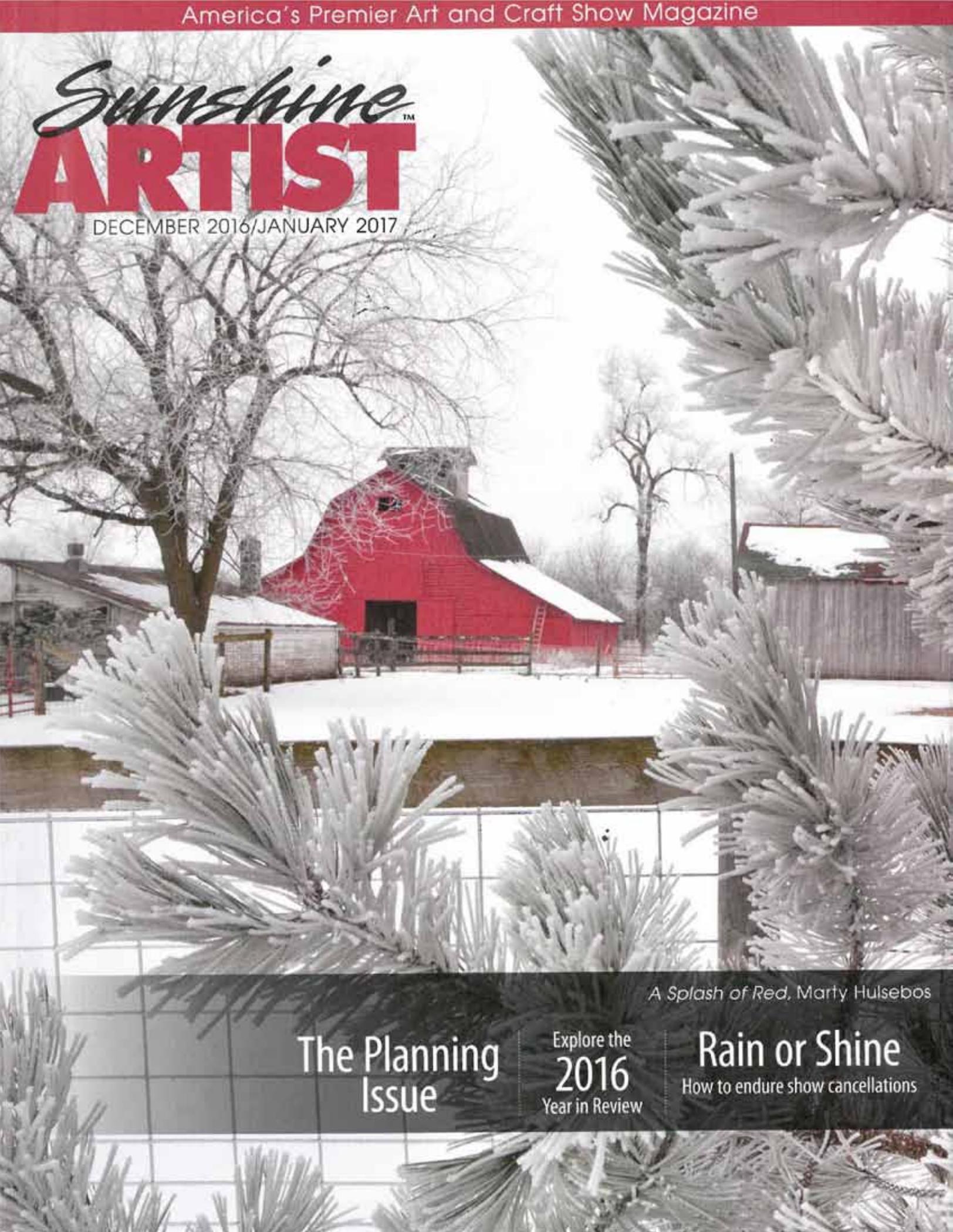


# Sunshine<sup>TM</sup> **ARTIST**

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*A Splash of Red, Marty Hulsebos*

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How to endure show cancellations



# MARTY HULSEBOS



All photos courtesy of Marty Hulsebos Photography

## FOCUSED ON WHAT MATTERS

By Stephanie Finnegan

The visual variety and emotional allure of America's landscape has been the source of inspiration for artists across the centuries. Walt Whitman praised it in poems, Woody Guthrie harmonized about it in his classic songs, and artist Marty Hulsebos has chronicled it with his photography.



Born in Ridgewood, N.J., Hulsebos has made a career out of his wanderlust. Accompanied by his trusty camera, the photographer has trekked across the United States, always finding a new slice of terrain or a new segment of sky to immortalize. Learning to function within, recognize, and preserve the wonders of the great outdoors is a major component of his success. “I like getting out in nature, and seeing how really nice light transforms a scene,” says Hulsebos. “Ordinary subjects can become extraordinary if the light is great. Long ago, I heard someone say there are three stages to becoming a

photographic artist. The first is when one’s attention is mainly on the camera. The second is when one focuses mainly on the subject. In the third stage, light is the predominant focus. I often wait for good light, and then go out to find a scene in which to photograph it.”

