

# Jenkins wins award for Web site

BY KATIE McDOWELL

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Artist he may be, but local creative soul Justin Michael Jenkins has no intention of starving.



Jenkins

Quite to the contrary, he's managed to combine his artistic talent with a savvy business sense to market himself and to win an award doing it.

The creator of Imaginative Pencil ([www.imaginativepencil.com](http://www.imaginativepencil.com)), Jenkins is a one-man promotional juggernaut, putting his colorful pencil designs on prints, mugs, T-shirts and more.

And while he acknowledges that some artists may look down on his brand of commercial art, he isn't the least bit concerned about it.

"I have a vision for the future," he said. "I'm not saying getting gallery representation is a bad thing. I've shown in galleries. But I think with the Internet and technology today being at the fingertips of everybody, more artists are going to take matters into their own hands. It won't put galleries out of business. But you can become a very successful artist self-publishing."

Jenkins knows a thing or two about success — he recently won a



Submitted Photo

Justin Jenkins' "Patterns of Personality" is available on his Web site, [www.imaginativepencil.com](http://www.imaginativepencil.com).

Gold Award for excellence in design for [imaginativepencil.com](http://imaginativepencil.com) from the American Association of Webmasters. And it's a pretty big deal — less than 15 percent of applicants are awarded the prize, according to the association.

Sites are ranked using a number of criteria: design and creativity, content, navigation and scripting and technical components.

He's also recently been awarded The Sinapsis Gold Award for an

Intellectual Attitude from Alberto Paronetto ([www.paronetto.org](http://www.paronetto.org)), which is given to only five percent of those who apply.

Visitors to the site can buy prints of 75 works by Jenkins — with themes of chess, anatomy, the mind and spirituality. All of Jenkins' drawings use bold color, and a technique that literally layers on the detail.

"I start out with a concrete idea," he said. "Then I start breaking down the form. I try to show the extremes of existence. Everything is made up of molecules that make up the physical state you see before you. I try to embrace that. Then I add color as a separate element. Basically, I break a form down to build it back up, stretch it and then add geometric shapes and color. It's hard to explain."

It may be hard for Jenkins to describe, but visitors to his site seem to have no difficulty finding words to express how they feel about his work.

A visitor named Terry writes, "An excellent range of skillfully interlocked abstract shapes fill the page. The combination of shape and well-chosen color make this a most appealing style of art."

Luca writes, "Very nice body of

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