

Arti-facts

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Monthly Newsletter for the Members of the

SANTA CLARITA



Artists'

ASSOCIATION

Volume 25, Issue 12

December 2013



Happy Holidays to you all! Our Holiday party is Sunday, December 15 at Jane Dietz's home. It is potluck and your invitation went out about two weeks ago by email.

Our gallery art show for the season is enhanced by small pictures, jewelry, ornaments, cards and more. We have a Celebration Reception on December 6, 6 – 9 PM. It will be a joyous affair with carolers, live music and plenty of cheer. This added "reception" should bring more attention to our location.

Speaking of additional exposure, Westfield Mall has let us use two empty store fronts to display art and call attention to the gallery; one is the old Talbot's location across from the Gallery and the other is near the fountain and playground at the east end of the Patios.

We have welcomed quite a few new members lately now totaling 150 +. Our next show will be in January. To our new members, we would like to see your art displayed too. More details will be sent out on the "Call to Artists" this month, so check your emails.

2014 is the 25th anniversary of the Association. Let me know if you have ideas for a celebration or activity to add to was is being planned.

Thanks to all who have made this a successful year.

Creatively,
Pat Thayer



Calendar at a Glance

December 2: SCAA Board Meeting

December 6: "Joy to Art" reception at the SCAA Gallery from 6-9 p.m.

December 15: SCAA Holiday Party at the home of John and Jane Dietz at 4:00 p.m.

Happy
Holidays!



From the
Santa Clarita
Artists' Association!

Get Over That Rut! (excerpt from Jean Pederson)

1. Think about who you are and what you are interested in communicating. Authenticity is inspiring!
2. Know your materials and your subjects so they become second nature when creating. Understanding your tools will give your artwork strength.
3. Reading books or articles about your favorite artists can give you a kick start. Seeing other people's passion is infectious!
4. Take a workshop and learn something new. Learning and simply being in a room with other creatives is exciting and often enough to get you going.
5. Take your dog for a walk. Exercise gets your energy up and readies the brain for action.
6. Learn to play. Lighten up and let your inner child out. The journey is often more important than the project.
7. Recognize that you have to continue to practice your skills. Through practice comes inspiration.
8. Don't give up; move forward with tenacity and conviction. What you have to say is important and needs to be shared visually.

CALL TO ARTISTS

Thousand Oaks Community Gallery

February 3 - February 27

2331 Borchard Road, Newbury Park, CA 91320
(next to Newbury Park Library)

Gallery hours: Monday thru Saturday, 11-5

IMPORTANT DATES:

Jan 6 (Mon): Deadline for Email Entry and
Postmark for mailed Entry

Jan 20 (Mon): Acceptance notification

Feb 1 (Sat): Take-in (4-7 pm) & hanging

Feb 3 (Mon): Show opens

Feb 9 (Sun): Reception (1-4 pm) & Awards Presentation
(2 pm)

Feb 27 (Thur): Show closes; Pick-up (5-7 pm)

For more information: thousandoaksartassoc.org

KUDOS

- Laurie Morgan was cast as Ma Bailey in the Canyon Theatre production of "It's a Wonderful Life" from November 29-December 22.
- Congratulations to Meryl Goudey on the sale of her print "Flying Free" on Fine Art America!
- Janet Anteparra sold a painting in Canada in the Binary Exhibitions Gallery. Part of the proceeds from the sale of the painting "School of Color" will go to the Make a Wish Foundations in Calgary.

"Color is the keyboard, the eyes are the harmonies, the soul is the piano with many strings. The artist is the hand that plays, touching one key or another, to cause vibrations in the soul."

-Wassily Kandinsky

"Art does not reproduce the visible; rather, it makes visible."

-Paul Klee

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.

Thomas Schaller at the SCAA November General Meeting



Thomas Schaller did a fantastic watercolor demonstration at the November 18th meeting. He discussed his techniques, materials, and how he uses artistic license to add and remove things from his work to get his desired effect. Schaller uses a similar palette for his works and focuses most on creating mood and atmosphere in his paintings.



Schaller has authored two books; the best-selling, and AIA award of merit winner, ***Architecture in Watercolor***, and ***The Art of Architectural Drawing***. He is increasingly in demand internationally to conduct his watercolor workshop series, *The Architecture of Light*. His artwork is collected and exhibited around the world. His work can be viewed at <http://thomasschaller.com/>.

