



ROYCROFTERS-AT-LARGE ASSOCIATION  
**CHRONICLE**

:: OUR MISSION ::

*The Roycrofters-At-Large Association was formed over 30 years ago by a group of East Auroran's that included several descendants of the original Roycrofters, including Elbert Hubbard's granddaughter. The Roycrofters-At-Large Association, Inc. has been entrusted with educating, fostering and inspiring through the continual evolution of the Arts and Crafts Movement.*

■ WINTER 2020 ■

## PHOTOGRAPHER PETER POTTER EMBRACES TECHNOLOGY TO CAPTURE NATURAL IMAGES

*by Robert Lowell Goller*

Roycroft Artisan Peter Potter has been a student of photography from a young age.

"Ever since I was a child, I was fascinated with the process," he says. "I loved to use the darkroom and develop film."

About 20 years ago, however, he became an early adopter of digital photography and has learned a unique process that allows him to highlight more than one aspect of an image.

Usually, photographers must compromise one aspect of an image in order to highlight another. For instance, Potter says, shadows need to be too dark in order to highlight another area of the image.

"You make a decision and a compromise, to highlight one thing over another," he says.

However, the multiple-image process Potter has adopted gives him the ability to present the scene more like an observer would actually experience it.



He captures at least five images of a landscape or architectural scene, one brighter than the next. Using computer editing software, he combines multiple—usually three—of the images.

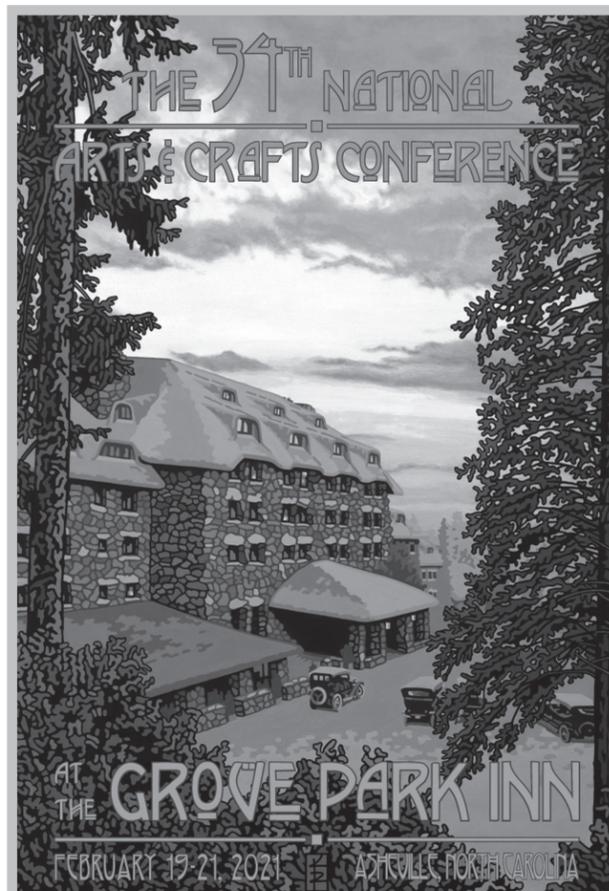
"It re-creates in a better way what you are actually seeing," says Potter, who is often seen at RALA shows explaining the creative process behind his work.

Potter's interest in photography was piqued while a student at East Aurora High School.

He learned a great deal in Ronald Beebe's art room. "He was super generous with his time," Potter says

of the popular teacher, "and I've loved (photography) ever since then."

It was also in high school that Potter developed an appreciation for East Aurora history. As a member of The Garcians, a student organization, he learned about Elbert Hubbard and the Roycroft.



© Roycroft Artisan Keith Rust



2020 CALENDAR

**33RD NATIONAL ARTS & CRAFTS CONFERENCE**  
February 21-23, 2020

**ROYCROFT SUMMER FESTIVAL**  
June 27 & 28, 2020

**ROYCROFT WINTER FESTIVAL**  
December 7 & 8, 2020

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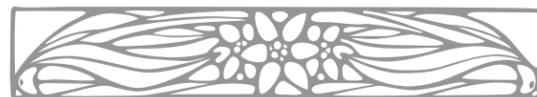
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### Board Meetings

Board meetings are regularly scheduled for the second Tuesday of the month. The first 15 minutes of the meeting is reserved for member comments, after which the board will enter a closed session.

Contact the RALA Coordinator for details.

Join us on Facebook 



## A MESSAGE FROM THE PRESIDENT

What makes RALA Artisans and Master Artisans unique is their individual and collective commitment to absolute quality and the finest in craftsmanship. Earning the right to use our coveted "Double R" mark is an awesome accomplishment, recognized both by the talented individuals who have achieved it, and for those of us who remain dazzled by the design and execution of their work. If you see work containing the "Double R," know that this Artisan or Master has been through an incredibly rigorous jurying process, which is far from a one-time deal. Artisans and Masters are required to re-jury at periodic intervals to make sure that their work remains at the peak of quality required by use of our valuable trademark.

RALA's unrelenting commitment to quality is never more evident than it is at the 33rd annual National Arts and Crafts Conference, taking place in Ashville, NC at the Grove Park Inn in mid-February. Artisans, scholars and those who are just plain interested come from around the country to learn from and share with each other on the Arts and Crafts movement. RALA is very pleased to be represented formally by RALA Artisan Peter Potter, and informally by many other of our members who have found the conference beneficial on multiple levels. Our organization is certainly helped by its presence at the event where, among other things, our famous "Goodie Box" will be displayed and where raffle tickets will be sold (the actual raffle will occur at the end of our summer show on June 28th at the Healthy Zone Rink in East Aurora.

For those Master Artisans and Artisans who are eligible, I encourage you in the strongest possible terms to participate in the Jury, which is scheduled for Saturday April 4th. This organization needs your input and participation to maintain the levels of quality that it has worked hard to both build and sustain.

As always, I welcome your feedback!

Martha Buyer  
President

In the earlier part of his photography career, Potter captured images at motorsports events and exhibited his work in Montreal.

After a period during which, he says, he "pursued photography more as a hobby," Potter discovered digital photography and the creative aspects he could pursue with computer software. He soon turned his focus to landscapes and architecture.

Potter enjoys capturing natural landscapes in a variety of locations, but he says he most enjoys the imagery of Knox Farm State Park and The Roycroft Campus in East Aurora.

He has found inspiration in the work of photographer Wilbur H. Porterfield, and painters Rix Jennings and Charles Burchfield. "I love to try to stay in Charles Burchfield's palate," Potter says. "Gray and browns. Austere scenes without much color."

After organizers selected his images of Knox Farm State Park to promote the first Borderland Music Festival in East Aurora, they asked him to capture the now-annual event. Instead of landscapes and architecture, he captures the enthusiasm of performers and concert-goers. "It's quite different," Potter says, "but I really enjoy doing it."

Potter says the members of the Roycrofters at-Large Association were very helpful when he decided to pursue Artisan status, which he achieved in 2015. "I was mentored through the process," he says.

Potter says he first noticed the efforts of RALA shortly after high school and always admired the organization's mission to promote creativity, foster artistic excellence and share the Roycroft story and philosophy.

Now, as a RALA board member, he himself helps recruit new artists and shares the story of the Arts and Crafts Movement. Like other artisans, Potter says he often finds inspiration from fellow artisans.

"I am proud to be involved with RALA," he says, "and I like to interact with other artists. It's a great organization to mentor other artisans."

