

Art Facts Newsletter

Published by the Southwest Washington Watercolor Society • Sept. 2011, Vol. XX, Issue 5



President's Note



Judith Howard
President

Welcome to the Fall Season for Southwest Washington Watercolor Society artists! That means our Fall Show at Vancouver's Westfield Shoppingtown Mall is just weeks away! Sunday, September 18, we will be accepting paintings from juried members from 7:00 to 8:00 pm. Please note the restricted time frame: we need time to set up and be ready for an efficient entry so we will not be taking paintings before 7 p.m. We are a member-driven society which means your help is needed! I have found it to be fun and encouraging to meet more artists and work together to promote watermedia art. There are lots of jobs involved in putting on the show—from running paintings, sitting a shift at the table during the week, or setting up for the potluck. Please think about one thing you will do to help out your fellow artists this

fall.

While I am at it, I want to thank Fay Kahn for organizing the Plein Air opportunities this summer. And thank you to Cheryl Robertson and Fay for helping me call those of you who forgot to renew your membership. We hope we got the roster up-to-date, but we rely on you to let us know when your contact information changes. If you hear of someone not getting our news, PLEASE contact me. All the board members' names,

phones, and email addresses are on the back of the newsletter.

Mark your calendar for November 15 which is our Annual Meeting. We will have Board elections (your name might be on the ballot!) and membership and generally sharing good art opportunities. There will be more details in the next newsletter, so keep watching your email inbox!

Judith Howard
President

Some specific tasks we need help with for the Fall Show . . .

SETTING UP AND TAKING DOWN OF DISPLAY PANELS

SWWS needs volunteers to assist in setting up the display panels for the Fall Show. If you can help on Sunday, September 18th at 5:30 p.m., please contact John Turley, 360 574-9344 or email turleyartworks@q.com.

Helpers are also needed for taking down the panels at show's end on Sunday, September 25th. Help on either date is most welcome and appreciated. If you have a van or truck that you can volunteer to help with transporting panels from storage to the mall that would be very appreciated also.

POWERPOINT PRESENTATION SETUP FOR FALL SHOW BANQUET

Cheryl Robertson needs someone to create the Power Point Presentation for the Fall Show Awards Banquet. Equipment and photos of the winning pictures will be provided. Email Cheryl at seamarierob@comcast.net or call her at 360-574-0902 if you can help her with this.

An idea for consideration

Submitted by Joan Turley

Perhaps some of you have already heard of this but just in case you haven't, I want to throw it out there for consideration for our Fall Show and also for anytime we need to collect fees/dues.

Recently I saw a demonstration of a device that attaches to the new touch screen phones called Square Up. It allows instant processing of credit and debit card sales. The artist who was using it says her sales have gone up quite a bit since she started using it. The fees are very reasonable (2.75%) and it operated like a charm. All you need is the right phone and an app which can be downloaded. Just about everything you need to know, plus getting the device, and viewing a video demo is at the website: www.squareup.com.

[Editor's note: Let us know if anyone has used this.]

Prospectus Change

At the last SWWS board meeting it was discussed what to do about people who sign up for a place on the sitting schedule and then don't show up. We voted on this, and it was passed that any person who signs up for a place on the sitting schedule and doesn't show up will be billed not only the \$20.00 charge for not sitting but also an additional fee of \$10.00 to cover the inconvenience.

Seeing the Value of Art

By Lynn Powers of Creative Catalyst Productions

It's unfortunate that art is one of the first programs eliminated in school budget cuts, but it's little wonder. Taxpayers often view art class as little more than directed play or history lessons with pictures, not worthy of funding. For me, learning art means learning to see. The opportunity to learn about art is a quality of life issue.

As the daughter of an artist, I received a few lessons on seeing early in life. Recognizing reflected light and color, beautiful grays, lost edges, atmospheric perspective, or the color shift in cast shadows added to my awareness of my surroundings. Seeing this way makes it possible for me to enjoy the present moment more often and fully appreciate life. I can only imagine that people who focus on patterns or abstract shapes see those things more often out in the world and that the experience boosts their quality of life.

I walk with a friend every morning for exercise. As the seasons change, we walk in the pitch dark, sunrise, and full sun. It's on those walks that I realize how my art background helps me see differently. At first, my walking partner used to think I was nuts going on about the purple in the tree trunks. But over time, she too learned to see more, and now she's hooked.

