



Left, artist Jennifer Main, 28, touches up one of her paintings at the Jennifer Main Gallery at 5333 S. Arville St., Suite 206A on May 2. Right, Main, who had her first works displayed in a gallery at age 17, opened her gallery last weekend.

PHOTOS BY DANIELLE NADLERVIEW

Painting her way to success

Artist opens doors to her gallery in southwest Las Vegas

By DANIELLE NADLER

VIEW STAFF WRITER

Three months after the Las Vegas Art Museum closed its doors, and while other art galleries struggle to keep their open, artist Jennifer Main counts herself as one of the fortunate ones.

On Friday, she opened Jennifer Main Gallery — exhibiting solely her work — in a 3,000-square-foot studio at 5333 S. Arville St., Suite 206A.

"The key is to give yourself no outs," the 28-year-old said.

Since she first showed signs of an artistic flair as a middle-schooler, people have urged her to have a back-up plan such as working as a part-time barista or pursuing a college degree.

Instead, Main has held her brush to the canvas.

"If I gave up on this, I would get used to getting a regular paycheck, and I don't think I'd go back," she said. "You have to give yourself no choice but to make it happen."

Main attended high school at Las Vegas Academy, where she learned the basic techniques of art. That's when she found her surrealistic style with a hint of a Picasso influence.

"It really became my own," she said of her style. "And I quickly became obsessed with art."

She walked through life with her

class, in the car, at restaurants and whenever she found a free minute.

At 17, with high school graduation months away, she landed space inside Art Encounter, a gallery formerly in Spring Valley.

"I had so much fire and passion for art. I didn't want to do anything else," Main said. "I wanted to see if I had what it takes."

She found out she had it. Within one year, she sold 120 pieces. She balanced her senior year with painting new works, making prints and keeping up with orders.

She then showed her work in gal-

sure where she would show her art next.

"I had the feeling that it was time to go," she said. "You have to do the things you're scared of to get anywhere."

She found the suite on Arville Street that gave her enough room for an office, a work studio, a viewing room and a gallery. Her husband, Jason Steiner, works on custom motorcycles in the same building.

Now in her new gallery, Main starts each morning in her studio, which overlooks a cluster of trees and, beyond that, the Strip. She either picks up where she left off on a painting or writes in her journal, which often leads to sketches and paintings.

Her artwork is often birthed from emotions, obstacles or accomplishments she's experiencing at the time. For example, several of her works were inspired by her relationship with Steiner, and another batch of art developed during some of her most stressful times. These show a girl rushing through life, balancing demands and a ticking clock.

"I always stay true to where I'm at at the time," Main said. "Then, people really connect with it."

Most of her art is created with acrylic paint on canvas. She also has used charcoal on wood and newspaper and magazine clippings. Her original works sell for as much as \$10,000, and prints start at \$20.

Now that she has her gallery, Main's next goal is to show her art in galleries across the country. She also plans to do more licensed work like calendars, marketing materials and books. She illustrated a children's book, "George

WHERE TO GO

Jennifer Main Gallery, located at 5333 S. Arville St., Suite 206A, is open from 10 a.m. to 6 p.m. Monday through Saturday. Admission is free. For more information, call 561-8723 or visit www.jennifermaingallery.com.

leries in New York, Dallas, Colorado, Alaska, Missouri and San Diego. In 2004, Main was invited to exhibit and sell her art out of The Arts Factory at 107 E. Charleston Blvd. She's since drawn a slew of local collectors.

"Her work is simple, but still complex enough that you find subtle things in it every time you look at it," said Doug Ansell of Green Valley, who owns more than 10 of Main's paintings. "Everybody loves her stuff. We all feel like her stuff is going to be worth much more than we paid for it."

Three months ago, Main sensed it was time to set out on her own. She



DANIELLE NADLER/VIEW

Jennifer Main says her next goal is to show her art in galleries across the country.

► **ARTIST:** *Work will appear in 2010 calendar*

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The Giraffe Thinks He Has No Neck," by Michael Chapman and the cover of a psychology textbook. She also recently signed with Mead to create work for the company's 2010 calendar. Joe Girouard, Main's marketing adviser, said her work was chosen for the calendar out of 10,000 submissions.

"I think that is a tremendous

indication of her potential," he said. "Her work reaches the gamut of all people and demographics."

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JOE GIROUARD
JENNIFER MAIN'S MARKETING ADVISER

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