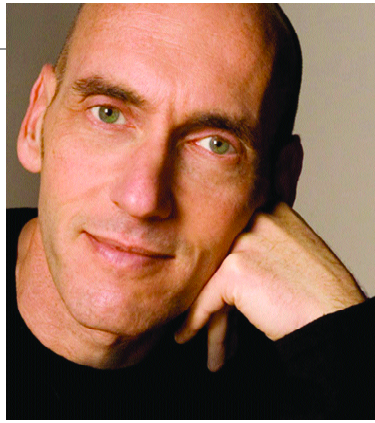


By Jana Schiowitz

# picture perfect



*Above:* The View from the Mid-Century Modern collection.

*Right:* A print from the Chair Series.

**Most people** have touched Oren Sherman's work without even knowing it. An illustrator for 30 years, he has made his mark almost everywhere—designing stamps, Burger King hamburger boxes, magazine covers, and Steuben Glass.

As a child, the Cape Cod-based designer painted, drew, and visited museums with his mother, a residential landscape designer. He graduated from, and teaches at, the Rhode Island School of Design, and 10 years ago he founded Oren Sherman Limited Editions, creating custom narrative scenes, mid-century modern architecture, and pattern prints for the hospitality industry. (He recently completed the American Road Trip Series of prints for Choice Hotels and pieces for the Colcord Hotel in Oklahoma.)

Sherman's style is nostalgic, but unsentimental; he creates emotional spaces that people can relate to and want to be in. He sketches like a purist—drawing inspiration from the ocean view outside his studio, his travels, Japanese prints, and vintage posters—with a modern edge, running them through Photoshop, and producing entirely digital artwork for its flexibility and speed. All of Sherman's offset editions are eco-friendly, acid free, and have recently been certified by the Forest Stewardship Council (FSC).

At 50, he is having a lot of fun with the industry and says he's at the peak of his artistic career: "I'm never bored and hopefully, I'm never boring!"

**The Scoop:** Sherman is working on pieces for a luxury boutique hotel chain, the Cohn Restaurant Group's Prado at Balboa Park in San Diego, and Best Western Hotels. "It's a great opportunity to connect to the public and make their stay a more complete experience," he says, adding that he is also exploring Baroque design. "Interiors have become so minimal. Things could be a little over the top!"

**Married to Color:** A recent trip to Barcelona has opened his eyes to new colors and patterns that are now filtered into his work. Although Sherman loves certain hues such as taupe and violet, he is having an "affair" with Havana lake, a deep alizarin crimson-brown and is "flirting" with bolder colors such as orange.

**Making Moves:** Sherman, a lifetime artist, has repositioned himself into the hospitality industry gracefully. "Designers are seeing art as an integral part of the overall experience of the rooms," he says. He loves to be able to connect to the public and make a guest's stay more complete through artwork. "Hospitality gave me a whole bunch of new problems to solve," he explains.



Oren Sherman Limited Editions offers various prints showcasing different locations, mid-century modern styles, and patterns. Here are some new pieces for hospitality.

*Clockwise from top left:* A print from Flower Triptic, part of the Designer Series; Brown Waves from the '70s collection of Giclee Prints; Reflection, part of the Mid-Century Modern line; and Napa, from the American Road Trip Series for Choice Hotels.

Call 508.487.2172, email [orensherman@neaccess.net](mailto:orensherman@neaccess.net), or log on to [www.orensherman.com](http://www.orensherman.com)

