

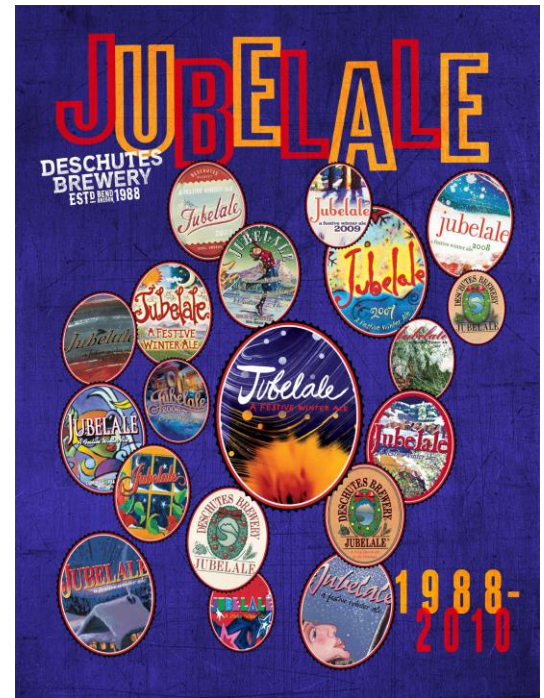


Jubelale

The Art & History Of "A Festive Winter Ale"

In the winter of 1988....as the quiet town of Bend waited for snowflakes to ski on, Jubelale debuted as Deschutes Brewery's first seasonal beer. Gary Fish, owner and president, and a dedicated group of ten employees bottled the seasonal by hand...out of the taps into 750 ml bottles at the Bend Public House. The first ever Deschutes Brewery bottling was the result of a messy, painstaking, all-day labor of love. Deschutes Brewery's graphic artist at the time, Ed Carson, incorporated a timely wreath into the iconic mountain and river oval adorning the label.

Change and growth...at the Bend Public House moved the bottling of Jubelale to Portland in 1990. The non-profit group Blind Enterprises of Oregon managed the project until the production facility in Bend was ready in 1993. Jubelale then became the 'first packaged six-pack'. Since 1995 a new regional artist has been commissioned every year to create an original work of art, inspired by Central Oregon winter and Jubelale. This original work is then transformed into label and packaging art. Gary Fish and a different crew select the next artist as early as January, while the current vintage of Jubelale is still busy bringing cheer to the season.



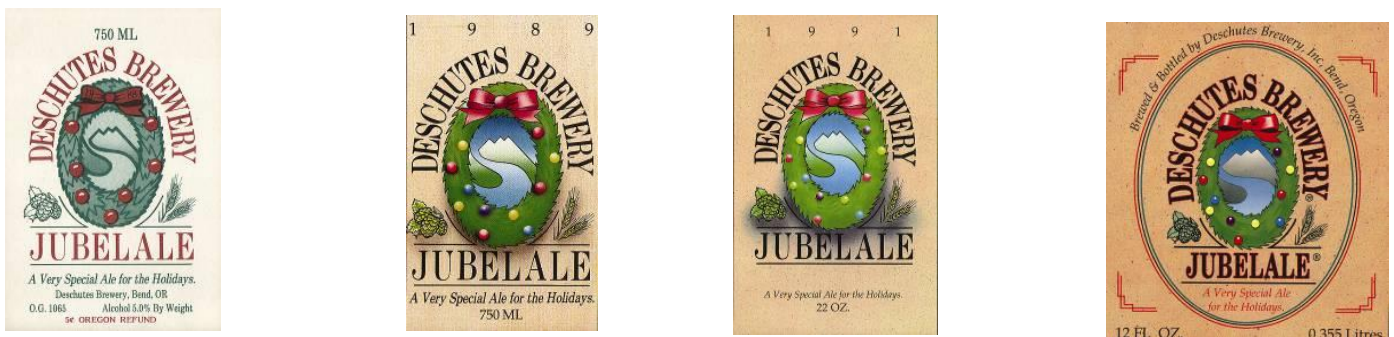
From abstract forms...to distinct subjects, broad landscapes to studies in specifics, the panel surveys many styles and techniques before deciding upon a particular artist. 2011 artists Cara Thayer and Louie Van Patten literally share the painting of a canvas. In 2010, Natasha Bacca painted with light in a dark room. The look and feel of Jubelale art mirrors the adventure of Jubelale year after year.

