

Arti-facts

26893 Bouquet Canyon Rd., Suite C, #305
Santa Clarita, CA 91350-2374
661-244-7689 www.SantaClaritaArtists.org
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Monthly Newsletter for the Members of the

SANTA CLARITA



Artists'

ASSOCIATION

Volume 25, Issue 7

July 2013



In this newsletter, I wanted to reflect on the many benefits of being a member of the SCAA.

Your membership brings an opportunity to expand with our monthly meeting demonstrations at no additional charge. Plus, there is a drawing for art that is given away by the featured artist.

We offer many opportunities to show and sell your work: the gallery, special shows and a number of commercial venues. The gallery fee is \$10 per show with no restrictions on the number the pieces you submit (we wish to include all our members in these shows), Le Chene and TPC special shows, and spaces like Canyon Theatre Guild. Our Art Classic in October is our gala event to recognize those who have progressed in their work. Our fees for shows are based upon what a particular venue charges for their space. When opportunities for workshops occur, we pursue them for our members. And, we encourage our members to suggest workshops of particular interest to them.

And, of course, **great people** who know what gesso is, what painting dark to light is, what paint and materials they have used and recommend, what a JPEG is, and, the list is really endless. Plus, the fun of our barbeque and holiday bash. We pride ourselves on being an inclusive group welcoming all levels of accomplishment.

We encourage all of you to come participate in any way small and large in our activities, whether at the gallery or one of our shows. So, welcome to the SCAA and all the good things that means.

Creatively,
Pat Thayer



Calendar at a Glance

- July 1:** SCAA Board Meeting
- July 7:** Drop off work for SCAA Gallery "Four Seasons" exhibit from 7-10
- July 9-13:** TPC Summer Art Festival with reception on July 13th from 4-7
- July 12- Sept. 8:** SCAA "Four Seasons" exhibit at the SCAA Gallery with reception on July 19th from 6-9

No SCAA General Meeting in July. Will resume August 19th

NEW VENUE COORDINATOR NEEDED

We have a **new venue, Thelma & Luis Café, across from the Gallery on Town Center Drive.** The space will accommodate only 7 - 9 pieces. Therefore, to start off the restaurant owners have selected the artist they wish to include in first the first show at the end of July.

We are seeking a member to be a venue coordinator for this site. Please let me know if you are interested - only a couple hours per month is involved.

pdthayer2391@sbcglobal.net

CALL TO ARTISTS

- The City of Santa Clarita is seeking an artist (or team of artists) to provide for the design and construction of a community entry art piece along Magic Mountain Parkway and the exit from the 5 Freeway (North). The artwork will be situated prominently on a large wall at intersection of Magic Mountain Parkway and the off ramp from Interstate 5. Interested artists are asked to apply through Café (the on-line Call for Artist service) at the following website: www.callforentry.org
- The next ART SLAM is slated for Thursday, August 1 (we are taking a break in July since July 4 is the first Thursday). CAR SLAM will feature art on and about CARS. Looking for artists that paint the car image or photograph them. In addition, seeking other car related artistic stuff such as pin-stripers, use of car parts for art, etc. If interested, contact Jeff Barber at <mailto:jbarber@santa-clarita.com>
- I will be presenting a show beginning on December 1, 2013 that will feature humor in art. "Sure to Bring a Smile: Humor in Art" will be exhibited in the First Floor Gallery at City Hall. I am hoping to find art that is humorous, funny, fanciful, etc. I want even the toughest guy to smile at something when he sees this show. I am interested in sculpture, paintings, animation, drawings, graphic design art, etc. Please send me an email (jbarber@santa-clarita.com) with 3 pieces for consideration by noon on July 15.

KUDOS

- Laurie Morgan sold two pieces of art at her exhibit at the Canyon Theatre Guild.
- Jason Moran sold a print of "Reach for the Sky" on Fine Art America.
- Laurie Finkelstein sold a mixed media piece with tourmaline gemstones at the Egg Plantation.
- Zony Gordon sold several pieces as the Featured Artist at the Fil-Am Consul General's Residence event at Hancock Park on June 12th.
- Zony Gordon and Cecily Willis both sold work at their artists' reception at Fast Frame on June 8th.
- Gerda Maxey received a certificate for her induction in to the San Fernando Art Club Gold Hall of Fame.

