

Here is some background and information on this sculpture.

It's done in marble and it's 21" high x 7" wide x 9" deep.

The piece was originally a rectangular lamp base with a large cylindrical hole in it as part of the design. In the back of the base was a vertical spine where an arc lamp would have been inserted.

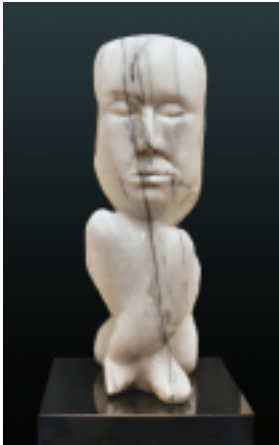
Apparently, the lamps were not very successful, or the company that made them made a lot more bases than they needed for lamps, and many of these lamp bases wound up for sale to sculpture students at classes taught by the late Elio Benvenuto at The Fort Mason Art Center in San Francisco in the early 1980's.

I bought one of these lamp bases and started carving it in the early 1980's. Since I wasn't quite sure what I wanted to do with this piece, I left it partially carved and I went on to do many other pieces, still knowing that this piece was sitting in a closet, waiting for its destiny.

I finally decided to resume work on this piece in 2003

at the studio of B.J. Stevenson in Belmont, California. I have been taking sculpture classes from Stevenson since 1997.

I finished the primary carving in the fall of 2003. The final finishing and polishing and some additional carving was done by a sculptor named Gioia, who lives in



Burlingame, California. Gioia was also a previous student of B.J. Stevenson's and Gioia has done the finishing work on several of my large and smaller pieces. Gioia's own work can be seen at: www.sculpturebyGioia.com. B.J. Stevenson's work can be seen at her studio and gallery at 1870 Ralston Avenue in Belmont, California and on her website at: www.bjstevenson.com.

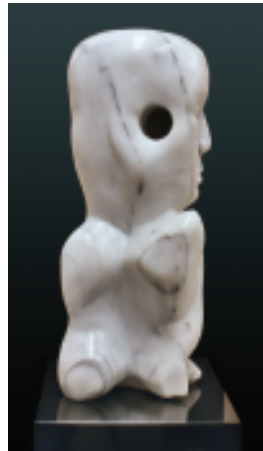
As to this piece itself, there may be many more of these stones with the holes in them in and around the San Francisco Bay Area, since there were many students in the sculpture class at which I bought mine. It would be very interesting to put out a press release and a call for these pieces to see how each of them wound up being carved, and how the various sculptors worked with the hole as part of the design, or if they simply carved it away.

And again, history repeats itself...

There is currently a company in Berkeley, California that is producing these lamps and I have seen one of these lamps on display at a furniture store in Palo Alto, California. At the time, the arc lamp with the rectangular marble base with the hole in it had a price tag of \$1,800.

While I was carving it, I had even considered turning this piece back into a lamp. I even left the spine in it just in case I did want to put a brass arc on it and turn it into a lamp. If I did that, I would entitle the piece "Once a Lamp, Always a Lamp."

However, I think it might be a lot more fun to see how the public might name this piece.



The Name This Piece promotion would draw a lot of attention to the parties that participate in this promotion and it could create a substantial market for the piece itself and reproductions of this piece in various sizes.

What would you name this piece? See how much fun it can be, and imagine how much interest it can generate, especially when there is a big cash prize to win!

If you would like to participate in this promotion, give me a call and let's discuss it in more detail.

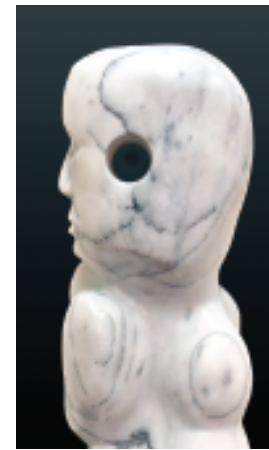
If you would like to see some additional pieces by Robert Barrows, you can view some of them on-line in "The Art Gallery" at www.barrows.com, and you can see many more of them on display in my office at R.M. Barrows, Inc. Advertising and Public Relations in Burlingame, California.

Give me a call today about this exciting promotion. It could generate a lot of business for you.

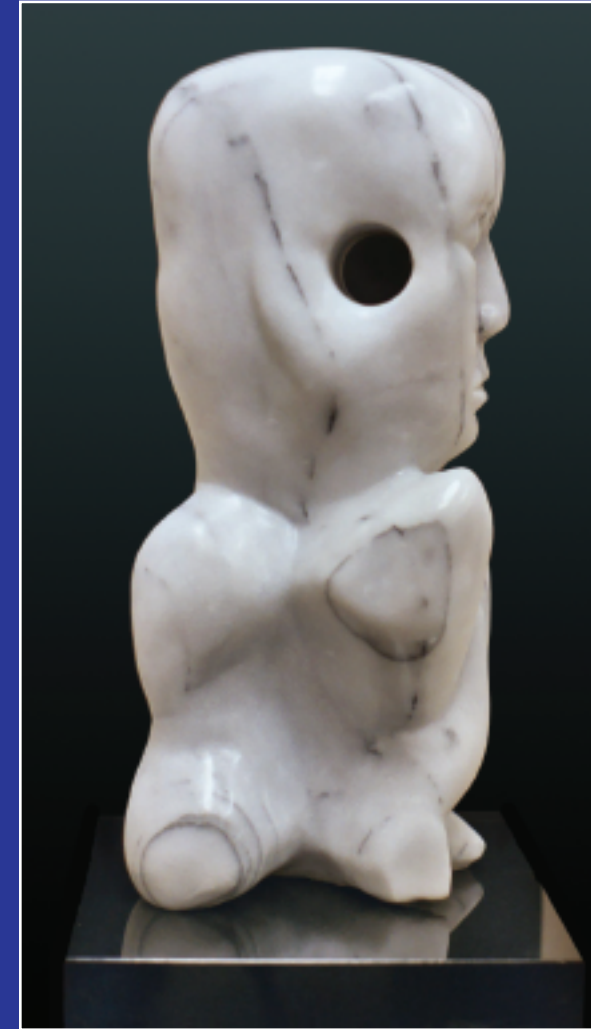
I'm looking forward to hearing from you.
Sincerely,
Robert Barrows

