Chang Ocean Art Gallery. The Aaron Chang Ocean Art Gallery is located in Solana Beach, California at 415 South Cedros Ave., Suite 110 in the Design District. The Gallery is open to the public Monday through Thursday 10 to 6, Friday and Saturday 10 to 8, and Sunday noon to 5. Aaron Chang Ocean Art Gallery provides comprehensive client guidance to private collectors, interior designers and art consultants.

An important part of the artists' vision is interacting with non-profits in the areas of Ocean Environmentalism, Humanitarian and Education. A portion of proceeds are donated to a variety of select causes.

"We want to create an experience of the ocean using primarily visual means. Our goal is that anyone who walks into our gallery, should instantly 'experience' the ocean."

—Artist, Wade Koniakowsky

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**Famed Artists Aaron Chang and Wade Koniakowsky
Open San Diego's Aaron Chang Ocean Art Gallery**

Grand Opening Slated for July 10th

SOLANA BEACH, CA—Award-winning photographer, Aaron Chang has partnered with distinguished artist, Wade Koniakowsky to launch San Diego's Aaron Chang Ocean Art Gallery. The Grand Opening, taking place from 6-9 p.m. on July 10th, will feature many of the finest pieces produced by each of the owners.

The new gallery will be located in the heart of the Cedros Design District at 415 S. Cedros Ave. Showcased at the event will be a collaboration surfboard crafted by renowned shaper John Carper, hand painted by Wade Koniakowsky, and inlaid with original photographs by Aaron Chang.

Autographed commemorative books, Ocean Art merchandise, a raffle drawing and complimentary appetizers will also be available. Featured throughout the Gallery will be Wade's selected oil paintings, reflecting his unique ability to incorporate the soul of the tropics into mystical works of unforgettable artistry. Guests will also be invited to view some of Aaron's exotic images collected from a lifetime of traveling, from the waves of Tahiti to the deserts of Africa.

Both artists will be on hand to discuss their vision for the Gallery, which they have branded as "the ultimate visual expression of everything you love about the ocean." They anticipate hosting workshops to inspire young artists and partnering with non-profits that focus on the areas of Ocean Environmentalism, Humanitarian and Education.

Following the Grand Opening, the Aaron Chang Ocean Art Gallery will be open to the public Monday through Thursday 10 to 6, Friday and Saturday 10 to 8, and Sunday noon to 5.

According to Wade Koniakowsky, "We want to create an experience of the ocean using primarily visual means. Our goal is that anyone who walks into our gallery, should instantly 'experience' the ocean."

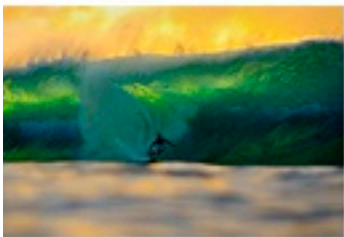
For more information, or to RSVP for the event, please contact marlisekast@hotmail.com or call 858.922.7070.

About Aaron Chang



A legendary name in the action sports industry, Aaron has been featured on Fuel TV, PBS and is currently the subject of a documentary on surf photographers. His work has graced the covers of over 100 magazines and has been featured in the prestigious coffee table book series, *A Day in the Life*.

Though best known for his ocean-inspired photography, Aaron's powerful images also capture the world of fashion, sports, travel and music. This adventurous spirit has taken the commercial photographer to over 40 countries and has garnered such high profile clients as Apple, Mercedes-Benz, Levi's, Macy's, Nike, Yamaha, Billabong, and ESPN.



AARON CHANG'S
PHOTOGRAPHY





“Aaron Chang is arguably the most recognized name in surf photography. . . ‘Photography, like surfing,’ he suggests, ‘is an infinite process, a constantly evolving exploration of life. The more you know, the less you know. Every time you arrive at a level, you're at the bottom of the next level. It's endlessly challenging, and I think that's why I've stayed with it.’”