Seeing as an artist helps me avoid being bored, enjoy the present, and find interest and beauty. In this video game world, I think it's more important than ever for those of us who have found value in the visual arts to sing their praises, if for no other reason than to give our next generation something to do when the power goes out.

(Article reprinted with permission from Creative Catalyst Production website 2011. Creative Catalyst is a small company in Oregon that produces high quality instructional art videos. You can read their story and sign-up for the e-newsletter at ccpvideos.com and make a purchase.)

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PAID ADVERTISEMENTS



"Tail End" by P. Christen

Watercolor Weekend

October 21 - 23

presented by
 watercolor artist
 Paula Christen
 and

The Methow Valley Inn
 Twisp, WA

\$225

~ Geared for beginner or non painter ~

Workshop fee includes all meals Room cost additional
 Registration: 1-509-996-2598 www.paulachristen.com

Clark Co. Arts Commission

Clark County Arts Commission meetings are open to the public and audience participation is welcome. They meet the fourth Tuesday of every month at 6:30 p.m. and in September will meet in the 6th Floor Hearing Room of the County Building at 1300 Franklin Street, Vancouver.

Would anyone have the time to attend and find out what is happening and then share with the rest of us? Please call Judith at howard.dj@gmail.com and let her know if you are interested or able to attend these meetings.

P.S. They are also currently seeking a new board member. Visit <http://vancouver.katu.com/> and search for "Arts Commission" for more information.

Member News

★ Member **Fay Kahn** will be displaying her watercolors and batik work at Art on the Boulevard during the month of September. Visit the First Friday event, Sept. 2nd from 5 to 9 to see Fay and sculptor, Elsbeth McLeod, who is sharing the show with Fay. The gallery is located at 210 West Evergreen Blvd., in downtown Vancouver.

★ Member **John Turley** was accepted into the Black and White Exhibition at Gallery 360, 111 West 9th Street in Vancouver. "Visions of Black & White" opens in September. Also, John's acrylic paintings featuring musicians and their instruments will rotate through several Vancouver venues as part of Gallery 360's "Art in the Business." That show will continue through 2011.

★ Members **Cheryl Robertson, Corinne McWilliams, Judith Howard, and Imy Durfee** will be showing work at the Cascade Library Community Room during September and October. All are invited to the Opening Reception on September 1st at 6:30 p.m.

★ Members **Corinne McWilliams, Madeline Eaton, Bonnie Bellis, and John and Joan Turley** are currently showing works in the "Art of Portraiture" Show at Starting Grounds Church in Battle Ground. Visit <http://www.startinggroundschurch.com/art/> for more information. The shows runs through Sept. 12th.

★ Member **Bev Birdwell** reports that she will be stocking Daniel Smith watercolors by mid-September at her Arts Desire location at 5604 N.E. St. Johns Road. She also reports that she has her art on display at the Cascade Park Community Room through August 30th.

★ **Judith K. Sanders** is displaying her art at the Second Story Gallery in the Camas Public Library in a show entitled "A Little Bit of This, A Little Bit of That." The gallery is open during regular library hours, 10 a.m. to 9 p.m. Monday through Thursday, and 10 a.m. to 6 p.m. on Friday. The show runs through August 30th.



In Memorium

Ken Lowry, husband of Sena Lowry, passed away on Aug. 1, 2011 after a long illness. Ken was helpful to many people in the watercolor society and will be missed. Sena has been a long-time SWWS member and is a current board member. Our sympathies go out to Sena for her loss.

Roster Changes

Wendy Van Dyk (new email): hairbizzy@gmail.com

Mary Anne Harkness (new address and phone): 1673 41st Court, Washougal, WA 98671, 360-335-8737

Welcome New Members

Nancy L. Ryan, 1026 N.E. 2nd Ave., Camas, WA 98607, home phone: 360-210-4423, cell phone: 408-985-9412, Email: nancy_l_ryan@sbcglobal.net.

ArtFacts Advertising Rates Southwest Washington Watercolor Society

Advertising rate is \$5 per one column inch per issue.