Your Own Web Page on the SCAA Website!

Did you know that one of the benefits of your SCAA membership is your own web page link on the SCAA website?

To activate your web page, send your bio and photos to Laurie Finkelstein at laurie@lauriebethart.com. You can also submit your own designed printed bio for inclusion in the SCAA member book kept at the Gallery.

The Member pages of the SCAA website are currently under maintenance due to technical issues. Still feel free to send in your information and they will be uploaded as soon as possible.

Marjorie Sarnat at SCAA June Meeting



On June 17th, Marjorie Sarnat demonstrated her "Uncommon and Amazing Techniques" at the SCAA General Meeting at Barnes and Noble. She discussed 23 different techniques to unleash creativity and showed samples of transfers, black mirror, glazes, and color relativity.

Another unique technique shown was to take close-up photographs from nature of items such as leaves, flowers, etc. then enlarge them and take a viewfinder to find an abstract composition for your work.



Sarnat also demonstrated various acrylic techniques such as using alcohol to make interesting effects and using different unusual items to make creative marks in the paint. Teresa LeClerc was the lucky winner of one of Sarnat's works.

There is no meeting in July. The next meeting is scheduled for August 19th.



SAVE THE DATE-ART CLASSIC

October 19, 2013

Hart Park

1. Create something new and exciting for the annual competition.
2. Think of who you will invite this year and have them save the date.
3. Can you donate something for the silent auction or do you know a business that could donate something? Contact Olga okaczmar@earthlink.net
4. Want to volunteer? Contact Dody Rogers scvdody@earthlink.net
We have many that are signed up already-Thanks!

ARTISTS RETREAT IN PROVENCE-FRANCE

August 25 - September 3 , 2013

Chateau retreat for artists in Provence in Châteauneuf de Gadagne, Provence

Rate: \$2850 standard price per person.

Special discounts and offers could apply*

This workshop is a wonderful opportunity to spend 10 days in idyllic South of France painting with other artists, while enjoying the natural beauty and bounty of France. We have carefully selected a beautiful chateau above a hillside village for this stay. *Dinners, transportation and accommodations are included.* There will be a day trip to explore the trail of Van Gogh. **The retreat is led by award-winner painter Julie Snyder.** For more information, please visit www.TheArtEngine.com or 818-621-2523.

KEEP INFORMED ONLINE!



Be sure to keep up to date with all the happenings of the SCAA on our website: www.santaclaritaartists.org and on our Facebook page at: Santa Clarita Artists Association!

1. Visit the SCAA Facebook page at: Santa Clarita Artists Association
2. "Like" our page
3. If there is an event under our "Events" tab, be sure to RSVP if you plan to attend. You can then invite your friend to the event. Just click on "Invite Friends" and select those friends you wish to invite.
4. Any time the SCAA posts on their Facebook page, you can share it on your personal "Wall". Underneath the post will be the word "share". Just click on that and then on the blue button when the next box appears. You can even add your own text before you share it.
5. Don't forget to click on "like" on the articles and news the SCAA posts to the page.
6. Feel free to add comments, post your events, and tell your friends about the page so they can "like" it, too!

American Veteran Traveling Tribute Vietnam Memorial Wall Art Project

On Sept. 26 through Sept. 29, the American Veteran Traveling Tribute Vietnam Memorial Wall will make Santa Clarita its temporary home. The Vietnam Memorial Wall in Washington, D.C., is a structure slightly less than 500 feet long and is etched with the names of over 58,000 servicemen and women who died in service during the Vietnam conflict, according to the National Parks Service.

Several privately own replicas of the Vietnam Memorial Wall are rented out across the country. The wall that will be standing in a parking lot of the Westfield Valencia Town Center is an 80 percent replica that has all of the names that appear on the original memorial etched into its marble face.