–*Surflife* interview, 2009

About Aaron Chang's Photographs



Aaron Chang uses Fuji Crystal Archival photographic paper, the world's finest photo paper with the highest rating for image longevity. Images are printed on a LightJet laser optical photographic printer, capable of reproducing 68 billion colors of light. Consequently, Aaron Chang's prints have stunningly vibrant color, tremendous depth and sharpness in sizes up to 8 feet.

To compliment the art, each work is framed in exotic hardwood, handcrafted by master framers. Prints are mounted on plexiglas in either matte or glossy finish.

In addition to photographic paper, Aaron Chang's images can be printed onto wood, glass and metal using earth-friendly dyes. When printing onto metal, the digital photographic quality gives depth and adds accents with unbelievably rich colors. In this process, the print is below the surface, giving both a high-quality appearance and a lasting durability. Upon request, finished and prepared metal veneers in brushed stainless mirrored, stainless steel, aluminum and other metals can be provided. Inks are resistant to sun, salt and wind making the metal pieces ideal for outdoor installation. Recycled scrap metal can be requested for metal installation pieces, giving each piece an eco-friendly element.

Q & A with Aaron Chang

Q: What appealed to you the most about Wade's paintings?

A: There is a fantasy element to his surf lineups that capture the imagination of all surfers, myself included. Over the past five years, I have come to like and admire Wade, first as a good person and secondly as a committed artist.

Q: What strengths does your partnership bring to the art world?

A: When you define your gallery as the "Ocean Art Gallery," you want to present a diversity of perspectives within a shared vision. Wade and I happen to share a similar life perspective and our art reflects that vision.

Q: What has photography taught you?

A: Through photography, I have learned almost everything I know about life. I was very introverted and shy as a kid, and later had a limited education because I gave up college for surfing. But photography taught me about the world, geography, sociology, psychology, and economics. It taught me about love, it taught me about pain...it taught me many of the important things about life. As a photographer you have to teach yourself to quickly understand things and then you have to reinterpret them visually. Photography has sharpened my interest. Anything I look at, I instantly think about composition and light. We can find beauty everywhere as long as we open our eyes.

Q: How do you define your work?

A: Emotional, strong, composed and timeless.

Q: What is your mission in life?

A: My mission is to share all this beauty with other people. I think that's my purpose given to me by God. He's given me this ability to see things and to create photographs that I can share with other people. I'm thankful that my mission is to put positive energy into the world as opposed to focus on war photojournalism.

Q: In all your travels, where is one place that you immediately felt at home?

A: I learned photography by exploring the Hawaiian Islands. For me Hawaii will always be a special place because of all those things coming together. There are all kinds of things that you can discover while travelling. Essentially across the whole world, people are looking for the same things such as happiness and enlightenment.

Q: What makes surfing photography so difficult?

A: Shooting surfing from the water, like I do, adds a layer of technical difficulties. It's a moving environment, and water, sand and cameras are a dangerous combination. What I try to do is capture the shot in as few frames as possible. There was a time when photographers (myself included), shot a lot of film to give themselves time to think. My new process is to first think, then shoot. I shoot even less pictures when I use digital cameras because I can see exactly what I have and I can move onto the next shot. With film, you can get a good idea of what it might become, but you never know for sure.

Q & A with Aaron Chang

Q: What sort of collaborative pieces will be showcased in the gallery?

A: Our first piece is an art wrapped surfboard. The board we are starting with is a John Carper PBU (Pray Before Use) Waimea gun. This shape is a serious piece of sculpture that only a few surfers might actually use, but it's the kind of board that all surfers dream about.

Q: What will the new gallery offer your clients?

A: We seek to offer clients a step into the presence of the majesty of the ocean through art that reflects the many moods and raw power of oceans around the world.

Q: You have carefully selected San Diego to feature your first joint venture. What factors did you take into consideration when choosing this location?

A: Having traveled to most surfing destinations around the world, I find San Diego (North County in particular) one of the best locations on the planet to live, work and surf. We often take for granted the freedom we have as Americans to choose and shape our community. San Diego is most likely the best community mankind has produced.

Q: How do you hope to integrate the local community?