### **A Journey of Discovery**

Traveling across the nation is second nature to Hulsebos. He has resided in the Garden State, in upstate New York, in Arizona, and in the Blue Ridge Mountains of North Carolina. His current address is in Iowa, but he will soon be packing up and heading to Naples, Fla. The change in venue will give him

more gallery opportunities as well as a whole new landscape to explore and memorialize.

Hitting the road is an integral part of being a photographic artist—it’s essential for both the inspirational aspect and for the commercial necessities. “I am on the road half the time, either doing art shows or photographing. I carry my business with me wherever I go. I do a lot on my laptop; adjusting and organizing photos, updating my website, doing accounting, applying to shows, communicating with customers, uploading orders to my photo lab, and much more.”

Since there are no walls to confine him, Hulsebos has had



to rely on an inherent sense of discipline to adhere to a schedule. He has created a format and a routine that has served him well. “I exhibit at about two dozen art shows a year. I travel across the country, picking the best shows.

## Framing His Success

It is fascinating how a modern-day artist strikes a balance between answering his personal muse and also fanning the flames for potential fame and positive word-of-mouth. Having one’s work rewarded is a way to help spread the news of ongoing accomplishments. Hulsebos has garnered many acknowledgments: “It’s always nice to receive recognition for your work through awards. It shows that people who are knowledgeable in the arts hold your work in high regard. I have received numerous awards at art shows over the years.”

He has been feted by such



shows as Main Street, (Fort Worth, Texas), Iowa Arts Festival, Tempe Festival of the Arts, Chicago Botanic Garden Art Festival, Salem Art Festival (Oregon), and Lincolnshire Art Festival (Illinois), to name but a few of the events where he has garnered awards.

His photographs are recognized and applauded because of the technical expertise and also their emotional pull. It’s not possible to look at his work and remain untouched. He has the ability to focus on an image and then make it far greater than just what has been framed. His subjects expand past these visual boundaries.

“I firmly believe that everyone has a talent in one or more areas of life, which they can offer to the world. Some people are good organizers, others good speakers, and yet others are good caregivers. In the case of photography, I suppose it is people’s willingness to buy your work that is a good test to measure one’s talent,” he observes.

*“Photography, like other art forms, goes well beyond knowing how to use the tools of the trade. The eye of the artist creates images that are compelling and intriguing. What the artwork invokes in the viewer is the decisive element that separates artists from skilled craftsmen.”*

— Marty Hulsebos

Much of what Hulsebos is able to capture with his photography stems from his own interior mindset. How he sees the world guides him in his appraisal and shooting of it. He explains, “Even if a person buys the most expensive camera, takes a lot of training, and pursues photography vigorously, there is an ele-



ment that cannot be taught. It is the eye of the artist.”

## The Tools of Achievement

One of the hallmarks of being a productive and prolific artist is the capability of understanding and acclimating to the changes in one’s chosen field. It can be a matter of purchasing new equipment, enrolling in advanced workshops, or learning and mastering brand new skills and expectations. “I try to keep abreast of the latest developments in my field. The more tools I have at my disposal, the more I can fine-tune my creative expression. In the digital age, many of the tools are in software,” Hulsebos notes. “Ansel Adams worked a lot of his magic in the darkroom. I understand that before he passed away in 1984, he predicted that the work he did would be done on computers someday—how prophetic.”

The advancements in the field of photography have tempted some folks into thinking that their pocket-sized digital camera

or their handy iPhone can transport them into the well-worn shoes of a seasoned professional. Hulsebos is aware of that mistaken belief and counters it with patience and understanding: “As the digital age arose, photography became much easier to get into, and many people considered the possibility of making money from their images. However, when people compare their now-large collection of easily taken digital pictures with those that are shot by experienced photographers and adjusted to look their best, they appreciate how hard it is to end up with a really good fine-art image. If people followed a pro around over the course of several months, they would see just how much time is involved, how much travel, how much expense, and how many missed photos that all go along with the opportunities to capture a few really compelling images.”

## Finding Inner and Outer Peace

Hulsebos has approached his career with both an aura of equanimity and an undeniable determined resolve. His outlook is bolstered by his wife, whose keen eye and judgment he trusts implicitly. “My wife is the best judge of art I know. If she says, ‘This picture is the best in the batch,’ it helps shortcut the process of creating prints and seeing what sells,” Hulsebos says. He also credits his success to his decades-old commitment to practicing meditation. It

is quite remarkable that by turning inward, Hulsebos has been better able to perceive, interact, and document the outer world. “There is a certain restfulness and rejuvenation I experience when I am out in nature. I like to convey that in my images. About forty years ago I learned to meditate. It allowed me to get rid of stress and rejuvenate my creativity. I still do it every day and it gives me a fresh perspective. Many people comment that my images have a peaceful quality to them and I think meditating has contributed,” he affirms. “My view of the natural world is that it is rich. It is richly textured, full of fascinating compositions, richly colored with subtle tones, and rich with the impression of light. Connecting with that and conveying it uplifts me and others who are open to that experience of wealth and richness.”

*For more information, visit [martyhulsebos.com](http://martyhulsebos.com)*