

Demonstration

September 14, 2015

Member's Demonstration by Thomas Woodman at the Apple Store Eton Village

What a fantastic opportunity for Euclid Art to hold the first meeting of our new season at the Apple Store, Eton Village. Apple invited us to use their state-of-the-art business conference center for Tom's presentation. We thank April Smith from Apple, along with the Apple team, including Chris Woodman for making this possible. And, of course, many thanks to Tom Woodman, our featured demonstrator, who showed us how he uses the iPad and Paper by 53 app to create art and architecture.



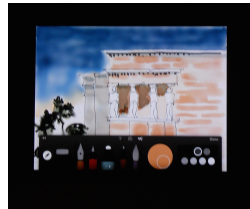
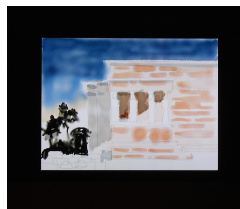
After brief business meeting, April introduced Tom and the Apple team. She told us this was one of only 30 conference facilities in over 430 Apple stores with the conference table costing over \$60,000! Using Apple technology, Tom was able to project his Keynote presentation onto a large wall screen, wirelessly, using his iPhone to control it all!and, later, to demonstrate creating art using Paper by 53.

Tom told us how using digital technology and these devices, totally changed the way he works. His total work flow changed. Being an architect, he lives in a highly detailed world and he needs a complex tool to generate

detailed construction plans. We were awed by the beautiful drawings and pictures of the homes he designed and built along Lake Erie. Then, in April 2012, while on vacation in New Orleans with family, he had a major paradigm shift! Tom didn't even have an iPad then...it belonged to his wife...and he didn't think he could use it. His son, Chris told him about the iPad app, Paper by 53. Very early one morning, he took his wife's iPad and went to the French Quarter to sketch. And, this is the sketch that changed everything! Tom can even claim he is responsible for his friend, David Rankin using this app.



Why does Tom 'love' Paper by 53? It frees you....no longer need to be in front of a computer screen, no longer need to have watercolor gear while painting *en plein air*. The interface is simple to learn. Likes the ability to try out ideas and make changes. Can easily and quickly change the feeling of a drawing. Tom says there are a lot of other apps, but this is the only one he uses and knows.



Tom demonstrated how he creates an image using Paper by 53. His reference was ancient Greece, the Porch of the Caryatids. We watched the image emerge and change on the big wall screen, as he referred to his reference on the Apple TV to his left. Tom draws big shapes first, adds values (shading) and then line detailing. His goal is to not get caught up in the details. See more of Tom's iPad sketches at <http://twoodmanipadsketches.com/index.html>.

Thirty members and guests enjoyed the evening. The club served apple cider and a delicious tray of cookies from DiStefano's. Comments from members afterwards... "impressive, great way to do a demo, fantastic presentation and site, amazing talent!...."