A: Wade and I are both actively involved with many local and international philanthropic efforts. We partner with these groups by making the gallery available to host events including fundraisers and celebrations. In addition, we both regularly speak at local schools and colleges on the subjects of art, photography and business. In the future we plan to offer photography courses and art programs.

Q: How does the blending of still photography and oil paintings capture the essence of “ocean art”?

A: The partnership offers two very unique and refined perspectives on the emotional experience of devoting ones life to the ocean.

Q: What made you focus on the subject of the ocean?

A: Waves to me are overwhelmingly powerful, beautiful and majestic. I still get a shiver down my back when I see a beautiful wave. This was my first real connection with God.

Q: You have both mentioned that surfing is an inspiration for your work. What other parallel experiences to you share?

A: We share a deep love for God, family and country. We both have a passion for sharing our gifts with others in an effort to make the world a better place.

Q: Where do you hope to see the Aaron Chang Ocean Art Gallery in five years?

A: Rocking!!!

About Wade Koniakowsky



Wade Koniakowsky, one of the nation's leading ocean-inspired artists, began painting at the age of six and started surfing before he was 12. By blending these two passions, he has gained worldwide recognition for his oil paintings of tropical interpretations. Wade's work is currently displayed internationally as well as in 17 galleries extending from the East Coast to Hawaii.

Many of his signature paintings can be seen in movies, television shows and at such surf competitions as the Roxy Jam and Vans Triple Crown of Surfing. Wade's designs currently adorn the custom surfboards that decorate Billabong stores nationwide.

Wade Koniakowsky's Paintings





“Wade Koniakowsky’s oil paintings are inspired by dreamlike point breaks in Polynesian paradise, jungles, clouds, shadows and mist ... trees blow gently in an offshore breeze as a-frames peel and reefs fire in the distance.”

–Surfer Magazine

About Wade Koniakowsky's Art



Wade Koniakowsky's varied artistic work crosses several media, primarily focusing on oil painting and graphic design. The common theme that unites every piece is the inspiration of the ocean.

Drawing on his extensive background in marketing, Wade has successfully combined this skill with his love for art. Wade considers the Aaron Chang Ocean Art Gallery as a place to house the compelling majesty of the ocean by presenting it in a tasteful way that connects with a broad audience.

His body of work includes a line of painted surfboards that are among the most sought after in the art world. Popular among them is the "Polynesian Collage" which incorporates mixed media of gold leaf, block print and painting in figurative, scenic and abstract designs. Each board is completed with a rich, deep-gloss finish.

Q & A with Wade Koniakowsky

Q: How did the idea of the Aaron Chang Ocean Art Gallery originate and what spurred the discussion? Many things, but the most important was a vision Aaron and I shared for a gallery that could represent the ocean and really do justice to this force that has so profoundly shaped both our lives. It seemed there was a place we could fill in the art world for this kind of experience. When we realized we shared this drive to create the ultimate ocean art gallery, the ultimate visual expression of the ocean, then it was just a matter of logistics.

Q: What strengths does your partnership bring to the art world?

A: First of all, sharing this unique vision of what the gallery stands for. Secondly, our passion- we're both driven, passionate people. Thirdly, is our desire to do this right. We've both had previous galleries. I consider the first three galleries I've had as test marketing and research in fully understanding how the business operates. The Ocean Art Gallery however, is my opportunity to step it up and do everything right- to upscale the presentation.

Q: How and when did you first learn of Aaron Chang?

A: I've admired Aaron's work in surf magazines for years. When he began to take it beyond editorial and into apparel and art, I really began to take notice. His execution was impeccable. A high taste level, and attention to the detail of execution has led to his success in art and apparel- not to mention countless hours in the water.

Q: What makes the artwork at your gallery unique?

A: The measure of any ocean imagery is how it makes you feel about the ocean. It should evoke the same feelings you experience when you connect with the ocean. When I walk into our gallery, I feel something, and what I feel is this connection to the ocean- its vastness, its wetness, its sounds, its color and its power.

