

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 6

June 2013



It's time to get creative. We have summer shows for the Gallery, The Tournament Players Club at Westridge in July 9 – 13 and Vine 2 Wine Show August 17 which benefits Circle of Hope.

The first show proved an exciting start to our new Gallery. Approximately 30 artists, in all media, really showed the scope of our artists. Thanks to our helpers on the remodel. Our three amigos: Howard, Ted and Bill went above and beyond in their work. We would not have such a beautiful space without them. Special thanks to our new Gallery Committee for their work in setting up the whole Gallery process once again.

Student art was viewed in May with 9 students showing their portfolios. Our scholarship winners were:

1st Place (\$1000): Allison Custard, Saugus High School, who wishes to pursue a career in animation starting at San Jose State College. 2nd Place (\$500): Ahra Cho, West Ranch High School, who has a wide interest in the film and animation, she will attend Pepperdine in the fall.

These young artists not only have talent but a firm hold on planning their futures.

This month we have our annual BBQ on June 29th more information will reach you soon so save the date.

For our new/and not so new members, at our August general meeting, we will have a how-to program with information about the forms, hanging requirements, dates, etc. for our big event, the Art Classic in October. Dody Rogers is our Chairman for the Classic and will be contacting many of you to help. It is also a great way to meet more members too.

Thanks to all.

Creatively,
Pat Thayer, President



Calendar at a Glance

May 31- July 7: SCAA gallery "New Beginnings" exhibit

June 3: SCAA Board Meeting

June 6: Sound Slam art event in Newhall from 7-11

June 17: SCAA General Meeting at Barnes and Noble with demo by Marjorie Sarnat

June 29: SCAA BBQ at the home of Jane Dietz from 3-7

July 9-13: Save the Date: TPC Summer Art Festival

Your Feedback needed for City Art Workshop

The City of Santa Clarita is offering to provide a workshop to our artists.

This is a survey to ask what aspect of art you would like to explore:

- 1) Using the computer for your art (downloading from phone or camera, etc.)
- 2) The business of art (how to be a selling artist)
- 3) OR what would you like presented ?

Please email me at
pdthayer2391@sbcglobal.net.

JEWELRY COLLECTION CLOSEOUT!



Closing Jewelry collection of over 50 pieces of ONE OF A KIND necklaces, bracelets, earrings. All pieces reduced over 75%! Prices are \$10.00 dollars and up.

Semi-precious stones of jade, turquoise, citrine, pearls, garnets, carnelian, ethnic pieces, coral, cinnabar and many others.

I am the designer of each piece of jewelry.
Call 661-2555-3050 Jaylene Armstrong
www.ca-productions.com/jc

CALL TO ARTISTS-Freedom Arthritis Center

There is a new art venue, somewhat small, but a very busy office. Dr. Min at the Freedom Arthritis Center has moved his suite of offices to 21060 Center Pointe Pkwy, Suite A.

I need 5 artists to display 1 painting each, not heavier than 3 pounds. Please get in touch with me at my email barneybarbl@yahoo.com. The first 5 who respond will be chosen. I will be installing these pieces on 6/10/13 from 12- to 2:30 so paintings would need to be delivered during that time. If you cannot make this time but would like to show, since the amount is small you could deliver the painting to my home and I will manage the works. A big Grand Opening party is planned for the Thursday evening, June 13th.

Your Own Webpage 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.

IMPORTANT!!

The email address [scaaebblast@yahoo.com] that sends you eblasts from SCAA is not monitored on a regular basis. Many emails we send are art related information from other sources. You MUST reply to the contact information listed in the emails. Replying to the scaaebblast@yahoo.com will NOT get your questions answered.

Most eblasts pertaining to the SCAA have specific contact information listed in the text. So please do not just hit "reply" – use the contact info in the email. Thank you.

Gerald Brommer at May Meeting and upcoming June Meeting with Marjorie Sarnat



The May 20th meeting featured a watercolor demo from artist Gerald Brommer. He created a lovely seascape painting explaining his technique for achieving his signature atmospheric look. He spoke in great length about Japanese Rice Paper and how he paints a light painting first on the watercolor paper and then applies torn pieces of rice paper almost covering the whole painting to create texture. He was the first to explore this technique and has won numerous awards combining rice paper and watercolors, opening up a whole new world in painting. Gerald also raffled off two watercolor collage DVDs to a few lucky attendees.



Marjorie Sarnat will demonstrate her mixed media "Uncommon and Amazing Techniques" at the June 17th meeting. This should be a very informative meeting with a lot of great ideas to unleash creativity.

