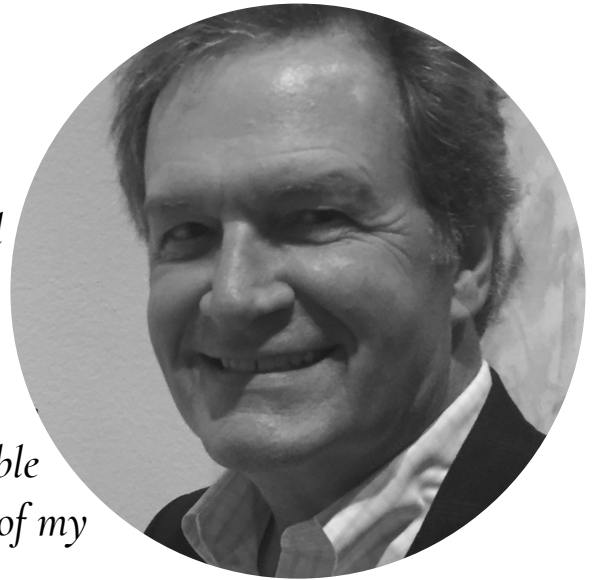


# the Art Cellar

## Robert Eoff

*“I began painting watercolor after college... I worked the night shift at the TV station and had no one to play with during the day! When I was traveling to our different stations, I always took a sketch book along. Sitting in airports waiting for planes, I was able to do figure studies of people as they posed unaware of my work.” - Robert Eoff*



Robert Eoff began painting watercolors in the early 1970's, influenced by an atelier of artists in his hometown of Memphis, TN. Many of these artists painted rural landscapes from the Mississippi delta. Initially self-taught, he began taking classes in 2001 from one of those artists, Fred Rawlinson, who helped him turn his “colored water” paintings into rich watercolors. He studied with Rawlinson for ten years.

Robert Eoff is a Signature Artist of the Tennessee Watercolor Society. The award-winning artist was influenced by a number of master watercolor artists, advertising illustrators, and graphic designers in his hometown of Memphis, which fueled his passion.

After his retirement in 2007, he returned to his alma mater, the University of Memphis and served as Vice President of Marketing, Communications and Public Relations. It is there that he began painting in oil, first studying with Memphis artist Nancy Cheairs, and later, both oil and gouache with artist Jed Jackson. He retired again in 2011 to paint full time.