

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 26, Issue 8

August 2014



We thank the Westfield staff for their generous offers to provide us with three gallery spaces over the last couple of years. Unfortunate circumstances have left us without a Gallery as of August 12th. We continue to explore possibilities for new space.

The publicity we have received in these spaces have certainly allowed us to make "Visual Art Visible" for the City. We have certainly proved that our organization can organize and run spaces devoted to Art.

The members of the Gallery committee are to be commended for their contributions: Norma Warden, Jeanne Iler, Howard Marcovitch, Cathy King, Scott Parker, Jane Mick, Bruce McFarland, Zony Gordon, Ted Koscheski. A big THANK YOU to them and all the other volunteers who have stepped up to help.

In August, we have a show for the Members Night event at the Valencia Country Club on August 15th. This will be a one night event on the patio as part of a New Orleans Night theme. We have 22 artists participating. Plus our 3-month show in the public areas of the Club.

OCTOBER 18th is the date for this year's Art Classic..our 25th Anniversary! Time to get creative as submissions will be due in September. Dody Rogers and Jeanne Iler are co-chairing our event and will keep us all informed about the details in the weeks to come.

Enjoy your summer,
Pat Thayer



Calendar at a Glance

- August 1:** Wine Reception for "Summertime Blues at SCAA Gallery 6-9 p.m.
- August 4:** SCAA Board Meeting
- August 7:** City of Santa Clarita Art Slam-Newhall 7-10 p.m.
- August 15:** Accepted artists drop off art at Valencia Country Club from 1:00- 2:00 p.m.
- August 18:** SCAA General Meeting at Barnes & Noble 6:30 p.m.
- August 23:** "Art of Selling" workshop at Union Bank 9:30-3:00

**THE ART
OF SELLING...**
with or without
a gallery

A FEW SPACES STILL AVAILABLE!

DATE: Saturday, August 23, 2014
NEW LOCATION! : Union Bank
23620 Lyons Avenue, Newhall, CA 91342
TIME: 9:30 - 3:00 (661) 607-6638

A unique workshop with instruction in how to market and sell art from local Art Rep and Author, Margaret Danielak and gallery-represented painter Julie Snyder.

For more information about this event please call 626-354-0359 or email info@theartengine.com

SCAA Gallery Closing August 10th

"Come join us on Friday, August 1st at our last Open House from 6-9 p.m. The festivities include live music, food, wine and beautiful art for sale," said Jeanne Iler. A special 10% discount will be given now until closing.

Santa Clarita Artist's Association is looking for a new community commercial exhibit space. Please contact SCAA member at (661) 678-0357 or jeanne2@bluemarble.net if you know of a new location.

KUDOS

- Peggy Patti sold a painting at Elite Smiles in July...congratulations!
- Irwin Weiner is hosting an art exhibit of his works August 15-17 at the Sunrise Sterling Canyon Retirement Villa in Valencia. 100% of the proceeds will go to the Alzheimer Foundation of America.

Art Classic- Come join the party!!

We hope all of you are creating a beautiful artwork to enter in the upcoming October 18th, 25th Anniversary Art Classic. Watch for the "Call to Artists" which will come to you on August 20th.

To prepare for the party we still need more volunteers. Thank you to the many that have already responded by e-mail and are willing to help. Please e-mail us or phone us if you want to volunteer.

Dody Rogers and Jeanne Iler, Co-Chairs
scvdody@earthlink.net
661 252-7639

SantaClaritaARTS

Be sure to register and post your website information or upcoming exhibits on the calendar!

The City of Santa Clarita City Council and Arts Commission are proud to offer SantaClaritaArts.com as a resource to inform the public about the Santa Clarita arts community.

SantaClaritaArts.com is a comprehensive calendar listing and cultural coverage for Santa Clarita residents to find local information on events, performances, exhibits, news, and resources in one convenient location.

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.

SCAA BBQ on July 13th and Ed Freeman Photography Demo on August 18th

We had a really fun afternoon at the home of John and Jane Dietz for the Annual SCAA Summer Barbeque! Many members were in attendance. We had burgers, chicken and so many great treats brought by everyone as well as an art "yard sale" with used frames, books, paint, etc. Thanks to everyone who came and helped organize the event!



The August 18th meeting will feature photographer Ed Freeman. He will discuss the innovative use of Photoshop to create images. "My work is appreciated for their intrinsic esthetic value rather than for their accuracy in depicting an actual event or place in time," said Freeman. "I'm struck by the beauty of desolate buildings I've passed along the way." His fine art images are in many private collections and in the permanent collections of several prominent American museums. The SCAA General Meeting is held at the Valencia Barnes & Noble on the third Thursday of each month at 6:30 p.m.

SAVE THE DATE!
OCTOBER 18th, 2014
25th ANNIVERSARY ART CLASSIC

All artists! Begin your creating for the upcoming event in October.

Professional judges will be judging your work for creativity, composition, skill in use of media, and overall presentation. Ribbons will be rewarded in all categories and a special gift will be given to all medalists.

We are also adding a masters category to honor those artists who have achieved a consistent professional level in their work.

We hope to have an even larger silent auction this year. In July we will be looking for lots of volunteers that make this event so special each year.



Congratulations to Our New Art Classic Masters Class!

Awarded by a points system from past Art Classic competitions the following members have shown consistent excellence in their work and will now be considered "Masters" in our 2014 25th Anniversary Art Classic.

