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Sue Kauffman and The Artistic Advantage



For the growing number of fortunate homeowners who have selected Sue Kauffman, owner of The Artistic Advantage, to paint their walls, it's no longer necessary to go to galleries to be surrounded by fine artwork.

The Artistic Advantage is Sue's first self employment endeavor since she became a single woman through divorce eleven years ago. Raised on a dairy farm outside of Elizabethtown, Sue married a dairy farmer and for many years worked in the dairy business. While that world might seem far from that of an accomplished artist, she did manage to create a small advertising business for herself and others in the dairy industry.

Then for ten years, to help put her two children through college, Sue worked at Hershey Medical Center/Penn State University. Seven of those years were spent as the assistant director of the Children's Miracle Network, where she did fundraising and events planning. Sue comments, "That was a great job, and at the same time, I started working part-time, as well, wallpapering and painting for friends and family. What I really liked about my part-time work was the instant reward aspect of it."

Fortunately for those who have benefited from Sue's amazing artistic ability, she changed jobs at Hershey Medical Center. She explains, "I immediately despised my new position, and that was when I first considered starting my own business. I went to an intense faux finishing/decorative painting school in Kentucky, came back and gave my two weeks notice. And I haven't looked back since!" The course, which was one week long, resulted in 24-25 impressive samples Sue could use to show prospective clients her skill.

She continues, "I have always needed to do something creative. In addition to this workshop, I have taken photography and drawing courses; but for me faux finish and decorative painting was an exceptionally fulfilling process with opportunity for unlimited creativity."

Working mostly for higher income clients, simply because her art is so labor intensive, Sue creates breathtakingly real-looking animal hide looks, Venetian plaster, textures, exposed brick, tile, stone, marble, sanddrifts – and nearly anything else she and her open-minded clients can dream up. She comments, "Every job is truly unique, which makes my work so much fun for me."

Following is a small sampling of what Sue has accomplished for clients from Philadelphia to Selinsgrove. If you are interested in finding out more about The Artistic Advantage, contact Sue at 717-243-0155.



Cherubs: Sue's finish on this wall appears to be like an aged Italian wall, where the artist's painting has been covered by plaster long ago, and the plaster has broken away to reveal the painting.



Dining Room: Sue's exquisite aged Venetian plaster technique is used here in red, gold and bronze to create an Old World look.

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Embossed Leather Wall: One of Sue's most elegant applications appears to be embossed red leather when the faux finishing is complete.



Kitchen Fireplace: Sue did the kitchen wall in faux sanddrifts, and used embossed stenciling to create bamboo that is painted with realistic highlights and shadowed to give the illusion that it is away from the wall.



Brick Breakaway: Here, Sue achieves an Old Italian look, where the faux brick is built out directly on and from the wall and then glazed. Faux plaster was applied randomly to appear as though it has broken away, exposing the brick wall.



Sun and Ribbons: Here, Sue used dimensional stenciling to create a rendition of a sun medallion framing a ceiling light with ribbons stretching out across the ceiling and down the walls.