Q: How has your background in marketing helped your career as an artist?

A: I've been a marketer longer than I've been an "artist" and actually, I don't even separate the two anymore. One of the things I look for in an artist is his ability to market. Some might think that's crass. But take Warhol, for instance. A big part of his genius was the blending of art and commerce and presenting it to the masses, creating a broad appeal. It's taking a compelling subject, the ocean, and presenting it in such a tasteful and compelling way that it connects with a broad audience. An art gallery is a place that houses that experience.

Q: How do you define your work?

A: My work is varied across several media - mostly painting and graphic design- but united by the common theme of being inspired by the ocean.

Q: What do you hope to evoke through your paintings?

A: First, I want reach a broad audience- I want to appeal to anyone with an affinity for the ocean. I want it to evoke what the ocean evokes - tranquility, power, beauty, light, color, and a connection to the lifestyles that revolve around the ocean.

Q: What inspires you?

A: Anyone who steps out and takes hold of all that life has to offer. Artistically, I'm inspired by early California art. I'm inspired by artists who make significant breakthroughs, like Jackson Pollock or artists like Warhol who don't take it all so seriously. I'm inspired by artists who simply make a living at art, and I'm inspired by a lot of artists who are friends of mine. I get to observe how they deal with life in the midst of pursuing their art.

Q & A with Wade Koniakowsky

Q: Of all the interesting places you have traveled to, what place in particular stands out and why?

A: These days, when I travel I like to paint and surf. One of the best places I've found for good surf and inspiring views is Hanalei Bay. A day of surfing and painting around Hanalei and the north shore of Kauai in general is hard to beat.

Q: What meaning does surfing hold for you and how has it changed your life?

A: Surfing is a teacher. It's helped to show me my place in the universe.

Q: Describe the new gallery. What will it offer your clients?

A: We want to create an experience of the ocean using primarily visual means, but maybe even beyond. If people don't feel the ocean the moment they walk in, then we've failed them.

Q: You have carefully selected San Diego to feature your first joint venture. What factors did you take into consideration when choosing this location?

A: San Diego is our home. It's where we experience the ocean and interact with the community that surrounds it. San Diego is unique for a city of its size in its relationship to the ocean. The whole city relates to the ocean. Look at real estate, for example. The entire foundation for the price of a home is its proximity to the ocean. Activity centers around the ocean- it's a magnet. The Ocean Art Gallery becomes part of the magnetism.

Q: How do you hope to integrate the local community?

A: Since we are such a part of this ocean community, it's only natural that we would want to be a part of it and want the gallery to be part of it. After all, it's not our gallery that makes the ocean a great place- it's the other way around. We have to be a resource for the community. For example, we're already planning programs that would be an outreach to budding ocean artists and photographers. Since few of the schools teach art, we have to take up the banner on this. We want to help discover the next generation of ocean artists and inspire them.

Q: Prior to your partnership, you were both actively involved in donating to several non-profits as well as hosting art workshops. How do you see this playing out in your joint venture?

A: Our vision for contributing to non-profits is three fold- Ocean Environmentalism, Humanitarian and Educational. We plan on partnering with non-profits in these three areas and making them an important part of our vision. Aaron and I have individually contributed greatly to a number of organizations. Some of these partnerships will continue and there will be new ones.

Q: How does the blending of still photography and oil paintings capture the essence of "ocean art"?

A: They are both simply lenses through which we see the ocean. But, in time, we will likely include other forms of expression- film, music, sculpture, etc., in our effort to tell our story of the ocean.

Q: You have both mentioned that surfing is an inspiration for your work. What other parallel experiences to you share?

A: Surfing was a portal. It got us into the ocean as kids. As for other parallel experiences, I guess our experience of the surf industry (much more so for Aaron). It's an interesting group of entrepreneurs, but they're bound by one common theme: how to make a living that will keep them in and around the ocean.

Q: Where do you hope to see the Aaron Chang Ocean Art Gallery in five years?

A: I'd love to do the same thing in ocean communities around the world.