

Art Society of Strathcona County

NEWSLETTER



APRIL 2015



Member
Appreciation
Day!



March 28, 2015

Art Society of Strathcona County
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Fax: 780 416 1419



The A. J. Ottewell Centre
590 Broadmoor Blvd.
Sherwood Park, AB
Phone: 780 449 4443
for office hrs & information

PRESIDENT'S MESSAGE

Wow, what an exciting time to be a member! To those who assisted with the Casino in Camrose, thanks for being an integral part of a great fundraiser for the Society! To those who manned the booth at the Night of Artists event, thanks a bunch. To those who attended the Member Appreciation Day on March 28, I hope you enjoyed participating in a social day complete with lunch! (Thanks to Deborah and Marie – your help was very much appreciated!) To those who attended the workshops, thanks for being there and I hope you will continue to be inspired. To those who assisted the Brownie/Sparks group to attain their badges (Antoinette, Sue & Doug Scott, Sheila Cline, and Larysa Gregorius) you are special! ...and the Easter bunny comes this month ☺ ...we can look forward to welcoming back our “snowbirds” and putting them to work again!

Next up is the 30th Anniversary Open Spring Art Show – and it is hoped that you will all stop by during the 4 days to view the artwork and bring a friend. Please spread the word around to your mailing lists and friends. This is a special 30th Anniversary show for the Art Society – let's be proud! If you did not get artwork entered, you might begin your piece for the Fall Show!

Then the Student Show and the Mothers' Day Tea & Sale are next...mark these on your calendars, as they are especially good events to get to know other artists, and pour a Mom a cup of tea!

Would be nice too if you found time to stop by the ASSC booth at the Trade Fair April 10 -12, and say “hi” to the members staffing the booth and spreading the word about our spring events!

The Loft Gallery & Gift Shop was the dream of our founding members, and is now a reality. It must be filled with artwork for our patrons. Let's all do our part – enter the May/June show by contacting Joyce at joyceboyer@shaw.ca.

I hear from some members that they would like to be involved more but life is in the way right now! Don't worry – be as good a member as your life will allow you to be at this time. Understanding and acceptance among art friends is important – it doesn't just happen. We have to work at it, nurture it and try to make it something that is strong and lasting. Anytime you can spend time around the member artists, you will take away something that is precious. As we age, we know that bonds become more important and, if you have made a small commitment to just being a member at this time, you will benefit later from the friendships and all that “artsy” knowledge!

Enjoy springand



Regards, Sonja

MEMBERS' CORNER

Next Board Meeting: **Tuesday, April 7 @ 6:30 pm**, Ottewell Centre

Next General Meeting: **Tuesday, April 21 @ 7:00 pm**, Ottewell Centre

The meeting is the 3rd Tuesday of April because of setting up for the Spring Show!

We will view instructions for the new Defibrillator, the ASSC Website and have a sit-down tour of the Ottewell Centre!

30th Anniversary Spring Show: April 15 to 19

Student Art Competition: May 8 & 9

Mothers' Day Tea & Art Sale: May 10

Culture Days in the Centre and Evening Social for Members - September 26

Fall Show - October 16, 17, 18

Christmas Marketplace - November 14 & 15



THE LOFT GALLERY & GIFT SHOP

Open Saturday & Sunday from 12-4 pm

Welcome NEWCOMERS! We are thrilled to welcome new members to our rotations. We have seen some wonderful new work and it is exciting to see how much diversity there is in the Art Society. We have some new additions to our gift gallery that are just fantastic as well as our members who have faithfully shown in the Loft for many, many rotations. Twenty volunteer hours and you can show in this unique space.

The Loft Gallery deadline for the May/June show is April 1st. If you want to show in this rotation please let us know by contacting joyceboyer@shaw.ca and don't forget to send your lists to her by April 20. Remember that the Mothers' Day Show will be in this rotation and we also have a Feature Artist. Are you wanting volunteer hours? There are lots of shifts available in May and June so look at the Loft Gallery Shifts on our website and then email Joyce. Keep in mind we are looking for feature artists for 2016 - check out the Web for the submission information.



