Goleta Valley Art Association Bringing Art to the Community

January 2022

TheGoletaValleyArtAssociation.org

CONTENTS

The GVAA President's Message. 1
GVAA CALENDAR 2
Membership Messages 2
GVAA Art Events 2
Featured GVAA Member 4
Featured Artwork7
Inspiration
Tips & Techniques8
The Business of Art 9
Opportunities
Watch For It! 11
Membership Form 12





January 5 - 30, 2022 The Goleta Valley Art Association presents a "Welcome 2022!" Art Exhibition at The Faulkner Gallery

Features of GVAA's 2022 Newsletter

Click on a title or image under "Contents" (at left) and immediately jump to the page it's on. In your PDF viewer's control bar, you can open VIEW > Table of Contents (or Bookmarks). Voila! A constant clickable Contents table opens to the left of your open pages. A new feature called "Business of Art" answers your questions. This issue introduces the many avenues available for turning your art into potential income one that could support your next art project, or your studio space.Other topics are covered as well.

The GVAA President's Message

Happy New Year to all GVAA Artists! GVAA artists are sweeping out the old year and ushering in the New Year with a bang! We had a very successful *Picassos 4 Peanuts Outdoor Show & Sale* at La Cumbre Plaza on Saturday, December 11th. Thirty GVAA artists participated. Hundreds of visitors viewed our art and craftwork. Many purchases were made, and we're still tallying up all the results. (*Our virtual P4P show runs through March 31:* www.thegoletavalleyartassociation.org.)



Music by *Tom Henderson and the Summerland Band* drew in many folks who mingled, shopped and enjoyed the day. Thank you to all the artists! **Special thanks** to *Picassos 4 Peanuts* cashiers: **Mary Kelly, Christine Flannery, Anne Anderson, Merith Cosden, Barbara Hershberg, and Elizabeth Flanagan**. **Great appreciation also to all the husbands** who helped with the set up and take down. We could not have been successful without you all.

Following Christmas break, on Tuesday, January 4th GVAA will have our first in-person **INGATHERING** in two years. Please plan on submitting up to 2 pieces at the Faulkner Gallery, Santa Barbara Public Library on Anapamu Street between 10:30-12:30 pm. Submission fee is \$10. Our juror is Ralph Waterhouse of Waterhouse Gallery in La Arcada Plaza. A beautiful invitation has been created with art *(shown below left)* by GVAA Artist and Board Member, **Jan Smith**. Please let your friends who're interested in submitting for membership in GVAA know that we are accepting new members at this Ingathering.

You can also **renew your membership in GVAA** at the Faulkner Ingathering by bringing your Membership Renewal form and paying your dues by cash or check. Due to rising costs everywhere, the board voted to increase our annual dues from \$25 to \$35, our first increase in a decade. You may also pay by credit card at:

www.thegoletavalleyartassociation.org/how-to-join.html.

More great news to report! The position of **Treasurer** has been filled by long-time GVAA member, and wonderful artist **Louise Komp**. Welcome to the Board Louise!

This month, we're featuring the photo and bio of GVAA's new Board Member, Lynn Altschul, who is joining us as a **Director at Large**. Lynn is a talented photographer who contributed the Santa Barbara library photo on our gorgeous invitation to the January 2022 Faulkner show (*shown on pages 2 & 3*). Welcome Lynn!

Elizabeth Flanagan euflanagan@gmail.com

Membership Messages

Special Letter from Jan Smith, GVAA Director, Membership

We have enjoyed sharing art, soliciting critiques and discussing our creative process at our monthly Zoom Get Togethers in 2021.

Our next general Zoom member's meetings is December 16th. Detailed announcements will be sent out prior to each meeting so members can let us know if they wish to participate. We look forward to seeing you then.