Jubelale and its art...have always stimulated conversation and community. In more ways than one. Gathering different opinions about how this

year's vintage stacks up is easy to do around the Pubs. The artwork stirs similar debate. It is particularly rewarding to share one's thoughts while enjoying the beer that inspired it. Gary Fish remembers the first discussions taking shape in the Pub surrounding Randy Redfield's piece in 1997. Whether it is the whirling ice skater of 2000, the countryside inn of 2004, or the intimate view of the Pub from 2006, there is no clear favorite.

No discussion of Jubelale....and its art would be complete without mentioning the weather. Amateur meteorologists consult the Jubelale label like a woolly caterpillar every October. Local legends suggest the snow on the label predicts the snow for Mt. Bachelor and around town. Friendly wagers regarding snowfall amounts for the season have always been a contest every Bend resident seems to participate in. However, evidence will neither confirm nor deny any such correlations.

There is no doubt...the art of the label is as compelling as the craft in the glass.



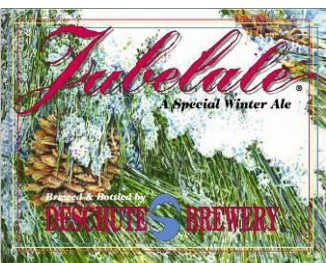
Ed Carson's original Jubelale wreath designs. From left to right: 1988, 1989-1990, 1991-1992, 1993-1994

Adding a wreath to the iconic mountain and river oval was the perfect union of holiday festivity and the Deschutes Brewery look, suggested Ed Carson. He recalled how thrilling it was to watch Deschutes Brewery and his graphic design business grow alongside each other. "Quantum leaps in technology led to new creative approaches..." allowing Jubelale art to evolve from one year to the next.

Carson facilitated the Jubelale art project from the beginning until 2003. His approach encouraged artistic expression with less direction. Carson said the changing personality of the project, coupled with new challenges each year, always supplied great satisfaction. The most difficult task was always the decision surrounding which elements to place where, while remaining true to the spirit of the original piece.

www.dottgraphics.com

1995 George Lawrence



George Lawrence expressed a professional interest in Deschutes Brewery long before creating the first Jubelale art. Charged with depicting a winter scene that incorporated snow and pine trees, it is safe to say 'he nailed it'. Lawrence said he truly enjoyed the creative vibe and vitality of the Bend community that "...really jumpstarted the idea platform in the mid-nineties in Bend...that creative spirit is representative of everything Bend is all about."

1996 Cristina Acosta



Cristina Acosta knew immediately she wanted to create the art for Jubelale after seeing it in the grocery store in 1995. "I knew I could do this. I knew I could make it look like a present," stated Acosta.

www.CristinaAcosta.com

1997 Randy Redfield



"The painting itself reflects a little of my style, in that it is abstract, and in this case I did my impression of a storm as it transitioned from fall into winter," said Randy Redfield.

www.randyredfield.com

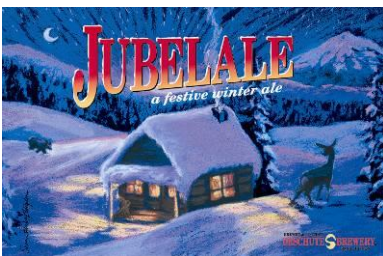
1998 Paul Alan Bennett



Paul Alan Bennett reflected, "...Mt. Bachelor personified...I was thinking of Mt. Bachelor as being a person in the wintertime sticking his tongue out to taste a falling snowflake."

www.paulbennett-art.com

1999 Susan Luckey Higdon



Susan Luckey Higdon said that her design was a "...chilly scene with a sense of peace and coziness, the promise we all want of warmth and safety." Her work represented glistening snows and crisp, crystal-clear, silent winter nights.

www.susanluckeyhigdon.com

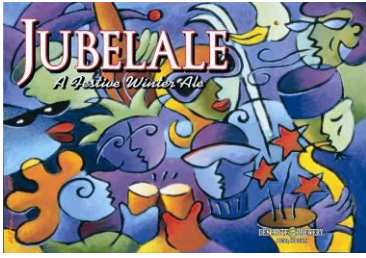
2000 Dennis McGregor



Dennis McGregor depicted a by-gone era with his gouache painting of a skater whirling on a frozen pond at the foot of a snowy mountain, releasing the magic of winter and Jubelale.

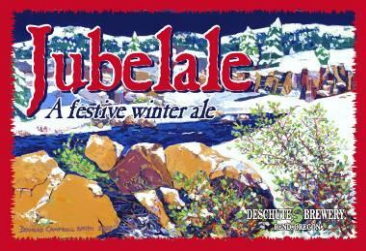
www.dennismcgregor.com

2001 John Hillmer



John Hillmer reflected, "This piece was intended to evoke a kind of *apre-ski* scene at the brewery. So, I wanted it to be fun and I wanted there to be a clear sense of connection between all the characters. That's why this colorful community is literally overlapping, including the 'soulfish' who, on this sunny Bend day, is wearing sunglasses."