*" Laying them and hiding them is the easy part . . it's the
HAND-PAINTING that's tough ! "*

To celebrate 30 years of promoting visual art in Strathcona County, the
The Art Society of Strathcona County
Is Proud to Present
A Special Open Art Show
Show Dates April 15 to 19, 2015
at the A. J. Ottewell Community Centre (Red Barn),
590 Broadmoor Blvd, Sherwood Park



Shout it out loud!!! Our Spring Show is just about here and hopefully we will break traditions and have a nice weekend. I used to know what the weather would be because of the snow storm that would hit during the show! Yikes, that thought is scary but this time around we are also celebrating a wonderful 30th anniversary! I would encourage everyone to PLEASE INVITE all those you know to this Art Show. Even if you decide not to show in this opportunity we would like to make this a fantastic event and the best way to do that is by word of mouth. Just throwing out a statistic that I heard ... 25% of people you invite to an event will come so if every person in our society invited 10 people we would have over 250 people just by word of mouth. Imagine.....

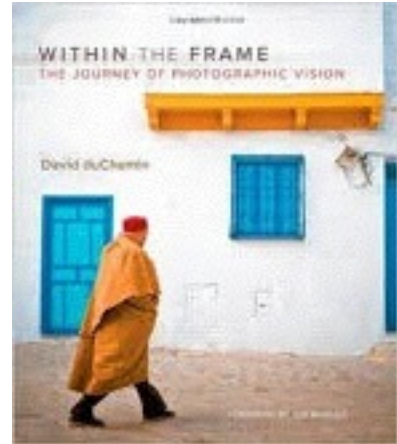
We have over 30 artists entered and I am impressed that many are from outside our Society. Let me tell you people are painting larger it seems. I am surprised that more of our membership has not joined in because, even though it was juried, all pieces are shown. That might change as the cutoff is **midnight on March 29th!**...better get on that right now!

Don't miss this event - I am still looking for a couple of volunteers - Call Me!!! - Joyce

LIBRARY NEWS

Review by Leslie Degner

I was recently asked what book I would recommend as a new addition for the Art Society Library; the book that I chose was “Within The Frame – The Journey of Photographic Vision” by David duChemin.



Though it is classified as a photography book, whatever your canvas is or the tools you use to create your art, there is definitely something for all artists to draw on. David provides both insight and inspiration within the pages of this informative book.

There is so much that can be learned beyond the click of the camera shutter. Although this book covers exposure, light quality, lens choice, composition and many useful tidbits throughout, it is more about creating an image with feeling and emotion by beginning to understand how you view the world around you. It is not just a book about photography but also about learning to see and become more expressive about your work.

One way David delves into the creative process is by telling the readers what he wants to communicate or what his thoughts are at the “decisive moment” he captures each of the images. As David says, “This is a book about the passionate photography of people, places, and cultures. It’s about chasing your vision and telling your stories as clearly and passionately as possible with compelling photography.”

David is a humanitarian, international assignment photographer and has traveled extensively. He graduated with a degree in theology and pursued a career in comedy. After 12 years, he left the stage to “chase his vision” and his love of photography. This book is a result of his journey as a photographer - who is still learning to see and explore his vision of the world around him.

I hope you take some time to sit, relax and enjoy a good read whether it is “Within The Frame – The Journey of Photographic Vision” or another book you choose from the Society’s wonderful library. We have a great selection of photography resources for photographers from novice to advanced.

The Library Crew ~

Christina Lindsay, Val Holts, Judy Fairweather, Carol Benson, Leslie Degner, Jean Wall, Vern Wall, Linda Morrow



APRIL/15 NEWSLETTER UPCOMING WORKSHOPS

SPRING 2015

April

- Paint Along DVD - April 8 - Painting Stunning Landscapes from Photos - Lessons 9 & 10 with Johannes Vloothuis - Cost \$5.
www.improvemypaintings.com
- Sharon Lynn Williams - Mixed Media Collage - Friday, April 10 (7-10pm) and April 11/12 - Cost \$125 www.sharonlynnwilliams.com
- Gregg Johnson - Exploring Mountains in Watercolour - April 28 - Cost \$50 www.watercolors.ca

***NOTE:** All supplies lists and information for each workshop is listed on the ASSC website under workshops.

***NOTE:** With the popularity of the workshops registration is not official until payment is received.

***NOTE:** If cancelling a workshop, \$10 will be deducted from your refund.

Report by Elaine Tweedy/Workshop Co-ordinator



ASSC COMMUNITY INVOLVEMENT

Helping Hands: Antoinette Alleyne, Sue and Doug Scott, Sheila Cline and Larysa Gregorius