- 1 Column (2.33" wide) = \$5.00 x inches high
- 1.5 Column (3.625" wide) = \$7.50 x inches high
- 2 Column (4.9" wide) = \$10.00 x inches high
- 3 Column (7.5" wide) = \$15.00 x inches high

Samples:

BC horiz. = \$15.00 (1.5 cols. wide, \$7.50 x 2" high)
BC vert. = \$17.50 (1 col. wide = \$5.00 x 3.5" high)
1/4 page vert. = \$35.00 (1.5 col. wide, \$7.50 x 4.625" high)
1/2 page = \$70.00 (3 cols. wide, \$15.00 x 4.625" high)
Full page = \$140.00 (3 cols wide, \$15.00 x 9.5")
Inserts = \$150.00 per issue

- **PAYMENT and AD** must be received on or before the newsletter deadline in order to be included in the upcoming issue. Deadlines are the 15th of the months of Feb., Apr., June, Aug., Oct. and Dec.

Email ads to <vistatype@gmail.com>
and

Make check out to "SWWS" and mail to:
SWWS
c/o 2407 Main Street
Vancouver, WA 98660

- **FORMAT:** High quality (press ready) PDFs with fonts embedded are the preferred format. Other acceptable formats are high resolution (300 dpi) TIFs and JPGs. "Publisher" and "Word" files must be converted to PDFs with fonts embedded. Web or low resolution (72 or 96 dpi) files are not acceptable for the printing process. Ads IN COLOR can be accepted but may be converted to grayscale if necessary for the print version of the newsletter.

Calendar of Events

- Sept. 10 . . . **BOARD MEETING, 10-12 noon.** All are welcome.
- Sept. 10 . . . **AHA—Art Critique with Sharon Freeman, Saturday, 1-3 p.m.** New location for September and October AHAs is at the Vancouver Heights United Methodist Church, 5701 MacArthur Blvd. (corner of Devine and MacArthur).
- Sept. 18-25 . **FALL SHOW FOR JURIED MEMBERS Vancouver Westfield Mall**
Entry Turn-in, Sun., Sept. 18, 7-8 p.m.
Entry Pick-up, Sun., Sept. 25, 6 p.m.
- Sept. 22 . . . **FALL SHOW AWARDS POTLUCK, 5:30 p.m., PUD Community Room** at Mill Plain and Fort Vancouver Way
- Sept. 20-23 . **ROSE EDIN WORKSHOP**
- Sept. 27 . . . **CLARK COUNTY ARTS COMMISSION, 6:30 p.m.** See article on page 3 for more info.
- Oct. 8 **BOARD MEETING, 10-12 noon.**
- Oct. 8 **AHA, Saturday, 1-3 p.m.**
- Nov. 15. . . . **ANNUAL MEETING**

Other Upcoming Shows

FREEMODEL ART SHOW, Sept. 24-25, 10 a.m.-6 p.m. at Jantzen Beach Mall near the Carousel Food Court. Open to Oregon and Washington artists. Show is free—NO fees or commissions! Space is available on a ‘first come’ basis. Artists are requested to demo their special skills in the medium or subject of their choice. All sales are handled individually. Artists may set up before 10 a.m. Saturday the 24th and displays may remain until Sunday closing. Tables and chairs are available for exhibitors use but artists must bring their own racks and displays. To enter or for more information, contact Marianne Stokes at stokes13216@comcast.net or call her at 360-574-2189.

TRICK OR TREAT, A Celebration of Halloween, Oct. 5-29, 2011 at Gallery 360, 111 W. Ninth St. in downtown Vancouver. Deadline for entries is 5 p.m. on Saturday, September 3rd. All media is welcome and it is not necessary to be a Gallery 360 or Mosaic Arts Alliance member. Entry forms can be downloaded from <http://www.gallery360.org/Shows.html>. For questions email gallery360.vanc@gmail.com or call 360-693-7340.

Artists Helping Artists (AHA)

Your ideas are needed for future AHAs—topics, people, techniques, etc. Please send to howard.dj@gmail.com.

Workshops & Classes

CAROL BOUDREAU’S “Warm Summer Days” 3-Day Watercolor Workshop, Sept. 16-18, 2011, 9-4 daily at Carol’s Alder Ridge Studio in Longview, WA. Open to beginners and experienced painters. Cost is \$120 per person. For information call Carol at 360-425-0142 or email her at carolsb@mac.com.

LEE BAUGHMAN / SUSAN COWAN FALL TOURS: Friday Harbor, WA Oct. 4-8. For more information visit <http://www.art-adventures.com/>.

SUSAN BOURDET 3-Day Watercolor Workshop, Oct. 7-9 at Art’s Desire, 5604 N.E. St. Johns Road in Vancouver. Class fee is \$180. To see Susan’s art, visit her website at www.susanbourdet.com. A deposit check of at least \$90 made out to Susan is necessary. For more information you may also call Bev Birdwell at 360-693-0028.

