

LEONLOARD COMMISSIONED PORTRAITS

Artist: John Howard Sanden, New York City

The critical year in John Sanden's personal history was 1969 - the year he decided to leave the Midwest and a long career in Christian art, and try his hand at New York City and the world of portrait painting. Within months of arriving in New York, he was appointed to the teaching faculty of the Art Students League, had become affiliated with the city's principal portrait brokerage, Portraits, Incorporated, and had established a nationwide portrait clientele of the famous, wealthy and influential.

Sanden there upon launched into an ambitious teaching career. He founded The Portrait Institute in 1974 and began touring the nation, teaching his ideas and techniques to thousands, who came out to hear him in classes as large as seven hundred at a time. Those who could not come in person studied through one of the national correspondence instructional programs, which he created. In 1979, Sanden launched the National Portrait Seminar, which grew to be the largest art seminar program in America. An annual lecture series at the Art Students League was presented to standing-room-only audiences there for twenty-three years.

John Sanden is the author of four books on portraiture: *Painting the Head in Oil* (Watson-Guptill Publications, New York, 1976); *Successful Portrait Painting* (Watson-Guptill, 1981); *Portraits From Life* (North Light Books, Cincinnati, 1999); and *The Portraits of John Howard Sanden* (Madison Square Press, New York, 2001). With all of these demands on his time, he has managed to complete more than five hundred portraits of prominent figures in American public, professional and business life.

If you are interested in commissioning John Sanden for an oil portrait, please contact Arnold McRae, President of LEONLOARD COMMISSIONED PORTRAITS, at 800.270.9017.



PORTRAIT PRICING FOR JOHN HOWARD SANDEN

02.08

Head and shoulders	24" x 20" to 30" x 25" (does not include hands).....	\$50,000
Three-quarter length	36" x 30" and larger.....	\$60,000
Full length		\$75,000

Above with appropriate neutral backgrounds. Detailed interior or exterior backgrounds, 50% or more additional. There is a charge for additional subjects. All sizes are approximate and size depends on pose, composition, background, etc. Prices are uniform worldwide, and are not negotiable. The frame and shipping is additional and is not included in the price. Sales tax is charged when applicable.

Travel and living expenses are additional when it is necessary for the artist to leave New York.

INITIAL SITTINGS

The portrait process begins with two sittings, ideally on consecutive days, each of approximately ninety minutes duration. These sittings can take place in the artist's New York studio, or at the subject's home, office or other location. In the course of these two sittings, the size and "spirit" of the portrait is decided upon, and the questions of pose, lighting, costume, setting and expression are decided, through discussion and experimentation. Extensive photographic reference material is created to allow the artist to proceed after the sittings conclude.

Representing the nation's finest original portrait painters for over half a century.

P.O. Box 230216 • Montgomery, Alabama 36123-0216 • 334-270-9030 • 800-270-9017 • www.leonloard.com/llcp

THE PRELIMINARY STUDY

Back in the studio, the artist prepares a small preliminary visualization of the proposed portrait. The client and the subject are often invited to comment on this preliminary.

THE FRAME IS ORDERED

At this point, the final size of the painting is determined; the canvas is stretched, using the finest Belgian linen, double-primed with a fine titanium ground. The frame is ordered, allowing the work of hand-carving and gilding to proceed as the work on the painting goes forward.

STUDIO WORK

Now there follows a sustained period of studio work in which the details of the composition are developed, one by one, and in concert. The artist brings the painting as near to completion as possible. A final sitting or sittings is now required.

THE FINAL SITTING(S)

The final sitting takes place either at the New York studio or at the subject's location. If the latter, the painting is shipped (in its final frame) to the location. As the subject sits, the artist makes the crucial finishing touches. Often, close family members or associates are invited to provide input. The painting is now finished, and ready for display.

All prices and procedures are subject to change.