Best Regards,

Jan Smith, GVAA Director, Membership

Membership Renewal

It's time to renew your membership in GVAA. We are an active membership of artists and continue to offer many ways to participate. Some of those ways include virtual shows, live Art Shows and Sales at La Cumbre Plaza, a picnic for members, West Wall showings at the Goleta library, and membership meetings on Zoom.

Due to increased costs, the board voted to increase our membership fee from \$25 to \$35. This is the first membership fee increase in a decade. Please fill out the <u>attached membership form</u> and pay the \$35 fee.

Payment can be made by check sent to GVAA, P.O. Box 435, Goleta, CA 93116; credit card on our PayPal link at:

www.thegoletavalleyartassociation.org/how-to-join.html or with cash at our Ingathering on January 4th.

GVAA CALENDAR • December - January

- **Dec.16** Member's Zoom Meeting and Sharing
- Jan. 4 Become a Member or Renew your membership www.thegoletavalleyartassociation.org/how-to-join.html
- **Jan. 4** Ingathering at Faulkner Gallery 10:30 A.M. 4 P.M.
- Jan. 5 Jan 29 GVAA Exhibit at Faulkner Open to Public
- Jan. 10 Last day to contribute items for Feb. Newsletter
- Jan. 31 Faulkner Gallery, collect your art 10 A.M. to 1 P.M.

GVAA Art Events



Santa Barbara Public Library 40 E. Anapamu Street, Santa Barbara, CA

Exhibition dates: January 5 - 30, 2022 Hours: Tues. Wed. Fri. Sat. 10 A.M. - 5 P.M.; Thurs. 10 A.M. - 6 P.M Juror: Ralph Waterhouse, *Waterhouse Gallery, Santa Barbara*



Bringing Art to the Community

TheGoletaValleyArtAssociation.org

View "Picassos 4 Peanuts" virtual exhibit Dec.1 thru Mar. 2022: <u>TheGoletaValleyArtAssociation.org</u>

Faulkner Juried Show

The Goleta Valley Art Association will have their first juried members' show in 2 years on Tuesday, January 4th from 10:30-12:30. The Ingathering is at the Faulkner Gallery in the Santa Barbara Public Library. You may submit up to 2 pieces for jurying. Entry fee is \$10.00.

Artists interested in becoming GVAA members are also welcome to submit their art for jurying. Potential new members should contact Jan Smith at jansmith.sb@gmail.com for more information.



Mary Kelly & Merith Cosden cashier for a P4P shopper



A serious art shopper

Picassos 4 Peanuts

See Lynn Altschul's photos of the Picassos 4 Peanuts show at La Cumbre Plaza on page 1, as well as at left and on the next page. If you & your booth are not represented, please send any photos for our next newsletter, along with your notes about your experience at the show.

See the Internet Gallery of GVAA's Picassos 4 Peanuts at: www.thegoletavalleyartassociation.org/p4p-virtual-2021.html

Picassos 4 Peanuts – Gallery Page



Jean Johnson



Marjorie Walters (far right)



Judi Doernberg



Tony Galvan



Barbara Hershberg



Patricia Heller



Karen Schroeder notes a sale



Holly Hungett (at right)



Terre Sanitate (black hat)





Checking on Sales



Kelly Hildner



Lynn Altschul

Merith Cosden



Karen Schroeder





Terre Martin Sanitate (left) & Elizabeth Flanagan



Carol Dixon



Jodi Miles

Jan Smith







Featured GVAA Member





New Board of Directors member **Lynn Altschul** will be helping with photography at events and act as Director of GVAA Goleta Union School outreach. She says:

I have always been intrigued with the patterns and shapes of objects in nature and how these subjects can evoke a range of emotions. Starting my art journey as a photographer, my focus was on form and texture, zooming in on a subject so closely that you could no longer tell what the object really was. As I moved from abstract photography to abstract painting, I've continued this exploration of forms with color and texture.

When I stand before a blank canvas, I have little idea where the paint will take me. With each set of markings and layers, I give myself over to the process, moving closer into the painting, and trusting my own emotions. **My goal is not to attempt to represent a visual reality, but, rather, to use shapes and colors to evoke an emotional response.** (See painting at left.)