2002 Douglas Campbell Smith



Douglas Campbell Smith displayed the beauty of a high desert winter in his original acrylic painting, recalling that first wintry morning of the season.

www.campbellsmiths.com

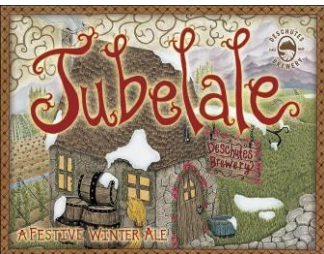
2003 Molly Cliff Hilts



Molly Cliff Hilts painted a scene of "...stars and the poinsettias, which bask in the warm glow of a nearby fire..." depicting "....the magic of a clear, cold Oregon winter night and the enticing potential of an evening of adventure and merriment."

www.mollycliffhilts.com

2004 Kathleen Powers



Kathleen Powers, influenced by 15th Century Flemish painting, included exquisite detail, vivid color, and an implied narrative into her art. Her interest in Ireland's countryside also played into the whimsical features of the piece.

www.kathleenpowers.com

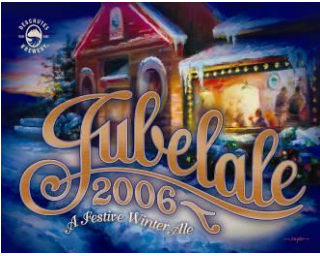
2005 Andy Sewell



A vintage ski poster was Andrew Sewall's intention, complete with *après-ski* party, after an epic day on Mt. Bachelor. He drew inspiration from his youth spent in the Sun Valley, ID area. With his background in watercolor, the scenic picture captured the camaraderie and fun of the *après-ski* scene.

www.finewatercolors.com

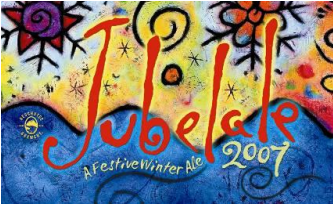
2006 Katherine Taylor



Katherine Taylor painted a warming depiction of the Deschutes Brewery Public House on a cold Central Oregon winter's night, tempting one to cozy up by the fire with friends and a tall pint of Jubelale.

www.katherine-taylor.com

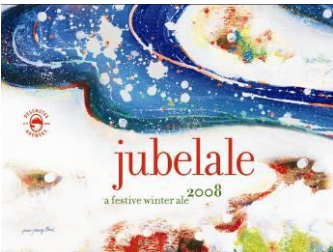
2007 Lindy G. Hanson



"I was thinking of winter festivities and fun, and that for me, brings up images of snow and being outside," said Lindy Gruger Hanson. "I love mountains and celestial images too...I combined all these ideas into creating the Jubelale painting."

www.lgruger.com

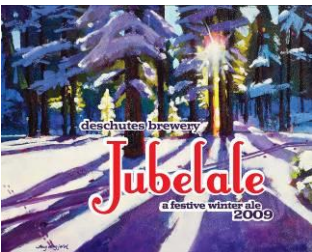
2008 Pam Jersey Bird



Pam Jersey Bird created her acrylic painting using a resist technique. "Because Jubelale is 'A Festive Winter Ale', I wanted to portray a scene that was lively and colorful but also captured Central Oregon's snowy climate. I decided to focus on the river that is the namesake of the brewery and also inspired the name of our town."

www.pamjerseybird.com

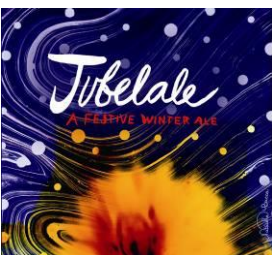
2009 Tracy Leagjeld



"One of my favorite things about Central Oregon winters is how often we wake up to blue skies after a winter storm," said Tracy Leagjeld. "In this painting, I was trying to convey the feeling of a crisp snowy morning being warmed by the sun's rays, and how lucky we are to have the Deschutes National Forest as our backyard playground."

www.tracyleagjeld.blogspot.com

2010 Natasha Bacca



Natasha Bacca works in complete darkness, using beams of light with a tool she invented. By manipulating the color and the intensity of the light onto light sensitive paper, she literally paints with light. Bacca said, "The piece illustrates a cold winter night in the background with a dynamic warm fire in the foreground. I wanted the composition of the work to exhibit a balance of cool scenery elements with the warm and energetic celebrations of the season, exemplifying this festive time of year."