There will be no meeting in December due to the SCAA Holiday Party on December 15th



SCAA Holiday Party!

Date: 12/15/2013

Time: 4:00 p.m.

Location: The home of John and Jane Dietz
24653 Valley Street, Newhall, 91321

RSVP: by 12/6/13 to Lisa Barr; lisab@inca@sbcglobal.net

*Enjoy a fun evening of holiday cheer
with your fellow SCAA members!*

Food assignments

Last Name

A-K: appetizers, finger foods, casseroles
L-R: desserts
S-Z: wine (preferred) or other beverage

RLC "The Undergrounds" Coffee House

Presents:
The art of
Scott Parker
December 7, 2013
7:30 pm - 10:00 pm



Please come and enjoy the artwork and
coffee. Portions of the art proceeds will
be donated to charity.

23841 Newhall Ranch Rd
Valencia, CA 91355
RSVP: 661313-5216



"An Evening at the Theatre"

Featuring unique oil paintings and artistic
photographs by artist, Dody Rogers.

EXHIBIT: Nov. 29th through Dec. 22nd coordinated with
Canyon Theatre Guild's performance of
"It's a Wonderful Life"

RECEPTION: Sunday, Dec. 8th from 5-7PM
Champagne and hors d'oeuvres

LOCATION: Canyon Theatre Guild 661-799-2702
24242 Main St., Old Town Newhall
(Our own Laurie Morgan will be in this production)

GIFTS for XMAS GIVING

**I design "One of a Kind" Jewelry...
necklaces, bracelets, & earrings with
semi-precious stones. Call 661-255-3050.**

See my jewelry on my web site:

www.ca-productions.com/jc

**I am a SCAA member. Jewelry prices are
\$10.00 to \$75.00. Come and choose
great gifts for your friends.**

Jaylene Armstrong



3 Unusual Ways to Paint With Color (and make your paintings pop!)

excerpt from Brandi Bowman on Emptyeasel.com

1. Boost your background with color

Let's start with the simplest option first. Hands down, the
easiest way to change the feeling of a painting is by
changing your background color. You can basically paint the
same scene and change the background color of each to
ultimately change the mood and feel; the mood can go from
warm and inviting to moody and somber to sophisticated and
fun.

That's a wide range of feeling from three simple, different
background colors! And here's the good news. . . for most
paintings, the background color is extremely easy to change.
If you don't like your original color, just wipe it out or paint over
it with another more pleasing color.

Better yet, set up your composition and start by doing several
very small studies, each one with a different color combina-
tion. The right one will jump out at you, and save you tons of
time.

2. Try an unusual color for your subject matter

The color of your subject can really make a statement. Your
subject, for the most part, is your focal point and usually there
are many color options to choose from. You can always
change from red to green apples, or red wine to white wine,
but. . . why stop there? Arbitrary color can be a lot MORE fun.

Arbitrary colors are any colors that are selected and applied
without reference to those found in reality. In other words—use
a completely different or unnatural color to shake things up a
bit!

3. Always set the mood with lighting

Lighting is important and can really set the scene for a
painting. To light a still life you can use natural light from a
window, a spotlight and even candlelight, all of which create
a different feeling in the finished piece. Even the intensity level
of light will alter the feeling of a painting.

Add a more intense, direct light that casts a shadow and
flowers look like they are in a spotlight. . . somewhat fragile
and vulnerable, in fact.

Use a dimmer light that casts more shadow and there's a
sense of sadness, and hopelessness. The options are endless. .
and fascinating to explore.

Of course, these are just three ways that color can be used to
create intensity and feeling in your paintings. Feel free to use
these tips or see what you can come up with for yourself. . .
the more you paint, the better you'll be able to match color
to mood, and create masterpieces of your own.

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

Dody Rogers will be exhibiting from November 29 – December 22 during the theatre's production of "It's a Wonderful Life". Following her will be Evie Cook. 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 May 2014. 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, January 27th from 2:30-4:00 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, January 28th from 2:00-4:00 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

24251 Town Center Drive #155

Valencia, CA 91355

Opportunities for SCAA members to display work several times throughout the year. Watch for e-blasts for submission information.

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- Zony Gordon, Jennifer Hill, 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

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