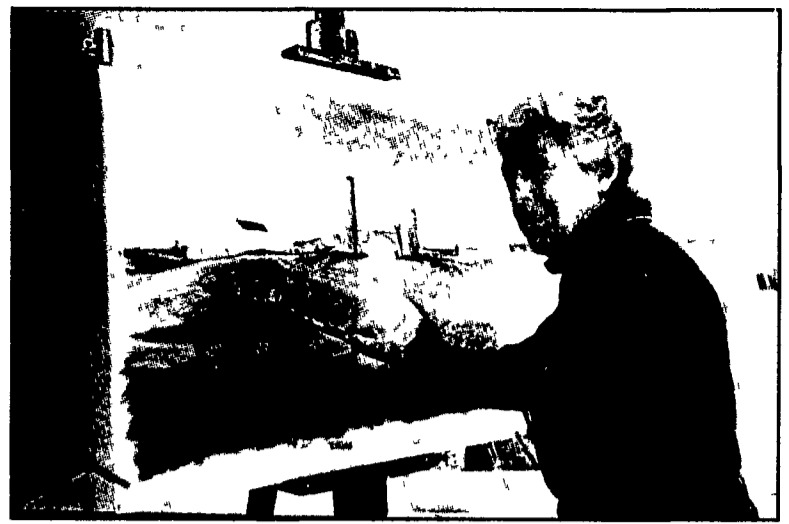




"Waiting for Spring" is captured in oils at the Miller and Davis Farm, Richmond Township.



Joyce Floreen works on a painting of the farm owned by Luther and Theresa David.

Artist Paints 'Cognoscenti' Scenes

LOU ANN GOOD
*Food And Family
Features Editor*

FLEETWOOD (Berks Co.) — Joyce Floreen isn't trying to be a word snob when she says that she paints landscapes for the "cognoscenti."

"It's a pun," the artist is quick to point out. "The form of the word gnoscenti is a common Italian word used by those who think they are cultured," she explained. "Cognoscenti means a person who is in the know about cows."

People who are in the know about cows find her paintings capture fascinating views of everyday living in the life of cows.

Floreen's Fleetwood home is surrounded by cows owned by numerous dairy farmers.

Nothing brings Floreen more pleasure than sketching the antics of the pastoral bovines.

"Those cows won't pose for me," she complained good naturedly. But Floreen is patient. She views them with a practiced eye and patience.

Floreen believes her artwork captures farm life in an interesting way and shows how farming methods are changing. In particular, her scenes of cows crossing the road are fast becoming obsolete to the average motorist.

"I got started painting late in life," Floreen said after a career in advertising. In the beginning she was self taught and often

took photos and painted a composite of several. Since then she has studied painting with Jack Coggins at the Wyomissing Institute of Fine Art and with various art professors.

Her late start has not hindered her artistic success. Floreen's work has been chosen for exhibit at numerous juried shows and invitational shows.

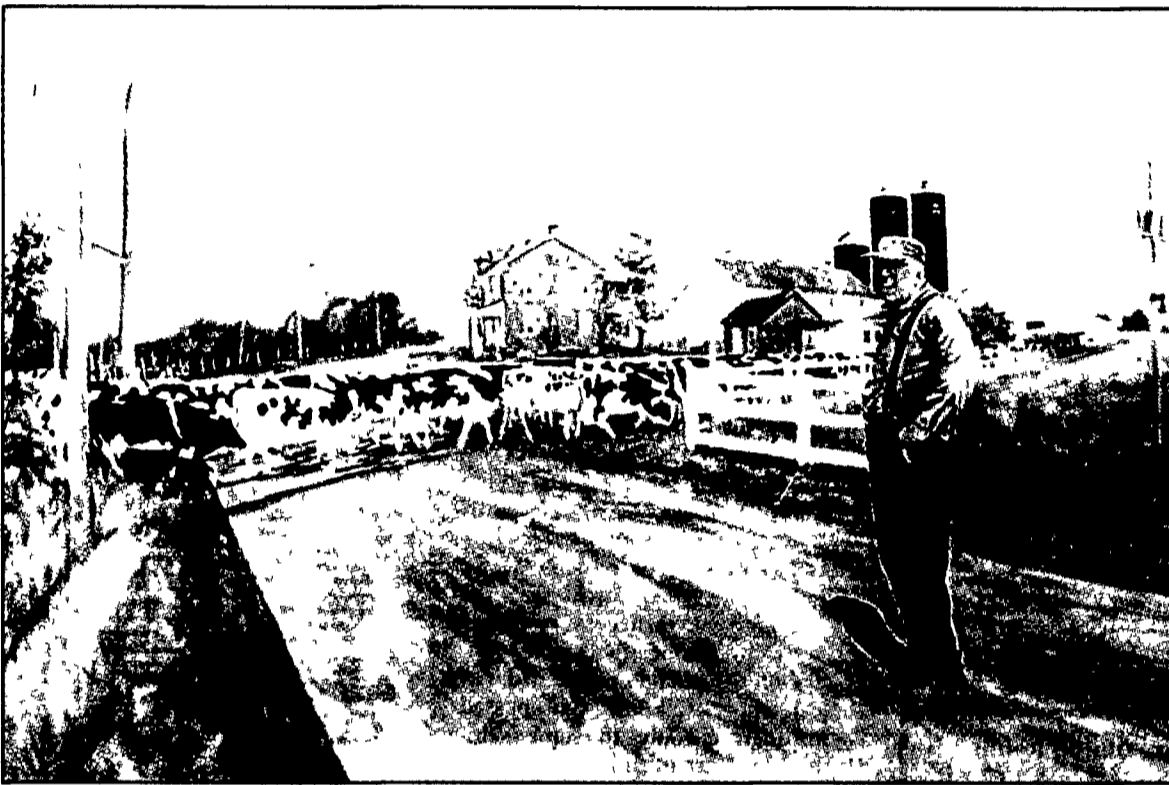
In 1990, Floreen began painting full time after restoring a mural on a barn owned by Brendle and Raydell Stuffed on Balthaser Road.

Floreen conducted her first art show in 1994. Recently Reading Area Community College (RACC) was the site for a reception for "Landscapes for the Cognoscenti." RACC sponsors Meet the Artist invitational series to enhance the cultural atmosphere of the college for students and for regional visual artists to exhibit.

Sketching neighbors' herds enables Floreen to strike up conversations with farmers. She said, "It's a great pleasure to get to know people who devote themselves to this arduous life."

Floreen also believes her paintings captures the beauty of rural areas that people want to preserve.

Floreen's Studio, 79 Keller Rd., Fleetwood, is open weekends in July and by appointment. Call (610) 987-6511.



"Kermit Schlegel Farm" captures this almost obsolete scene of cows crossing the road.



"Hey, Dave," is the title of one Joyce Floreen's paintings of neighboring dairy farmer Dave Bitler with his herd crossing the road at Vista Grande Farm, Fleetwood.

HOMESTEAD NOTES

For ideas on celebrating National Ice Cream Month, turn to page B6 and B8.