

## **Knubis Photography at New Hotel Luca**

YOUNTVILLE, CA., January 21, 2010— Having seen examples J E Knubis' photo work over the last several years, interior designer Kathleen Fink of KMF Design commissioned him to produce a series of photos for the new Hotel Luca.

The photographs, 17 different images totaling more than 100 framed prints, are now displayed in Hotel Luca's lobby, guest room and spa. They present a view of the Napa Valley that draws on the rich history of the area while still being very modern. Images capture the strength and beauty of old vines. Others explore the area's stone structures, exposing the craftsmanship and heroic labor of the region's timeless buildings and historic bridges.

What the noted interior designer saw in his work was a perfect complement to the Euro-modern design of Hotel Luca, a style that combines old-world architecture, textures and tones with contemporary lighting and furnishings.

"Jess' photos bring out a part of the Napa Valley that could easily be overlooked," states Fink. "He captures a sense of the historic and permanent, the same feeling that I get when looking at the ancient buildings of Italy."

Finding a source of inspiration in the year-round beauty of the Napa Valley, Knubis pursues that beauty using digital photography. "The digital camera is a light capturing device," shares Knubis. "Digital tools then help me create images that, at their best, suspend reality and prepare the mind to perceive an object in a different way. It's much like the darkroom and color lab of previous generations. I have the tools at hand to modify images, not to distort or exaggerate, but to create on paper what the eye sees and the mind perceives. Ironically, these modern tools allow me to in some ways, emulate the effects of the lenses, films and developing processes of previous generations of photographers. My pursuit is an arresting image, the point beyond time, the transcendent print".

While often printing his own digital images in his studio, the photographs on display at Hotel Luca are by Dickerman Prints of San Francisco. They are type "C" Chromogenic Prints on Fuji Crystal Archive paper. The images are framed using acid-free materials and traditional gallery mounting techniques. "I really appreciate knowing Seth Dickerman," says Knubis, "His expertise brought out another level of the images."

### **Background**

Jess Ellis Knubis has spent his life in the arts. As a child he displayed a keen interest in music and began a professional career as a guitarist at the age of 14. Moving to Los Angeles in the early '70s he continued a successful career in a thriving musical environment alive with singers looking for sidemen, entertainers needing back-up bands and session producers recording all over town.

In the early '80s, Knubis moved to the Monterey Peninsula where music took a back seat to the thriving advertising/public relations firm he formed. As art director for the firm's clients he was exposed to the world of commercial photography. Before long, Knubis had a camera of his own

and was working alongside the photographers he hired, learning every technique and trick he could. His primary mentor was Larry Dale Gordon, the master of 35 mm commercial and travel photography. The camera and photographic images always played an important part in Knubis' creative work, his design sensibilities dictating strong graphic images, his musical training providing harmony and rhythm. His photos began to appear in commercial ads in major travel and lifestyle magazines as well as in client brochures and on web sites.

Perhaps most important to the development of his photography was exposure to the illustrious group of fine art photographers and painters who had for decades made a home on the Monterey Peninsula. A primary client, Highlands Inn, initiated gallery-quality photo exhibits in its vast Fireside Room. There for years, virtually in the shadow of Wildcat Hill, Edward Weston's home, and less than a mile from the home of Ansel Adams, some of the most important works in the world of photography by the great pantheon of West Coast photographers were exhibited; Edward Weston, Ansel Adams, Ruth Bernhard, Cole Weston, Rod Dresser, John Sexton, Brad Cole, Tom Millea, Henry Gilpin and many others. It gave Knubis an insight into the world of fine art photography, and the difference between a good photo and a work of art.

In 1997, Knubis relocated to the Napa Valley, where he purchased a small, run-down farm. He spent several years refurbishing the farmhouse and outbuildings and developed a cabernet sauvignon vineyard, the fruit of which goes into the award-winning wines of Caymus Vineyards.

To view J E Knubis photos, please visit [www.knubisphotoimage.com](http://www.knubisphotoimage.com)