

**Art Society of
Strathcona County**

NEWSLETTER



MARCH 2016



Art Society of Strathcona County
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PRESIDENT'S MESSAGE

Isn't technology great? Argh! If I could locate and correct my mistakes with my flat brush or my gesso, I would be happier! As we struggle to learn all the aspects of registering online, uploading images, downloading information, etc., we also learn "patience" - and patience is not actually a word in our senior years! But we will carry on and hopefully get the hang of it! Won't we? On second thought, it is wonderful to be able to keep in touch as many of us travel out of Alberta. (Why, I don't know, it is sooooo nice here!)

Our art agendas are filling up. This is a reminder to register online for the upcoming Spring Show...(deadline March 15) and for the Member Appreciation dinner on September 24 (no charge – just come and enjoy!)

The Dow Centre Show will be hung March 1st so pay a visit and check it out. The Student Show, Mother's Day Tea and the Art Gallery Tour are all getting organized, as is the ACACA Alberta Wide Show in the Centre this summer!!!

Members will be attending the Night of Artists Gala, March 4-6, at Enjoy Centre, St. Albert, courtesy of the ASSC. Enjoy yourselves and please spread the word about the Loft Gallery, the Spring Show, the ACACA Show and the Art Gallery Tour to everyone you meet!

If you did not pay your 2016 membership by January 31, you will not be able to carry over your 2015 volunteer hours, and this will be your last newsletter. If you wish to show in the Spring or Fall Show or the Loft Gallery, you will be required to volunteer and record 20 hours this year (and attend 3 general or committee meetings) before any of these events. I do hope you are still with us – contact Sue at artsoc@telus.net or (780) 449-4443 regarding your membership.

The Loft Gallery has its March/April show up! Drop by, have a peek and bring a friend and introduce them to our Centre and our Gallery ☺

The March 8th meeting will begin with the Annual General Meeting and a critique of artwork. If you are bringing a piece for the critique, kindly contact Bonnie beforehand at bonnie.halliday@shaw.ca. Also looking forward to the Art Challenge group's creations around the theme of "Close Up".

If you are a new member reading this, there will be an information session at 6:15 pm before the General Meeting on March 8 to assist you in understanding the working of this Society and to answer any questions that you might have.

Hope to see you at the upcoming workshops – these are great opportunities to learn and socialize with the other artists. Check the website and sign up online!

Spring is still a month or two away so there's lots of time yet to create a piece, if not for the Spring Show, definitely for the Fall Show!!!

Regards, Sonja

MEMBERS' CORNER

Next Board Meeting: **Tuesday, March 1 @ 6:30 pm @ Ottewell Centre**

Next Annual/General Meeting: **Tuesday, March 8 @ 7:00 pm @ Ottewell Centre.**

Information session at **6:15 pm** in the loft gallery for new members. The **March General Meeting** is the **Annual General Meeting of the Society**. Members will be asked to vote to pass the **Annual Reports and Final Budget** for 2016.

Prior to the meeting, there will be a critique of artwork by Shirley Stewart and a display of artwork by the Art Challenge Group with a "Close Up" theme. Good chance to sign up for workshops and sign out a book or DVD from the Library. **FOR THOSE OF YOU WHO PARTICIPATED, PLEASE REMEMBER TO BRING YOUR ASSC LOGO DESIGNS!!!** The designs will be displayed and voted on by the ASSC membership.

NIGHT OF ARTIST GALA: This fun event is on the weekend of **March 4, 5, & 6** and is an evening of music, art and fun! Come with a friend to the Enjoy Centre and get inspired by the awesome display of artwork. The ASSC will have a booth set up as well, so stop by and say "hello."

DOW CENTENNIAL CENTRE SHOW: **Runs from March 1 through to March 31** (Open Thursdays & Fridays, from 10 to 2 pm, and before any show in the Shell Theatre.)

DEADLINE for ENTRY into the SPRING SHOW: **March 15 (inventories due March 29)**

STRATHCONA CHAMBER OF COMMERCE TRADE SHOW: **April 8, 9, 10**

ASSC SPRING SHOW: **April 15, 16, 17**

STUDENT ART COMPETITION, SHOW AND SALE: **May 6 from 7 - 9 pm:** Reception and Presentation of Awards and **May 7 from 11 am - 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 contact Kay McCormack at artworkbykm@gmail.com to sign up for shifts at this show.

