



The Schimberg Group Inc.
Architecture. Interior Design.
Owner Representation. LEED Consulting.

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COLLABORATIVE METHODS
A MONTHLY NEWSLETTER

Dear [member_name_first],

Welcome to our March 2010 edition. This month newsletter showcases design solutions that The Schimberg Group provides to its clients. The Schimberg Group understands that collaboration is fundamental towards achieving best practices, sustainable success and **Extraordinary Results**.

President's Corner:

Interview with Tim Jaeger

The following is an impromptu interview with Sarasota artist and Ringling graduate Tim Jaeger. I hope you enjoy our conversation.

Q: Can a building be art on it's own without sculpture or artwork?

A: Absolutely. The combination of being placed in an extraordinary cultural landscape, and the gift of bringing people together, puts us in the same position as we are when we are viewing other forms of art. This dialogue can create great friction...yet still bring a wide, diverse audience together. These are the very fundamentals of what makes art (in general) so unique and invaluable to the evolution of our culture.

Q: Other than location, what is the difference between exterior artwork and interior artwork?

A: I find more similarities than differences between the two but simply put, it is the difference between artwork(s) that relates to interior elements, and artwork(s) that relates to exterior elements. With both exterior and interior artwork, it is the difference of how the viewer(s) physically and mentally relate to the work.

Q: Can artwork impact a residential space different than a commercial space?

A: All artwork is capable of having great impact depending on the viewer, location, and space. From a personal point, residential artwork can have

more of an impact for its owner because the collector selected that work to add to their personal collection...it means so much to them that they chose to own it and keep it close by. Commercial art typically demands mass appeal but without dilution of the response. It must be sensitive to its greater audience. It is usually striking and large in its effect as it's about drama, sophistication and beauty.

Featured Artist:

TIM JAEGER

Tim Jaeger, www.regeajstudio.com, has achieved local and national recognition while serving as president of the newly formed sARTq collective. Born in Michigan and raised in Paducah, Kentucky, Tim is a 2002 graduate of the Ringling College of Art and Design.

Featured Work:



ABOVE- 2006 COLLECTION, RESIDENTIAL APPLICATION, SARASOTA, FL.



ROOSTER SERIES IN A COMMERCIAL SETTING, SARASOTA, FLORIDA.

Please visit our blog to participate in discussions about architecture, sustainability, and our built environment. [TSG-Blog](#)

We look forward to working with you to create architectural solutions that exceed your expectations.

Sincerely,

Barron Schimberg, AIA
LEED AP
The Schimberg Group, Inc.
Collaborative Methods. Extraordinary Results.

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