To augment the appearance of the wall, Westfield Valencia Town Center will present a display of art made especially for the week-long event. Eight artists are being sought to create patriotic/or non-violent Vietnam War tribute related works of art on white acrylic/plexi-glass hearts that will be prominently hung inside the mall space. Each heart is 6' x 6' and is 3/16" thick. Art work will need to be developed for both sides of each heart. A stipend of \$250.00 will be given to each artist for his/her work. **The deadline for submissions is August 1, and artwork must be completed and delivered to Westfield Valencia Town Center by September 12, 2013.**

If you would like to submit a concept to be considered, please send your proposed art work to:

Stacie House
Westfield Valencia Town Center
24201 West Valencia Blvd., Suite 150
Santa Clarita, CA 91355


If you have any questions, please contact Stacie at 661.254.0213 x3 or through email at shouse@us.westfield.com

REMINDERS

BOARD MEETINGS are the first Monday of the month. Members are welcome to attend. Please give 24-hour notice to Secretary Laurie Finkelstein at laurie@lauriebethart.com.

Deadline for Newsletter articles and advertising is the 20th of the month prior to issue.

KUDOS: Are you having an Art Show? Did you win an award? Let us know and we'll give you "Kudos". Send articles, advertisements, and photos to Newsletter Editor Lisa Barr at lisa6inca@sbcglobal.net.



FRAMES CONNECTION

Your wholesale connection
to the finest in Custom Framing,
Pre-Framed Art and Mirrors.

- Thousands of frames to choose from.
- Friendly framing consultants ready to assist you.
- All of our work is done by expert framers right here in our Santa Clarita Store.

**Santa Clarita Artists'
Association Members
Receive 10% Discount**

26450 Ruether Ave., #203 Santa Clarita
(Off Soladad Canyon Road, just south of Home Depot)

(661) 250-8420

Advertising in the Newsletter

Advertising rates are shown below. Please send a check payable to **SCAA** to: Lisa Barr, 15103 Doug Road, Canyon Country, CA 91387. Send ad copy (jpeg format is preferred) to lisa6inca@sbcglobal.net. Questions call (661) 645-5864.

| Per One Month | Members | Non-Members |
|--------------------------|---------|-------------|
| Business card 2"x 3 1/2" | \$10 | \$15 |
| 1/4 page 5"x 4" | \$20 | \$25 |
| 1/2 page 5"x 8" | \$35 | \$45 |

Exhibit Venues

CANYON THEATRE GUILD HALLWAY GALLERY

24242 Main Street, Old Town Newhall

Bruce McFarland will be exhibiting July 27 – August 25 during the theatre's production of "Why do Fools Fall in Love". Following him will be Meryl Goudy. Come support live theater in Santa Clarita; and our members' artwork on display! For reservations call (661)799-2702. To exhibit at the CTG please contact Laurie Morgan at laurie@lmorgan.biz or (661)259-6789. Next opening is January 2014. All art is juried by committee.

ELITE SMILES FAMILY DENTISTRY

24155 Magic Mountain Parkway, Valencia, CA

Elite Smiles Art exchange will be on Monday, July 29th from 2:00-4:00 p.m. Please bring your new art for exchange and pick up the ones now hanging. We have a limited amount of spaces, but let me know if you would like to participate and we can work on exhibiting one or two of your works. The venue runs for three months. Questions? Call Jackie Nichols, 661-259-1528 or email at nicholski@sbcglobal.net.

