



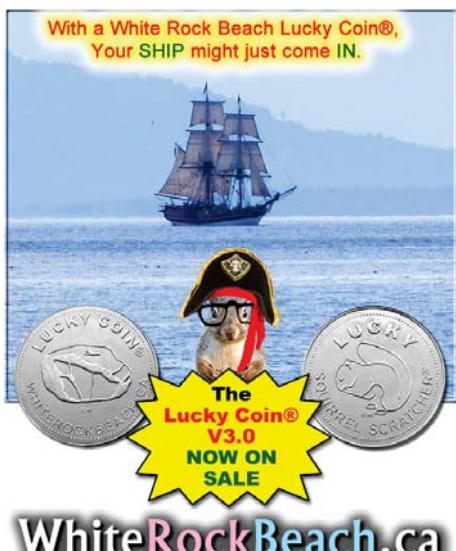
## Ric Wallace – ARTIST STATEMENT

I am a creator of more than 300+ White Rock Beach/South Surrey, **Wildlife of Canada**, **RICco.ca** **CrowArt.ca** and **Harry The Seagull** postcards and greeting cards, and consider myself to be an **ARTographer**. I define “**ARTographer**” as someone with a strong background in photography, as well as an aptitude for graphic design and the ability to combine the two into one art form, digitally on a computer. On the photography side, I have mastered lighting, composition, and the ability to see the world from a non-traditional viewpoint. I often incorporate shapes silhouetted in photographs for impact and visual interest. More Information on Ric Wallace online at

# RicWallace.ca



On the art side, I have designed three coins (one with the famous White Rock), three pins, postcards, greeting cards, magnets, annual reports, conceptual drawings, logos, and produced web and graphic design. I have provided photography, web design (see [WhiteRockPharmacy.com](#)), graphics, and logos for both start-up businesses as well as multi-million dollar companies worldwide. When adding text to images, I consider style, placement, drop in/drop out, and curved text. Being able to visualize the end result gives me a “Virtual Edge” over others. Often when taking a photograph, I think more like an artist or an art director than a photographer. I don’t just see the image before me; I visualize its future use in a variety of products and/or media.



**WhiteRockBeach.ca**



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**THE 3 P'S OF WINNING OR SUCCESS**



The turning point for me was back in 1995 when someone told me a tale about some white squirrels in Ontario. I consider that moment to be my lucky break and the reason I am where I am today. It was a story I didn't believe – I actually thought it was a joke – until I spotted the creatures for myself. Working with local Ontario merchants, I developed a whole line of white squirrel souvenir products. And it was also the white squirrels that created a need for me to learn website design. After 24+ years, I am still actively promoting and profiting off the white squirrels and squirrels of other colours. In fact, my **Wildlife of Canada** greeting cards – some featuring white squirrels – are for sale at a few British Columbia merchants. I was also the first Canadian to be featured on **TLC's Lottery Changed My Life**. They labeled me the **SQUIRREL MILLIONAIRE** because of the **LUCK** or **WINS** using my Squirrel Lottery Charms found on **LotteryCharms.com**. In 2004 I used one of my **Lucky Black Squirrel®** pins to hold the winning dream home lottery ticket pinned to a corkboard in my office. My **LUCKY** squirrel pins, squirrel coins and squirrel magnets are sold on [WhiteRockBeach.ca](#), [LotteryCharms.com](#) & [Luckology.com](#). Try Googling “Ric Wallace Squirrel” or “Ric Wallace TLC”. TLC paid \$600 USD a minute (\$1800 USD) to use video news footage of me from a TV station about the \$775,000+ Dream Home Package I won May 31, 2004. In the July 14, 2014 issue of **Woman's World** I was featured in their magazine / tabloid sold at checkouts throughout North America as an **EXPERT ON BOOSTING YOUR LUCK**. The **Globe & Mail**, **National Post**, **Sun Media**, **AOL**, **Daily Finance**, **Money Sense**, **CBC**, etc and hundreds of papers have done stories on me. A photo print, postcard, greeting card, Lucky Coin® or a Lottery Charm® with my name on it will be worth **\$** some day on eBay, as told by a collectibles expert in **Burnaby, BC**.