Our "Masters" this year are:

CM Cooper
Jim Bakman
Hector Fernandez
Gary Friedman
Rick Moore

Points were tallied from the 2009-2013 Classic Art Shows. Points were awarded for Best of Show-4 points, Gold-3 points, and Silver -2 points. There are no points given for Merit, The City Award, or People's Choice. The "Masters" will compete against each other in the special "Masters" category at the upcoming October Art Classic. There will be a First place, a Second place and a Merit award. The "Masters" would compete with all artists entered for Best of Show, The City Award, and the People's Choice Award.

Again, CONGRATULATIONS!

CALL TO ARTISTS

The Palmdale Playhouse is inviting artists to participate in a special juried art exhibition titled *Encore* in conjunction with its 20th Year Celebration. The City of Palmdale will notify artists if submitted work/s are approved and accepted for showing. Accepted artwork must be delivered to the Palmdale Playhouse on Monday, September 8, 2014 between 3pm and 7 pm.

The City of Palmdale will host a reception, at no cost to artists, featuring all accepted pieces of Art. The Encore Reception will be held at the Palmdale Playhouse from 6pm to 9pm on September 11, 2014. Deadline to enter is August 27th. For more information and application, please visit <http://www.cityofpalmdale.org/Portals/0/Documents/Playhouse/Encore%20Artist%20Application.pdf>

FUN AT THE ANNUAL SCAA BBQ!



July 13, 2014

TWO TIPS TO BECOMING A BETTER ARTIST (excerpt courtesy of Lloyd Harvey on artrage.com)

To become a better artist takes years of dedication, passion, energy and time. There are no short cuts but here are some art tips to send you in the right direction. I hope you enjoy what I have wrote here and look forward to the community's response.

Tip 1: Learn the Importance of the Sketch

Sketching is one of those things that every artist MUST do and do often. Sketches don't have to be perfect, nor do you have to show them to anyone. They can be as rough or as scratchy as you like but the thing to keep in mind is it's readability. The purpose of a sketch is to quickly illustrate or develop an idea you have, to capture or study some form of reference so that it can be worked on at a latter date. Because of this, the sketch only needs to convey the right information to you and you alone (unless you are drawing an idea out for a client then the message needs to be crystal clear).

Tip 2: Build a Reference Library

This is a great tip that I learned from years back. As you begin to fill sketch books with illustrations of ideas and reference material, you should build up that stack of books with more books. By this I mean buying art books, books on clothing, guns, tanks, other cultures, animals etc. The list of what you should look into is endless and should extend beyond your general interests. But it mustn't stop there. You should also collect images off of the internet and save them to your computer and organize them correctly. Take photos of things you see if you don't have time to sketch them. The purpose is to have a nice big collection of images that inspire you, inflame your imagination and, more specifically, if you need to draw something right, having the material there to draw from will add realism and clarity to your work.

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!

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

Olga Kaczmar will be exhibiting from July 26 – Aug 24 2014 during the theatre's musical production of "Forever Plaid". Following her will be Glen Glancy. 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 September 2015. All art is juried by committee.

ELITE SMILES FAMILY DENTISTRY

24155 Magic Mountain Parkway, Valencia, CA

Elite Smiles Art exchange will be held on Monday, October 27th from 1:30-3:00 p.m. We have 17 spaces to hang art. If you are lucky enough to sell a painting during that time you may select another to hang in its place.

Depending on how many artists elect to participate depends on how many paintings we can each show. Bring one or two and we will do our best to hang two each. If we need more, have a couple of extra ones with you so we won't have any empty spots.

Questions? Call Jackie Nichols: 661-259-1528 or email at nicholski@sbcglobal.net

If you are already a participating artist, be sure to let Jackie know if you cannot pick up on this date and we can make other arrangements. Elite Smiles is a dental office on Magic Mountain Parkway, on the same side of the street as Mimi's Café and in the strip mall where Fedex (Kinkos) is located across from the Westfield Mall. Come on over and participate!

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

SAMUEL DIXON FAMILY HEALTH CENTER

23772 Newhall Avenue, Santa Clarita, CA

Change out at Samuel Dixon is Tuesday, August 26th 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.



SCAA Gallery (until August 10th)
24251 Town Center Drive #110
Valencia, CA 91355

2014 SCAA Board of Directors and Committee Chairs

2014 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; Bill Duquette, Alternate Treasurer

PAST PRESIDENT- Laurie Morgan

2014 COMMITTEE CHAIRS

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

2014 GALLERY COMMITTEE

GALLERY COMMITTEE- Zony Gordon, Jeanne Iler, Cathy King, Patti Koscheski, Ted Koscheski, Howard Marcovitch, Bruce McFarland, Jane Mick, Pat Thayer, Norma Warden

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

GRANTS- Ted Koscheski

GRAPHICS- Scott Parker, Norma Warden

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

HOSPITALITY STORAGE- Cheri Marcovitch, chercreations@aol.com

MEMBERSHIP AND ROSTER- Bruce McFarland, scaa@scvbruce.com

MONTHLY MEETING PROGRAMS- Cathy King; hotgems4you@yahoo.com, Patti Koscheski; koschartist@att.net

NEWSLETTER EDITOR- Lisa Barr, lisa6inca@sbcglobal.net

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

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

SCHOLARSHIP- Melissa Lackman; Patty O'Hearn, pattyohearn@ca.rr.com; Pat Thayer, pdthayer2391@sbcglobal.net

SPECIAL EVENTS COORDINATOR- Zony Gordon, zonygordon@att.net

TECHNICAL DIRECTOR- Howard Marcovitch

WEBMASTER- Laurie Finkelstein, laurie@lauriebethart.com; Scott Parker, scottparker01@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