R.M. Barrows, Inc. ADVERTISING & PUBLIC RELATIONS

205 Park Road, Suite 208
Burlingame, CA 94010
Tel: 650-344-1951 • Fax: 650-344-1392
www.barrows.com • barrows@barrows.com
Established 1980

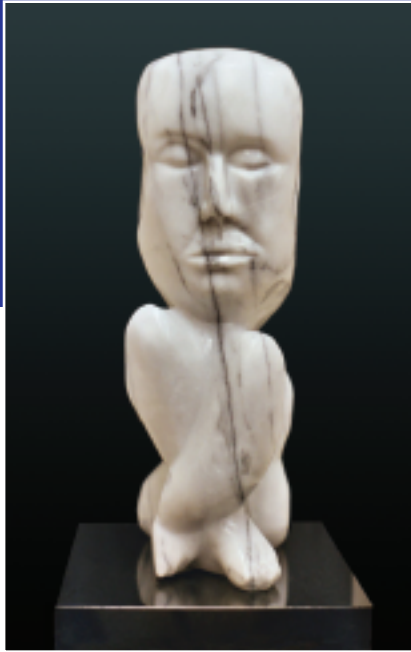


NAME ME AND WIN \$\$\$



Sculpture by Robert Barrows

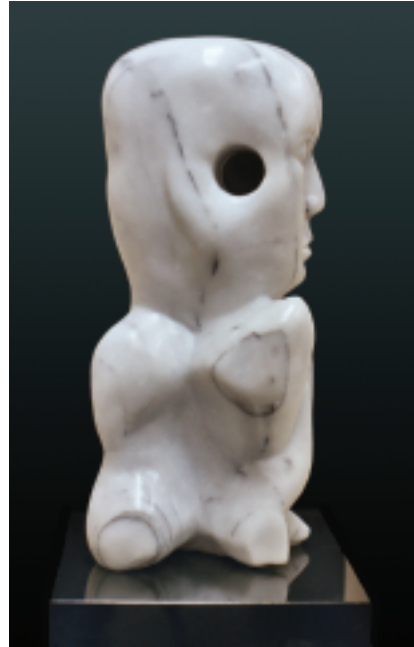
This is an invitation to participate in a naming contest for this sculpture by Robert Barrows.



Your company can participate in several ways:

- 1) You could host and promote the contest and feature the sculpture as an exhibit. People could enter at your location or mail their entries to you.
- 2) You could be on the judging panel to choose the most appropriate name for this piece.
- 3) You could offer the grand prize or several other prizes that would be awarded to people who enter the contest.

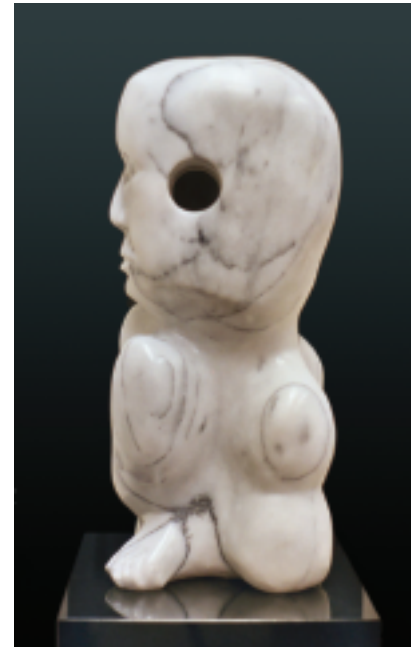
- 4) You could be the dealer who offers this piece for sale after the contest is over.
- 5) You could also be the publisher for eventual reproductions of this piece.
- 6) Your company could also carry reproductions of this piece.



The naming contest could generate a lot of publicity for your company. It will also create a lot of exposure for you and heighten interest in your gallery.

PLUS, the piece will also generate a dialogue and interaction with people who visit your gallery and participate in the contest. Once you can strike up a conversation with a potential customer, it makes it so much easier to turn them into a buyer.

The contest could also be set up so that people could enter as often as once per day (so they keep coming back to your gallery frequently) and the winning name would be chosen by a panel of judges to be determined from the companies and organizations that respond to this proposal.



The name of the winner could also be inscribed on a nameplate that would appear on the base of the piece which would include the name of the sculpture, the name of the sculptor, Robert Barrows, and the name of the namer.. "This sculpture, named _____, was carved by Robert Barrows and named by _____."

If you are interested in participating in this promotion, please contact me so we can begin

discussing the details necessary to make this promotion a big success.

Since several parties may be interested in becoming involved with this, the final decisions will be made after I have had a chance to speak with the interested parties and discuss the nature and extent of their involvement with this project.

After that, we can work out all of the details in writing.

I am looking forward to hearing from you. If you would like to see additional works of mine that are available for sale and display, please contact me at 650-344-1951.

Sincerely,
Robert Barrows