MOTHER'S DAY TEA AND ART SALE: **May 8 from 11 am to 3 pm** - The ASSC will be hosting this event providing tea, coffee and baked goods for "Mothers" and their families. Bring Mom, Grandma and the whole family!

Artists **MUST** sign up with Barbara Mitchell at brjn@shaw.ca or call (780) 289-2121 for a wall or table space. Your registration fee of \$15 covers advertising, credit card fees and food. No Commission charged on sales. Registration will be accepted until space is filled. (anticipate 12-15 artists showing 6-8 pieces each, plus table spaces) Originals, cards, prints, matted unframed art accepted. Cash and Carry sale. Artists must provide their own cards for each painting and a list of their items for the cash desk. Artists must be in attendance during the show. Sign up at the General Meeting in March for a little task during the day...and spread the word to all Moms! (and families)

ART GALLERY TOUR: June 25 & 26

ACACA SHOWS 2016: Public invited to:

Central Show: Lacombe Art Club, May 27, 28 & 29

Northern Show: Aurora Visual Arts Association, Bonnyville, May 14 & 15

Southern Show: Sage Brush Arts Society, Brooks, May 6 & 7

Juried artwork winners will be shown at the **ACACA ALBERTA WIDE SHOW** at Ottewell Centre from July 13 to August 14 (open 10 am - 6 pm Fridays, Saturdays and Sundays except the August long weekend)

UKRAINIAN CULTURE VILLAGE PLEIN AIR PAINTING: The ASSC artists will be out in the sun (hopefully) at the Village on June 10 and August 9 creating some great pieces, and then will be set up to show and sell at the Harvest of the Past, at the Village, on September 11. Come and check out the Village and the artwork!!!

Something to laugh about...



THE LOFT GALLERY & GIFT SHOP

Open Saturday & Sunday from 12-4 pm

Wow - a special thank you for those that worked with me in the month of February. Although I have one weekend left at the writing of this insert, I must say I was really pleased with the results of the show. When asking people who came in this month of February "how did you hear about us?" (even though I sent out invitations) the signs were still key. Most people, about 80%, stopped because of the signs. I sold two pieces to people who had never been to the Loft Gallery before who stopped because of the signs. Incredible... I know, but it goes to show you just how important proper signage for events really is.

Our LOFT GALLERY signs are easy to use whether the ground is frozen or not. Put signs up around the lamp posts, especially the two in each direction that has the Ottewell Centre Signs. I know it is half a block up each way but it allows the drivers time to change lanes and decide to come in. Use the bungee cords to secure the signs to the lamp posts and the lamp post right by the driveway can hold two (one facing each way). Bungee cords are located on the bin that holds the banner. Also, the large sign and large banner are very important as well. I would really like to thank those of you that put out the extra effort putting those signs out. I have driven by and only seen one sign out. Please help out our artists by advertising this way - you never know what can happen!

Thank you to the wonderful people working the Loft Gallery shifts - you are the key to our success.

Upcoming dates to remember - [April 1st](#) where you need to contact ARLENE BOWLES by email (posted on the website page under Loft Gallery Shifts) if you want to show in the next rotation for May and June.

Gift Gallery people - [your inventory](#) - please maintain a copy of your inventory for your own records and cross off the items when Marie gives you a cheque, then cross reference when you take inventory at the loft. We are asking that you do this to make sure the accounting of your merchandise is accurate. If there are discrepancies please let Joyce know by email so that we have a written record.

[Last thing ...tip for selling art.](#) Go up to the people, explain that we are an artist run gallery, or that we have other major shows or we will change out art every two months but also give them time to look - do not hover but make yourself available. Refrain from reading or engaging in conversation with the other artist so that visitors feel they are not having to interrupt you with a question. I know - it's common sense but sometimes it is easy to continue with what we are talking about or doing without thinking that it might make a difference. It does.

An Interesting Tidbit...

Two Sherwood Park artists, who have been very successful, are also critics! The following is part of an excerpt from the Edmonton Art Club's newsletter: Maurade will be the feature speaker at the ASSC Members' Appreciation Dinner on Sept. 24... check out their websites!