Linda Aman scheduled to be Fall 2012 Workshop Instructor

Since Linda Aman is scheduled to be our SWWS featured artist instructor for the Fall 2012 Workshop, check out her website to learn more about her and her art work at <http://www.amanarts.com/index.php>.

Second Story Gallery in Camas issues a Call for Artists

The Second Story Gallery is looking for local artists in a variety of mediums to fill out the gallery’s exhibit schedule March 2012 through January 2013.

Each exhibit runs for a month with a First Friday Artist’s Reception to celebrate the opening of each exhibit.

The Second Story Gallery provides a great venue for local talent and offers professionally designed lighting, large wall space and pedestals to display artwork if needed.

If you are interested, please complete an application at (<http://www.secondstorygallery.org/p/application.html>) and submit it on-line, by mail, or in person.

Deadline for applications is September 7, 2011. Questions? Call the Camas Library at (360) 834-4692.

DEADLINE for next newsletter is Saturday, OCTOBER 15th.
Please submit copy as text in the body of an email.

ENTRY LABELS: Fill out Parts A and B for each painting entered. **Please print.** Make copies of this blank form if needed.

Please Print

Entry # 1 - PART A Exhibit # _____

Name: _____

Phone: _____

Title: _____

Medium: **(circle one)** Transp. Watercolor Water Media

Price: _____

Entry # 1 - PART B Exhibit # _____

Name: _____

Phone: _____

Title: _____

Medium: **(circle one)** Transp. Watercolor Water Media

Price: _____

This painting meets all prospectus criteria.

(Signed) _____

CLAIM SLIP: Exhibit # _____

Present this slip to pick up your work.

Please Print

Entry # 3 - PART A Exhibit # _____

Name: _____

Phone: _____

Title: _____

Medium: **(circle one)** Transp. Watercolor Water Media

Price: _____

Entry # 3 - PART B Exhibit # _____

Name: _____

Phone: _____

Title: _____

Medium: **(circle one)** Transp. Watercolor Water Media

Price: _____

This painting meets all prospectus criteria.

(Signed) _____

CLAIM SLIP: Exhibit # _____

Present this slip to pick up your work.

Please Print

Entry # 2 - PART A Exhibit # _____

Name: _____

Phone: _____

Title: _____

Medium: **(circle one)** Transp. Watercolor Water Media

Price: _____

Entry # 2 - PART B Exhibit # _____

Name: _____

Phone: _____

Title: _____

Medium: **(circle one)** Transp. Watercolor Water Media

Price: _____

This painting meets all prospectus criteria.

(Signed) _____

CLAIM SLIP: Exhibit # _____

Present this slip to pick up your work.

Please Print

Entry # - PART A Exhibit # _____

Name: _____

Phone: _____

Title: _____

Medium: **(circle one)** Transp. Watercolor Water Media

Price: _____

Entry # - PART B Exhibit # _____

Name: _____

Phone: _____

Title: _____

Medium: **(circle one)** Transp. Watercolor Water Media

Price: _____

This painting meets all prospectus criteria.

(Signed) _____

CLAIM SLIP: Exhibit # _____

Present this slip to pick up your work.

Revised!

Southwest Washington Watercolor Society
PROSPECTUS - JURIED MEMBERS

Fall Show • September 18-25, 2011 • Vancouver Westfield Mall

ENTRY PLACE:

- Westfield Vancouver Mall, Vancouver, Washington (south side entrance by Outback Steakhouse).

ENTRY TIME:

- Sunday, Sept. 18 from **7:00 to 8:00** p.m.

ELIGIBILITY:

- The Fall Watercolor Show is open to **SWWS JURIED MEMBERS** whose dues have been paid for the current year (\$30 for juried members plus an additional \$5 late fee for payment after April 1).
- See website for details <http://www.swswatercolor.org/membership.html>.
- Paintings entered must have been executed within the past two (2) years and not previously shown in any other SWWS show. All paintings must be the original work of the submitting artist: no copies or likenesses of other artists' or photographers' works. This includes, but is not limited to, images from books, magazines, calendars, greeting cards, catalogs, and the internet. Exception is made for the use of photographs from friends and family.
- While paintings of nudes are a valid art form with a long history, we have chosen not to include them because of our venue.
- **SWWS reserves the right to refuse, upon arrival, any painting that does not meet the prospectus requirements or that is damaged.**

ENTRY FEE:

- \$20 for first painting entered, \$10 for second painting, and \$10 for third painting (non-refundable). A 30% commission will be charged by SWWS on all painting sales. Washington State sales tax of 8.2% will be added to your selling price and will be paid to the State by SWWS.
- You will be notified if your painting is sold. **All paintings must be for sale**, so price your art accordingly.
- Buyers will be asked to collect their purchases at the end of the show. Paintings must remain until close of show.