Sarnat enjoys success as a fine artist and professional designer. In the design field, her experience includes designing collectibles, children's books, paper dolls, and more. Her award-winning "Project Runway" Designer Dolls,² a creative craft for kids was licensed to a major manufacturer. In addition, she's an experienced textile artist, designing fashion prints for fabrics.

Z O N Y
G O R D O N



WATERCOLORS

June 1 – June 30, 2013

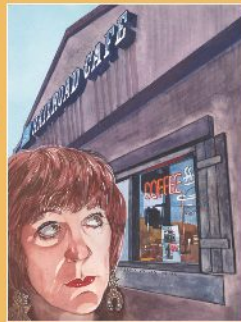
“TWO
FOR THE
ROAD”

Artists' Reception
Saturday,
June 8, 1-4 PM

WINE AND HORS D'OEUVRES
WILL BE SERVED

DOOR PRIZE TO BE RAFFLED
Live Artists' Demonstration
June 1st & June 22nd

C E C I L Y
W I L L I S



FASTFRAME Valencia • 24204 Valencia Blvd. 91355 in the Kohl's Shopping Center
Business Hours: Mon-Fri 10am-6pm, Sat. 10am-5pm • 661-291.1325 • RSVP Zony 661.312.3422 or Cecily 661.645.7795

You are invited to an artist reception
featuring the work of
Carrie Dawn

Where:

Gallery 113
1114 State Street, Santa Barbara CA, 93101
Gallery # (805) 965-6611

When:

June 6th 2013 5pm to 8pm

Carrie Dawn

carriegor20@msn.com

(661) 714 1069

Now showing June 4th through June 28th 2013

Laurie Morgan
Fine Art Exhibit
May 22 - July 18, 2013

Artist's Reception
Friday, June 7, 4-7pm
Music, Wine and Refreshments

RSVP 661.406.7139
laurie@lmorgan.biz
www.lauriemorgan.biz

Canyon Theatre Guild
24242 Main St.,
Old Town Newhall, 91324

SOUND SLAM
JUNE 6
7:00-11:00 PM LYONS AVE & MAIN ST

ART SLAMs are free interactive art happenings featuring local and regional visual artists, performers, and much more, every month in Newhall @ LYONS AVE & MAIN ST

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!

TIPS FOR KNOWING WHEN YOUR PAINTING IS COMPLETE—excerpts from an article by Alistair Boddy-Evans

Some paintings reach a point where suddenly it's very clear that it's time to stop. But most of the time there's no pivotal moment. Rather you begin to wonder whether it might still need something or not. The good news is there are several things you can do to help you decide if the painting you are working on is finished. Almost all of these involve changing your viewing point, to allow a fresh perspective.

Upside-Down and Back-to-Front

There is no better way to assess the general composition of a painting than to turn it upside down. All the classic foundations your mind uses to categorize what it is seeing are instantly jumbled. Looking at the reflection of your painting in a mirror will highlight that spatial bias, and tell you whether the painting flows in all directions.

Near and Far

The audience doesn't always stand at the distance from the painting that you expect. Check the painting works from a greater distance as well as close up.

Is There Anything Major Missing?

So you forgot to put that all-important item in the painting, or one of your figures is AWOL. Before you quickly paint it in, check to see what it is likely to do to the painting.

Gray Scale

Humans see things in two ways: color and monochrome. Check the tonal balance of a painting by taking a photograph and then converting it to monochrome (black and white) in image editing software.

Lighting

Unless you paint in natural light, your work may well have been influenced by the light source. Incandescent (old-fashioned) light bulbs can give a yellow tone to a work, which in other light disappears. Modern eco-friendly bulbs tend to be bluer.

Ask a True Friend


Get a trusted friend to describe the painting to you. Do they see something you don't or that you didn't intend? A fresh eye is as good as a fresh perspective or fresh environment. Make sure you ask someone you trust to be constructively honest, and that you are able to take criticism from.

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 ½"	\$10	\$15
¼ page 5"x 4"	\$20	\$25
½ page 5"x 8"	\$35	\$45

Exhibit Venues

CANYON THEATRE GUILD HALLWAY GALLERY

24242 Main Street, Old Town Newhall

Laurie Morgan will be exhibiting from May 22 – July 23 during the theatre's production of "The Little Mermaid" and "The Fox on the Fairway". Laurie is also performing in "The Little Mermaid". Following her will be Bruce McFarland. 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