John Zacharias... John was born in Alberta. After 20 years in graphic design he started painting in watercolour. He has enjoyed sold out shows and was awarded "Collectors Choice" in Alberta as well as "Best of Show" at the Calgary Stampede Western Art Show and "Best Watercolour" in the Art essential show in Calgary. His paintings are collected throughout the world.

Maurade Baynton has spent the past 4 decades sketching and painting animals and children. She won a scholarship to the Banff School of Fine Arts in her senior year of high school, then embarked on a journey to hone and refine her skills as a fine artist. Her passion is to recreate the personalities of her subjects. Maurade's work is based primarily on her own experiences with anything living and breathing. Even the delicate petals of a beautiful flower capture her interests and inspire her to want to recreate its beauty and enjoy it for many years to come.

1. Portrait:

John said "a master watercolour artist painted this lovely piece." The teeth and eyeballs are not too white. No criticism or advice is necessary. There is a little disconnecting between the shirt and face; put a bit of colour so the reflection comes down onto his shirt. Maybe a little bit more of a halo around his head. The glasses have a shadow, it's a bit harsh in one place, just lighten it a bit. The eye is drawn to the shadow, lovely softness where the *(if you wish to read more, the newsletter is in the entrance at the Ottewell Centre).*



ARE YOU UP FOR A CHALLENGE?

World Peace

You will have seen the World Peace artwork by Terrie Shaw in the January ASSC newsletter (or on the website) and have all been inspired by her incentive! The ASSC is offering this challenge to its members:

Paint a project for “World Peace.”

Create a piece of artwork to attach beside or above your door, your gate or somewhere in your yard for “World Peace.” You can paint on canvas, wood, metal, etc. – and apply about 4 coats of clear coat acrylic spray finish, and that’s it!!! It will last a very long time outside, but preferably it should be sheltered from the weather. Then, take a picture and send it via email to artsoc@telus.net and it might appear in the ASSC newsletter, the website and/or the local papers!

A great way for our Society to promote World Peace!!!



THE LIBRARY CORNER

Composition Carry On

If you were at February's ASSC meeting and heard Doris Charest's excellent and very informative talk on composition formats, you may have gone home and studied your artwork. Perhaps you were able to say "that's definitely a low horizon format" or "I'm not sure if that's a T or an X format"; or maybe you were more like me in saying "I think I've discovered a totally new layout!" Either way, if you'd like to explore composition further, we have a whole section on this and colour in the ASSC library. Here are just a few sample resources you might be interested in:

- Abstraction in Art and Nature by Nathan Hale
- Line: Creative Painting Series by Gemma Guasch
- Mastering Composition by Ian Roberts

Attention all Watercolour Artists

Vern Wall has been watching DVDs again! Here's his review of our newest watercolour DVD, for intermediate artists.

Review of the DVD "Watercolour from Within" by Barbara Nechis.

I will say from the outset that I feel this is not a method of painting watercolour that is for the beginner. Nechis paints with copious amounts of water; soaking, outlining what she sees with clear water, draining, then adding pigment, drying and then wetting or sometimes a complete soaking before continuing.

With that as the introduction, this is fascinating. Nechis is totally intuitive. There are two paintings that are featured on two discs. Total watching time is two hours, twenty two minutes. The process she goes through is carefully explained and you can follow this as a paint-along quite easily. She doesn't mix on the pallet, but double and triple dips a wide brush. The large amounts of water allow her to flow the pigments to where she desires. This is a layer-on-layer of transparent colour with some use of opaque pigments. She usually uses a full or half sheet of 140 lb. Arches watercolour paper. She also uses a full range of pigments. Nechis is careful to explain her choice of brushes and also why she has chosen the colours she uses.

Have an adventure and give this a try. Let the wetted paper speak to you and enjoy the result.

Review presented by Vern Wall





WORKSHOPS



WINTER/SPRING 2016

March

- **Beginner Watercolour - Willie Wong** - March 5 (10-4pm) Cost \$50
- "Altering Ourselves Through the Book" - Jean Tait - March 12 & 13. Cost \$100
- **Photography 301 - Al Dixon & Roy McLaughlin** - March 19. Advanced photographic principles explained through photography exercises. Includes accessory lenses, filters and flash operations. Cost \$50
- **6 Week Session with Willie Wong** - March 21 - May 2 (9:30-12:30pm) Cost \$150
- **Paint Along with DVD Chinese Brush Painting** - March 22. Cost \$5.