In 2011, I travelled by car three time zones as far west as I could in Canada until I reached Tofino, BC on the west coast of Vancouver Island. I started working my way back in the direction of Ontario and happened to visit **White Rock, BC** – a place I had never heard of before. With August temperatures of 21 to 23C, White Rock was very appealing compared to southwestern Ontario summer temperatures of 40 to 50C with humidity and hail storms. As a bonus, I even found they grew palm trees here. Plus there are the breathtaking sunrises and sunsets. To help me make up my mind, I decided to spend the winter in White Rock. Seeing only one day of snow, compared to the five or six feet over the winter months in Ontario, convinced me that White Rock was the place to live. I have since spent all my spare time taking photographs that have grown into my postcard/greeting card/magnet/lucky coin empire. Getting my Artist Walk license in 2015 and selling along the White Rock Beach promenade near the White Rock museum, allowed me to see firsthand what people are interested in purchasing and where the items are being shipped – useful marketing information. What I did for the white squirrels in Ontario, I saw an opportunity for the “white rock” that gave this community its name. Since 2011, I have owned a popular website – **WhiteRockBeach.ca** – for promoting the White Rock beach area, as well as my extensive line of more than 300 postcards and greeting cards, available in stores as well as online. Three of my blogs/websites had over 1.25 million visitors and over 3 million page views in 2012 alone! In 2015 The Discovery Family Channel featured me on a follow-up show called **STILL LUCKY** featuring me and many of the White Rock Beach postcards. Owning the domains / websites **WhiteRockBeach.ca** and **WhiteRockPier.ca** and having photos of the destruction of the pier could mean another follow-up show.

Thinking **WhiteRockBeach.ca** needed some mascots, **SQUIRRELS** seemed like the natural choice, so I gave “**Lucky**” and “**Sugar Toes**” the job. One day it was raining at White Rock Beach, so I did a posting about the weather and used an image of my two mascots holding an umbrella to add some humor to the site. Many people contacted me wanting to purchase that image in some form. Long story short, I made some magnets of the two squirrels holding an umbrella and later decided to include that image on the back of all my White Rock Beach greeting cards. I have travelled extensively across Canada and have visited various tourist attractions. Even though White Rock Beach is a popular destination, I believe the opportunity for increased tourism is unlimited. After all, White Rock is known as “the hole in the sky,” so the sky is NOT the limit – the moon or the stars are! I believe White Rock is a great place to live and run a business, and I am even betting my own future and money on White Rock Beach, BC. On December 20, 2018, Stormageddon or the storm of the century with high wind gusts of 115+ km/h, waves, trees, logs, and boats smashing into the pier, took out the mid-section of the 100+ year old White Rock Pier. On December 25, 2018, I registered the domain **WhiteRockPier.ca** to help pay tribute to this White Rock Beach icon and make available the photos, postcards, magnets and various sized prints. Ric Wallace can usually be found west of the White Rock museum / train station on the grass set up selling at the waterfront, weather permitting. Visit [WhiteRockBeachGallery.com](#) for more information.

The December 20, 2018 **Stormageddon** That Broke The White Rock Beach Pier



6" x 8", 8.5" x 11", 13" x 19" Photo Prints / Framed Prints

This **HISTORIC** Event Was Captured By ARTographer Ric Wallace Perfect Keepsakes for Generations to Come

\*Many more images NOT shown available.



Ric Wallace ~ ARTographer



WHITE ROCK BEACH GALLERY.COM

NO CASH - NO PROBLEM



On Twitter:  
**@BCwhiterock**



WhiteRockPier.ca  
Ric Wallace Tel 604-259-0105 email [ric@RICco.ca](mailto:ric@RICco.ca)

Looking for framing options for prints by Ric Wallace?  
Visit the website or scan the QR code for discounts & ideas.  
[ricco.ca/framing](http://ricco.ca/framing)

Acrylic Prints      Framed Prints      Poster Prints  
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**WhiteRockBeachGallery.com**  
Featuring the work of **ARTographer Ric Wallace**  
Located just west of the White Rock Beach Museum

INTERAC Flash® Contactless-enabled (NFC) cards  
Apple Pay, Android Pay Chip credit cards

**300+ DESIGNS**  
White Rock Beach / South Surrey  
**CrowART / RICCO**  
Wildlife Of Canada

The word is getting out about the  
**White Rock Beach Gallery**  
We apologize for any traffic problems caused  
by people looking for  
really COOL postcards, greeting cards, magnets & wall ART.

30 km/h

**RICCO.CA**