www.natashabacca.com

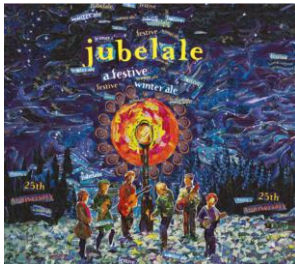
2011 Cara Thayer and Louie Van Patten



The collaborative art of Central Oregon artists Cara Thayer and Louie Van Patten explores a 'painted dialogue of human forms.' They focus specifically on the hand and how it illustrates the human condition. Cara Thayer revealed, "We wanted to create something for the outside of the bottle that was as artful as what is inside. Our goal was to do something that had a sense of action, along with creating a playful image." Thayer also explained that the hand-knitted mitten and scarf reflect the handcrafted character of Jubelale, while the snowball in motion evokes the fleeting nature of winter.

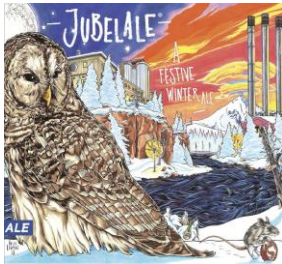
www.thegryllus.com

2012 Kaycee Anseth Townsend



The 2012 label is literally "layered" with meaning –the artwork was created through a complex collaging process by Bend, Oregon artist Kaycee Anseth Townsend. She uses small scraps of paper to create designs, and she comprised this year's packaging entirely from pieces of Jubelale labels from years past. Fans may even be able to see a recognizable scrap or two from years gone by inside the incredibly intricate final design.

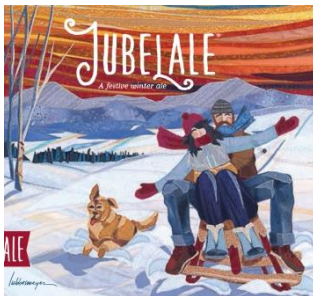
2013 Avlis Leumas



"It's an incredible honor to join the ranks of a group of artists I have admired for so many years. The great thing about creating Jubelale art is that, because each piece is so uniquely brilliant and diverse from the next, the only thing you have to do is be yourself," said Leumas. "My goal with this piece, which is titled 'Lost in the Loud', was to create balance with opposites: as serene and quiet as the piece is, there is movement and activity everywhere."

www.avlis-leumas.com

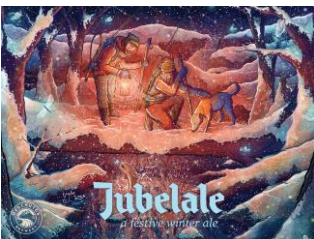
2014 Lisa & Lori Lubbesmeyer



"Creating the label artwork was a unique challenge for us, and a very welcome one. Our final design was inspired by engagement photos of our niece and her fiancé playing in the snow, which made us think about what we like to do during the winter in Bend...sledding followed by a beer sounded perfect." The twins' artwork for Jubelale 2014 was created through the Lubbesmeyer's unique method of layering and over stitching with fabrics. "The scene we created was meant to capture the essence of the lifestyle we enjoy here in Central Oregon."

www.lubbesmeyer.com

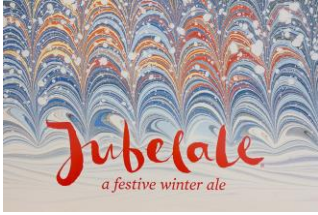
2015 Taylor Rose



Bend-local Taylor Rose used a process that included pen, ink, watercolor, and digital to create her original piece featuring a wintery hiking scene along a trout-filled riverbank. Rose said, "I wanted this illustration to be all about the beauty of adventuring on a cold snowy night. It's called 'First Tracks First Cast' because there's nothing more special than fresh snow, cold waters, and good company. I'm so honored to be amongst such a fantastic family of Jubelale artists."

www.taylorrosemakesart.com

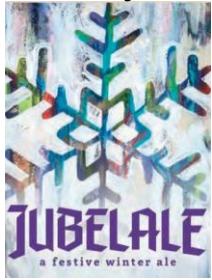
2016 Karen Ruane



Karen Ruane's piece entitled "First Snow" was inspired by the changes the first storm of the season brings to the local landscape. "With this piece I wanted to capture the change in the air, the smells, the excitement and festive atmosphere around the anticipation of playing in the first snow of the season." Ruane used a rare, centuries old process called marbling to create the organic design that is showcased on this year's label and packaging.