FASTFRAME

24204 Valencia Blvd., Valencia, CA 91355

Voted Best Custom Framing in the SCV, owners, Randy and Rose-Marie Burzynski are framing experts and well versed in designing and producing the right framing look for your art pieces. They have offered wall and easel space in their store for SCAA members to display their art work since opening. They prefer that artwork be "unframed" unless you have them frame a piece for you of course. Each artist will be featured for one month at a time thus increasing the number of artists able to display more frequently. Artist receptions are encouraged and welcomed. FASTFRAME offers all SCAA members a 20% discount on all custom framing. You are encouraged to stop by and speak with Randy & Rose-Marie about your art as they enjoy getting to know all of the artists in the SCV. To apply please email 3 jpeg images of your work to FASTFRAME for consideration - valenciafastframe@att.net

JUST BETWEEN US BOUTIQUE

27674 Newhall Ranch Road, Valencia, CA

Just Between Us Boutique is Santa Clarita's first pure consignment boutique specializing in women's clothing, shoes, and accessories. This is the place to find unique items that are new to you at up to 80% below retail. Art changes every 6 weeks. Contact Lisa at (661) 257-4200 for consideration.

SAMUEL DIXON FAMILY HEALTH CENTER

23772 Newhall Avenue, Santa Clarita, CA

Change out at Samuel Dixon is Tuesday, July 30th from 2:30-4:00 p.m. Paintings should be colorful and cheerful- the size limit is 36x36 and a maximum of four paintings. Questions? Contact Gerda Maxey at danandgerda@aol.com or (818) 362-3254.



2013 SCAA Board of Directors and Committee Chairs

2013 EXECUTIVE BOARD

PRESIDENT-Pat Thayer, pdthayer2391@sbcglobal.net

VICE PRESIDENT- Norma Warden, nwarden002@socal.rr.com

RECORDING SECRETARY- Laurie Finkelstein, laurie@lauriebethart.com

TREASURER- Ted Koscheski, tkoscheski@att.net

2013 COMMITTEE CHAIRS

ART CLASSIC CO-CHAIRS- Dody Rogers, scvdody@earthlink.net;
Jeanne Iler, jeanne2@bluemarble.net

2013 GALLERY COMMITTEE

GALLERY COMMITTEE- Jennifer Hill, Jeanne Iler, Howard Marcovich, Bruce McFarland,
Jane Mick, Pat Thayer, Jennifer Turnbull, Norma Warden, Jewel Yap

EXHIBIT VENUES

Canyon Theatre- Laurie Morgan, laurie@lmorgan.biz

Elite Smiles- Jackie Nichols, nicholski@sbcglobal.net

Samuel Dixon Family Health Center- Gerda Maxey, danandgerda@aol.com

Tournament Players' Club Summer Art Festival- Zony Gordon, zonygordon@att.net; Pat Thayer,
pdthayer2391@sbcglobal.net

GRANTS- OPEN

GRAPHICS-Jennifer Hill, jahill69@sbcglobal.net

HISTORIAN & SUNSHINE CHAIR- Cheri Marcovitch, chercreations@aol.com

HOSPITALITY STORAGE- Cheri Marcovitch, chercreations@aol.com

MEMBERSHIP- Bruce McFarland, scaa@scvbruce.com

MEMBERSHIP ROSTER- Bruce McFarland, scaa@scvbruce.com

MONTHLY MEETING PROGRAMS- Laurie Morgan, laurie@lmorgan.biz; Zony Gordon, zonygordon@att.net

MONTHLY MEETING HOSPITALITY- Suzie Bakman, Jennifer Hill, Dianne Foderaro

NEWSLETTER EDITOR- Lisa Barr, lisa6inca@sbcglobal.net

NEWSLETTER SNAIL MAIL- Jill Hackett, jhackett@earthlink.net

PUBLICITY & EVENTS- Olga Kaczmar, okaczmar@earthlink.net

SCHOLARSHIP- Pat Thayer, pdthayer2391@sbcglobal.net; Jackie Sofen, myrsof@earthlink.net,
Patty O'Hearn, pattyohearn@ca.rr.com

WEBMASTER- Laurie Finkelstein, laurie@lauriebethart.com; Scott Parker, scottyp03@live.com

BOARD MEETINGS ARE GENERALLY HELD THE FIRST MONDAY OF THE MONTH. Members are welcome to come.
Please give 24 hour notice to Laurie Finkelstein, laurie@lauriebethart.com