The Brownie visit was a real success! We had 13 Sparks (they are the youngest age group) and 3 leaders - with the nick names 'Ivy Owl', 'Dizzy Owl' and 'Band Aide'! Sue Scott did a super job planning and executing the Spring Art Project. The girls had an hour to create a collage of spring cutouts and appliqués on colorful sheets which they took home. I have the "Tour of the Gallery" for these little people worked out now; this is the 3rd group this year and Sheila has helped me before. Two of us take small groups of 6 to 8 at a time and introduce them to "how to view - not touch" and identify the art pieces using the art tags/labels. We review colors and art mediums represented in the Gallery artwork. As we walk around (one artist to 3 - 4 kids/piece) we explain terms such as landscape, still life, portraits and figures. We encourage them to identify how the colors are used by finding their favorite colors and pieces of art. This group was curious about how long it takes to produce a picture while I remember a past group being curious about the price! One group went into much detail and Larysa was then able to answer questions about her 'felting' techniques. The girls were fascinated with the 'sparkliness' of the globes and wanted to know how to avoid smudging colors while painting. Sue's husband was present to assist with setting up and used his camera to record the session...Antoinette.



CASINO UPDATE 2015

On March 18th & 19th, eleven ASSC members worked the Camrose casino.

Thanks to Cynthia Clarke, Inger Paulsen, Susan Kyle, Arlene Bowles, Shellie Patzer, Carole-May Cote, Patricia Laing, Kay McCormack, and Dess Plewis for volunteering their time.

Camrose is a quiet casino so there was lots of time to visit as well as get the work done.

Travel weather cooperated on Wednesday and part of Thursday. Driving home Thursday night and Friday morning meant snow and some very icy spots. We have asked for the next casino to be May, June or July which should remedy this. (Fingers crossed!)

The Society will know the casino proceeds in May when AGLC deposits the money in the casino account.

Thanks again to the members who volunteered.

Lynn Bowditch
Casino General Manager
2015 Casino Chair



COMING SOON!!!

STUDENT ART SHOW, SALE AND COMPETITION:

May 8, 7-9 pm - Reception with Presentation of Awards

May 9, 11-4 pm - Show and Sale

This show is quite the experience and a great motivator! Let's support our high school students in Strathcona County and be energized at the same time! Please see Kay M. to sign up for shifts at this show.

MOTHERS' DAY TEA AND SALE

The ASSC will be hosting this event providing tea, coffee, baked goods and FUDGE! The Strathcona County Potters will be there too. Bring Mom, Grandma and the whole family!

Sunday, May 10 from 12-4 pm

- Original art, cards, prints, & matted unframed art

- Cash and Carry sale

Artists are in attendance during the show.

Spread the word to all Moms! And families! And friends! Come and have tea with your art friends too!

REMINDERS:

Please continue to update your volunteer hours in the book located in the drawer to the left of the kitchen sink. These hours will enable you to show your artwork during 2015 & they are also part of the application for the ASSC's annual AFA grant.

“LIKE” the ASSC on Facebook and please pass the message around!!!

Please stop at the Welcome Table on your way into meetings and sign in for the evening. This is important for the ASSC meeting attendance record and it may become important to you too if you are planning on showing your artwork at ASSC shows.

SHOWING?

If you are having a show or an art event, please send your information to Julie Taylor, Newsletter Editor, at jamtart53@gmail.com for inclusion in the Newsletter!

ASSC WEBSITE: Peter Hahn - ASSC Webmaster

You are a member of the Art Society of Strathcona County and both you and the society would benefit if you expanded your Profile page on the website. Your name has been added to the database so you will have access to our website and the Member's Only section. To gain access to the Member's Only section, you will need to do a one time setup of your account and password.

- Click on the "Forgot password" link located beside the "Login" button at the bottom of the left column.
- Type in your email address and the 6 characters you see in the picture.
- You will receive an email giving you instructions on how to set up your account.
- Once this is done, you will have access to all membership pages.
- Be sure to visit the "How To Docs" section to learn how to setup your profile and include images of your artwork!!



ASSC PHOTOGRAPHY GROUP

Information regarding the photography group can be obtained by contacting Roy McLaughlin at: roymcl@shaw.ca

GETTING TO KNOW YOU! ARTIST OF THE MONTH!

Elaine Forsberg has again undertaken the task of compiling autobiographies and pictures of our members along with their artwork for the newsletter. If you'd like to have your artwork featured, you are invited to send your information to elaine.forsberg@gmail.com