

PG&E Chloe Art

Audio Description

Opening graphic reads – Chloe Fine Arts – Energy Audit Services

We hear Todd Lejnieks (Lennix) speak and see a trolley cable car move down a San Francisco street and then the outside window of the gallery. Todd is the Chief Operating Officer and Co-owner of Chloe Fine Arts Gallery, a man with short brown hair wearing a brown collared shirt.

Amy Nelder, an Artist and co-owner of the gallery is a woman with long dark hair wearing a black shirt. She sits next to a painting of a wine glass, as she speaks to camera. Then we see her working on a painting of an ice cream sundae.

Next we see from Greg Lejnieks, (Lennix) President and co-owner of the gallery, a man with graying hair wearing a black sweater over a checked shirt as he talks about their responsibility to the art.

As Amy speaks, we see samples of the art in the gallery, a scrabble board sculpture, a whimsical potted plant, an Audrey Hepburn rendition, two abstract oil paintings.

As Todd speaks Greg shows the difference between the old light bulbs and the new energy efficient ones. We see Todd at work at his desktop computer with a beautifully lit gallery behind him. We hear Todd as Greg adds a new bulb to a lighting strip in the gallery. At the drumroll the lights come on and illuminate the room. As Amy speaks we see the particular pieces of art that are lit, a picture of a brown bear surrounded by butterflies and a painting of autumn foliage. We see people walking through the gallery, which is dimly lit except for the lighting on the paintings. We see a computer screen with the PG&E My Energy page open. Todd and Greg look at the screen together. All three owners speak to camera about the financial and environmental savings.

We see the city street outside and another cable car goes by. The owners speak to camera and we see a colorful painting of an outdoor vegetable stand. Todd then Greg then Amy stand in front of a painting and smile to the camera. The closing graphic reads – Go to www.pge.com/audit to learn more.

Transcript

Todd Lejnieks - Chloe Fine Arts is a gallery in Fisherman's Wharf in San Francisco. We've been in business for two years. We pride ourselves on being a local, family-run business. Although we do represent artists from all-around the world.

Amy Nelder - I am an artist. I'm also one of the owners of the gallery. It's a passion that I am fortunate enough to indulge on a daily basis.

Greg Lejnieks - Ultimately, it's our responsibility as the representative of the artists, and as the representative of the client to make sure they understand how beautiful each piece of art is.

Amy - Let's say someone collects one of my pieces, when they pass it in their home throughout the day, they have a slightly different subconscious sensation every time they pass it. And that's

Chloe Fine Arts – Transcript (cont'd)

due to how it's presented on the wall, where the light is hitting it. Sometimes people think that just any old light bulb is going to help them experience the work, and it's not true.

Todd - Greg, my brother, was approached by someone who invited us to participate in an energy audit, and take a look and see if we could basically change all of our lightbulbs to greener, more sustainable, energy efficient lighting, and get a rebate so that we wouldn't have to pay for the lights all on our own.

Greg - So, that perked us up! And we thought, "Now's probably the right time to do this!" So we started to explore the process.

Todd - We had a representative from PG&E, LeAnn, who took us under her wing, and then it was a matter of trying to shop around for the lights, and it had to be something that at least was as good as what we were using before, and it was one of those little moments of, "Okay, drum roll please!" "Let's see how this looks," and it ended up looking great!

Amy - We all looked and said, "Wow, that is artwork as nature intended it!" If the right light is on it, if the best possible light in the world is on it, it's going to make the color seem like it's popping off of the canvas, like it's coming out at the viewer. All of our artists know now that their work is going to be seen correctly.

Greg - Clients love it because they can come in and see a piece of art really pop off the wall.

Todd - I went online and logged into PG&E, to check my bill, and saw that it had been cut by over 50%.

Greg - We opened it up and looked at it, and it was a big, "Wow, that was worth it!" "That's great!"

Todd - We actually made the money back that we spent in three months.

Amy - But, the even more exciting part for me was to hear the statistic that the amount of energy that we saved was the equivalent of taking two-and-a-half cars off the road in the United States for a whole year.

Todd - I mean, we're a small business, but to just know that we're doing our part, it has been my mission to bring this to other galleries, other businesses, because I really believe that this is a great program.

Amy - It's the artwork, it's the people, and it's the lighting. Like I said, if you turn off the lights, you've got nothing in here. So lighted correctly, you've got the optimal situation.

Todd - It makes us more attractive as a gallery to an artist as well. To know that they're being represented by a company, by a gallery, by a family that cares about the planet, cares about energy savings, and where their art looks great.