www.karenruane.com

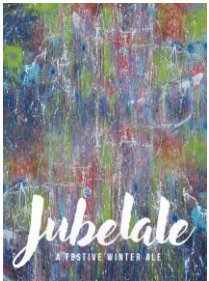
2017 MaryLea Harris



To celebrate Jubelale's 30th bottling, MaryLea Harris created four distinct multimedia snowflakes. "I like to work in series, and landed on creating four snowflake paintings for this project because no two snowflakes are alike, just like no two beers are ever exactly alike. It's exciting to be the first artist to create more than one piece of art for the label and have a mixed and matched set of bottles in each six-pack this year," Harris said. The paintings feature layers of plaster, acrylic paint, old Jubelale posters, and news articles about Deschutes.

www.maryleaharrisart.com

2018 Deschutes Brewery Co-Owners



30 years of independent craft brewing calls for extra celebration. For the first time, Deschutes Brewery's co-owners collaborated to create crowd-sourced Jubelale artwork. Using water balloons and Super-Soakers full of paint at a company picnic, over 200 co-owners "decorated" a barrel-stave canvas adorned with the core value, "Crafted for Community." The mural now hangs in the Huppmann Brewhouse.

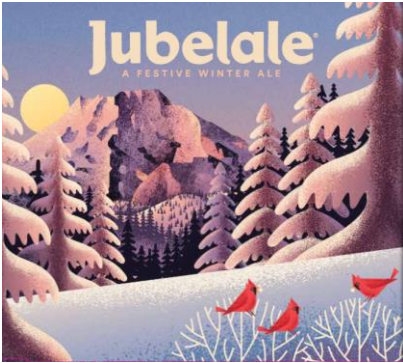
2019 Mark Rada



2019's Jubelale packaging was created by Mark Rada, a local Bend artist. The birds flying above represent former Jubelale artists, whom Rada esteems. The deer's antennae represent Mark's inspiration, which comes in many forms: the environment around him, Bend's amazing community, and his personal passion for snowboarding and fly fishing. According to Mark, his artwork "humbly recreates what nature does best." His work uses mixed media (spray and acrylic paints on wood).

Instagram: @markrada1

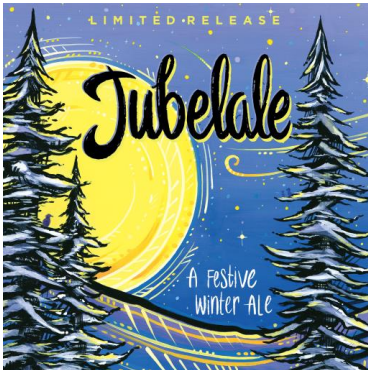
2020 Eric Nyffeler



In 2020, we partnered with Eric Nyffeler, a popular Portland based artist best known for his concert posters for musicians including The Avett Brothers, Phish, St. Vincent, the Decemberists, and many more. Eric shared his inspiration behind the winter scene he created, pulling from his own experience in the mountains. "I wanted to bring to life the beautiful colors of a snowy mountainside in the morning," said Nyffeler. "A place that many people can't experience, so I wanted to put them there in the most amazing place to feel like you're a part of the beer."

[Work | Eric Nyffeler / Design & Illustration](#)

2021 Stephanie Littlebird Fogel



The 2021 artist was Stephanie Littlebird Fogel, a Contemporary Indigenous Artist and member of Oregon's Grand Ronde Confederated Tribes. Well-known and active in the Northwest art community, Fogel earned her degree in Painting and Printmaking from the Pacific Northwest College of Art in Portland, recently completing her residency program at Caldera.

Fogel creates art to inspire people to connect with nature and through her vibrant winter scene on this year's Jubelale design, used her signature use of striking colors and pattern for an eye-catching package on the shelf using acrylic paints on a wood panel.

stephlittlebird.com

2022 Francisco Morales



Francisco Morales, a freelance Latinx illustrator and designer based in Portland, Oregon, was 2022's Jubelale artist. He has a Bachelor of fine arts from Oregon State University and has gained regional recognition for his illustrative design work.

His inspiration for the design came from his first experience with snow and winter in Oregon.

"To me, this was another world, a land of abundance, a breath of fresh air. Nothing would prepare me for the winter and snowfall. The way the sound dampens as if you were hiding under the blankets in your bed. The way the quality of light changes, everything gets brighter and the colors seem to turn up to 11. It almost feels like you are on another planet on the far reaches of the galaxy where everything is still. This piece attempts to capture the emotions of that extra-terrestrial feeling."

[LayLowCreative](#)