April

- **Life Drawing** - April 4. Cost \$15
- **Paint Along with DVD** - April 5 (10-2pm) - Cost \$5.
- **PAINT WHAT YOU SEE, NOT WHAT YOU THINK YOU SEE - with Jerry Markham from Vernon B.C.** April 8 (6:30-9:30) and April 9 & 10 (9:30-4pm). A workshop on the power of observation. This workshop is open to people who paint in oil, acrylic or watercolour, at any skill level. Cost \$225.
- **Life Drawing** - April 18 (6:30-8pm) Cost \$15
- **Paint Along DVD - When you Can't Paint Out** - Jim Wilcox - April 19. Cost \$15
- **MASTERING ACRYLICS with David Langevin from Kamloops** - April 22, 23, 24. (9am-4pm) Cost \$225

Elaine Tweedy Workshop Co-ordinator - March 2016

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 set up your profile and include images of your artwork!!!

Our ASSC website has been given a face-lift. You may have already noticed that the top banner on all pages has been given a cleaner look with the Barn included on the right hand side.

The home page has been simplified by:

Changing it from a two column layout to only one.

The list of upcoming workshops has been removed from the home page, but is still accessible by clicking on the 'Workshops' button on the left menu bar.

Most of the information about the ASSC has been moved to the 'About the ASSC' menu bar.

A 'Slideshow' has been added that cycles through a special photo album of ASSC members' artworks. Each member is encouraged to add one photo of their favourite work of art to this album. This allows each member to have their art displayed on the home-page slideshow. You can do this by logging onto our site and uploading a photo. Just click on the 'Slideshow Art' button on the left menu bar and click on the 'Upload' button. Once your photo is uploaded, it will automatically appear in the slideshow! If you change your mind at a later date, you can always delete your photo and replace it with another one. (Don't forget to edit the caption by including the title of your art and your name.) If you need help with this, you can check-out the 'How to Edit Your Profile' document in the 'How to Docs' section under the Members button.

SEND YOUR EMAILS TO
THE MAIL BAG at: minirose@telusplanet.net

... to remain anonymous just say so OR please use the Suggestion Box, by the light switches, at the Centre.



Thanks to Dianne Dixon for sending this in!

Photography 201 Workshop Review

This course was great and really well presented. Al and Roy teach seamlessly as a team. They have different styles of approaching picture taking (sorry, 'picture making' - we learned that we don't take pictures, we make them) therefore, the examples they show and the discussion between them, give us more than one way to approach our equipment and a photo. Much of the day was spent on composition and other basics that we all learn in every art and design course, but so specific to the camera and how we look through the view finder, it seemed completely new.

When we get into looking at our cameras to apply/see what they are talking about, both Roy and Al get around to each of us as necessary. Another interesting fact is that they use different makes of cameras and equipment and have experience with most brands and many models, so one of them always can answer a question no matter what kind of camera the student might have.

As someone whose mind shuts down at anything but basic math kind of stuff, I understood every word of it. I can actually get out there and use my camera, and now before 301, I have a bunch more information to use and try out. In the past three weeks since 101, I got out twice with my camera, experimenting. I saw things through the lens in a whole different way.

Even if you have not taken the previous two Photography workshops, Photography 301 is still open for registration! (please see Workshops for more information)



DESIGN CHALLENGE: If you participated in the new ASSC Logo Design challenge, please remember to bring your creation to the **MARCH** general meeting for display and voting!

NEW MEMBERS: Any new members who would like information on the Art Society and its programs and regulations, please join Sonja before the **General Meeting on March 8 @ 6:15 pm** in the Loft Gallery...a time for information and questions.

VOLUNTEER HOURS: Please continue to record 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 and they are also part of the application for the ASSC's annual AFA grant.

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.

"LIKE" the ASSC on Facebook and please pass the message around!!!

GETTING TO KNOW OUR ARTISTS! Elaine Forsberg has undertaken the task of compiling artist photos, artwork and a short autobiography. We would love to feature YOU so please send your information to elaine.forsberg@gmail.com.

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!

"THE MAIL BAG" Send your emails/suggestions to **"THE MAIL BAG"** or use the suggestion box found in the ASSC foyer!

The Photography Group Reporter will be back in the Spring!!! Information regarding the photography group can be obtained by contacting Roy McLaughlin at: roymcl@shaw.ca