



*"Humanity has aspired to a great many things, and we have all benefited from that aspiration. However, when we bring our assumptions, plans and desires to human relations, we are forever betrayed, not by our friends and loved ones, but by our misplaced expectations of others."*

March Gregoroff considers her work as based upon the fundamental human tendency of *Anticipation* and *Disappointment*, and the resultant joy when we free ourselves of this cyclical burden; therefore, she attempts to use her paintings to make the Buddhist thought more accessible to art lovers on a visceral level – to be understood visually, without betting into the Verbal.

Using oil paints on canvas, March depicts the joy and disillusionment of everyday life through the metaphor of common objects. Combining abstract and realist components, she attempts to reconcile the changeability of life.

You could see her works exhibited in Toronto, Montréal, New York or California. Now for the first time his paintings will be shown in Muskoka.

*"The only possible teacher  
except torture  
is fine art"*

Bernard Shaw, *The Doctor's Dilemma*

## PREAMBLE

It is not a secret: arts improve health. *The British Medical Journal* recently provided another valuable argument to support this claim. It even suggests that a diversion of a small portion of the health budget to the arts would probably increase the health of the population. A tempting idea indeed.

However, the general public seems to be in ignorance: the *Canadian Forum on Arts and Health* found that most people are still not aware of the benefits of the arts in relation to health and well-being.

## ARCANUM

*" ..The one thing which may in some degree  
reconcile the cultured person with life -  
scientific and artistic enjoyment..."*

Eduard von Hartmann, *Philosophy of the Unconscious*

From the Freudian view, arts derive from the same source as fantasies and dreams, and have the same purpose – to reduce tension in the soul. This applies to both creation and perception of the art, regardless of modality – painting, sculpture, literature, music, dance, etc.

Thus, in some respects artists are not special: like the rest of us, they have the same narcissistic desires and fantasies, rather shameful to share under our cultural restraints. But unlike us, artists have a very special gift: they are able to exhibit their fantasies in a skilful, camouflaged way, and to attract us first with external, formal side of their work. It traps us, provoking a preliminary, properly aesthetic pleasure, turning our internal "censor" off guard. And then, it enables us to enjoy our own deep prohibited fantasies – projected on the art – without shame and self-blame, with revealing catharsis.

How are artists able to do this?  
It's their mystic secret; it's art.

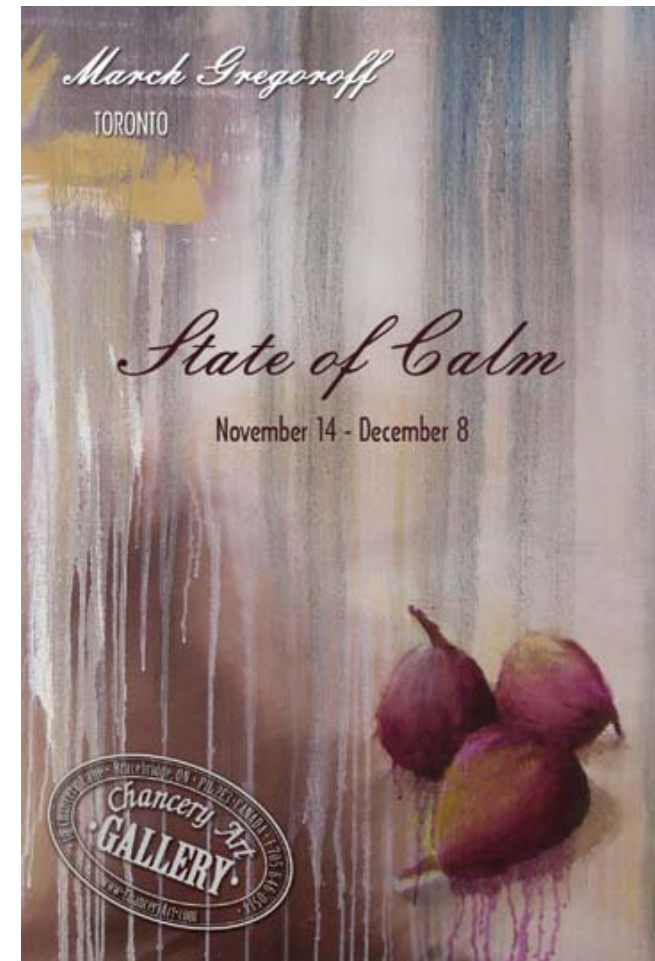
## MISSION

*Piece of pie to the artists  
Peace of mind to the rest of us*



Dr. Lena Kolobow  
owner & director

Dr. Paul Ivanoff  
curator



*"... The ripe fruit, on the point of decay,  
and the prettily decomposing  
backgrounds of my work represent that  
tipping point of joyful anticipation and  
the ugly reality of all our dreams gone  
wrong. I find that food and the way I  
show it is the natural expression for all  
of the concepts that guide my own life;  
concepts that challenge me while  
bringing great peace and  
happiness..."*

March Gregoroff



# PRICE LIST

### **Self Restrained**

oil on canvas  
28" x 34"  
\$1100  
+ \$ 66 (GST) + \$ 88 (PST) = \$ 1254



### **Happiness Comes**

oil on canvas  
24" x 18"  
\$500  
+ \$ 30 (GST) + \$ 40 (PST) = \$ 570



### **Little Cherry**

oil on canvas  
30" x 36"  
\$1300  
+ \$ 78 (GST) + \$ 104 (PST) = \$ 1482



### **Right Living and Vigilant**

oil on canvas  
34" x 28"  
\$1100  
+ \$ 66 (GST) + \$ 88 (PST) = \$ 1254



### **Brur**

oil on canvas  
30" x 40"  
\$1200  
+ \$ 72 (GST) + \$ 96 (PST) = \$ 1368



### **Whosoever Is Energetic**

oil on canvas  
28" x 24"  
\$775  
+ \$ 46.50 (GST) + \$ 62 (PST) = \$ 883.50



### **Discriminating**

oil on canvas  
34" x 28"  
\$1100  
+ \$ 66 (GST) + \$ 88 (PST) = \$ 1254



### **Through All That I Have Done**

oil on canvas  
30" x 36"  
\$1300  
+ \$ 78 (GST) + \$ 104 (PST) = \$ 1482



### **Hatred is Never Appeased**

oil on canvas  
34" x 28"  
\$1100  
+ \$ 66 (GST) + \$ 88 (PST) = \$ 1254



### **State of Calm**

oil on canvas  
28" x 34"  
\$1100  
+ \$ 66 (GST) + \$ 88 (PST) = \$ 1254



### **As the Wheel Follows the Hoot**

oil on canvas  
34" x 28"  
\$1100  
+ \$ 66 (GST) + \$ 88 (PST) = \$ 1254



### **Who Abides in Loving Kindness**

oil on canvas  
34" x 28"  
\$1100  
+ \$ 66 (GST) + \$ 88 (PST) = \$ 1254



### **An Island no Flood Can Overwhelm**

oil on canvas  
34" x 28"  
\$1100  
+ \$ 66 (GST) + \$ 88 (PST) = \$ 1254