SITTING REQUIREMENTS:

- Members exhibiting paintings will be required to sit a shift during the show. Those unable to sit will be required to pay a \$20 fee. **Those failing to show up for their agreed-upon sitting time will be charged the \$20 fee plus an additional \$10 inconvenience fee.**
- To secure a sitting time in advance of check-in, contact Corinne McWilliams by telephone at 360-834-2148 or by email at cmcw@nwlink.com.

SHOW VIEWING HOURS:

- Monday to Saturday, 10:00 a.m. to 9:00 p.m.; Sunday, 11 a.m. to 6:00 p.m. (mall hours).

AWARDS PRESENTATION:

- Awards will be presented at the potluck dinner, open to all members and guests at 5:30 p.m. on Sept. 22nd at Clark PUD Community Room (Mill Plain and Fort Vancouver Way), Vancouver.

REQUIREMENTS:

- Each artist may submit three (3) paintings, limited to one (1) full sheet and two (2) half-sheets or smaller.
- All entries must be on an acid-free surface (for example: watercolor paper, Yupo, or canvas). The only acceptable collage material is original watermedia on paper and executed by the artist. Printed and/or computer generated material is not acceptable.

FRAMING REQUIREMENTS:

- It is suggested that before framing, you take a photo of your entry to provide to the show if you are a winner so that it can be used for the Award Presentation dinner and newsletter.
- All matted work must be protected by Plexiglas (acrylic). No glass accepted. All paintings must be matted and framed, except canvas.
- Frames to be 2 inches wide or less. Only plain and neutral frames will be allowed.
- Framed and cradle-mounted artwork must weigh less than 25 pounds.
- Cradle-mounted work must be approximately two inches deep or less, with a finished edge, and be protected by a transparent coating.
- Maximum outside frame dimensions are 34 x 42 inches for a full sheet and 25 x 32 inches for a half sheet. Triptych and diptych paintings must conform to the maximum dimensions as a whole painting.
- Mats must be either white or off-white. Other mat colors will be disqualified from hanging. One (1) one-half-inch (1/2") colored liner is acceptable.
- No saw-tooth hangers, clips, rings or electrical wire will be accepted
- Only plastic-coated picture wire will be accepted. A table and supplies will be available on entry night to wire (or rewire) your paintings. Plastic-coated wire will be provided for \$1.00 charge per painting.

PICK UP PAINTINGS:

- **All paintings must be hung for the entire run of the show; they will not be released until 6:00 p.m., Sunday, Sept. 25th.**
- The People's Choice Award will be announced at 5:45 p.m. on Sunday, Sept. 25th.
- Pick up paintings at 6:00 p.m. on Sunday, Sept. 25th at the show location in Westfield Vancouver Mall.
- Buyers may pick up their purchases at 6:00 p.m., Sunday, Sept. 25th.

CONDITIONS:

- While those handling the show will take every precaution, SWWS will not assume responsibility for loss or damage to paintings.

Art Facts Newsletter



SOUTHWEST WASHINGTON WATERCOLOR SOCIETY

P. O. Box 2876
Vancouver, WA 98668-2876

Online at www.swswatercolor.org



Southwest Washington Watercolor Society BOARD OF DIRECTORS

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David Maloney ... 713-981-0254 ... rbiter@maloneyarts.com

(J = Juried member; A = Associate member)

Membership Dues

Please print clearly.

Name: _____

Address: _____

Phone: _____

E-Mail: _____

Annual Dues (due January 1st):

- JURIED* Member – \$30
 ASSOCIATE Member – \$20

* JURIED membership is based on your work being juried by the Jury-Up Committee.

- A \$5 late fee will be added to dues paid after April 1st (except new members).
- New members who join after June 30th pay for a half year only - \$10.

SIGNED: _____

Please complete this form, checking the appropriate box above, enclose a check for your dues, and mail to:

SWWS
P.O. BOX 2876
VANCOUVER, WA 98668-2876