Similarly, my photographic eye tries to capture an image and evoke a mood or feeling (*photo at right*). I'm drawn to nature photography and especially appreciate the drama and emotional

Member News & Art

response created by black and white photography.

Born in the Chicago area, I received a BA from the University of Wisconsin, an MA from the University of Illinois and an advanced degree in Family Therapy from Northwestern University. I've been married to my high school sweetheart for 52 years, raised 3 children and now enjoy 4 grandchildren. I am a retired Family Therapist and have enjoyed the community and culture of Santa Barbara for 16 years.



Members' Sales

My stained glass piece "Spirals" sold at the T&T Artisans Enterprise Gallery in Los Alamos in November. Very exciting as I happened to be in the gallery that day and spoke with the that man purchased it.

Like all of my abstract stained glass pieces, I start with a color theme, look at my glass scraps for interesting pieces and combine with objects that inspire me.

– Paula Gregoire-Jones



January GVAA News page 4

"Windy Day & Plovers" *(below)* sold before the *P4P* show could offer it. A 12" x 12" acrylic on canvas, it's going to hang in a friend's Washington state beachouse. – *Dawn King*



Members' Sales & Recognition

I was fortunate to sell 2 paintings (no images supplied) at the Santa Barbara Printmaker's Show recently held at Santa Barbara Community Arts Workshop https://www.sbcaw.org/.

I even had interest expressed in a third print of ballet dancers.

- Mary Freericks

My 8" x 21" linocut "Nowhere To Go," was awarded a Third Place in the recent SCAPE/ Climate Change show. The image is based on

the many polar bear images I have seen trying to find food and a place to stay on the shrinking ice caps. It's a limited edition of 100, 8×21 ".

My monotype (at right), Nowhere to Run was featured in the August/September issue of Condor Call, published by the Los Padres Chapter of the Sierra Club.

- Tony Galvan

Canvases for CASA

CASA* requested vertical art for the juvenile justice court. Six GVAA members accepted a canvas from CASA and offered their inspiration for "Hope" by the

December 1 deadline. On January 6 the Hope art project will be unveiled at the Juvenile Court. See the GVAA contributions displayed here.

*The mission of Court Appointed Special Advocates (CASA) of Santa Barbara County is to assure a safe, permanent, nurturing home for all abused and/or neglected children by providing a highly trained volunteer to advocate for them in the court system.

See: https://www.sbcasa.org/



Artist: Meg Ricks *Title:* "Faint Hope" [an extra painting for CASA] Dimensions: 30" H x 24" Medium: Oil on canvas



Artist: Merith Cosden [above] Title: "Follow Your Dreams" Dimensions: 36" H x 18" *Medium:* Acrylic Inspiration: This was a very experi-mental process. The intention is to give hope to the viewer that they can "follow their dreams!"

Artist: Mary Freericks [below] Title: "Balance Gives Hope" Dimensions: 36" H x 18" Medium: Acrylic Inspiration: It just came to me: something to express joy, and to interest the juveniles involved. I thought the movement of a monocycle would catch their attention. Later I add the juggling of plates and last the letters to spell "HOPE".



This article continues on the next page.

January GVAA News page 5





Canvases for CASA Continued

Artist: Wendy Brewer Title: "Tree of Love" Dimensions: 48" H x 24" Medium: Mixed Media Inspiration: I feel deeply connected to my heart when I'm in nature or immersed in the creative process. The beauty of the natural world inspires my creativity and feeds my soul.

> Artist: Kathi Scarminach Title: "Hope" [at right] > Dimensions: 48" H x 24" Medium: Acrylic, charcoal and collage on canvas Inspiration: Art lecture at Santa Barbara Museum about activism and making meaning in art with artist Alison Saar

Artist: Meg Ricks Title: "Faint Hope II" Dimensions: 48" H x 24" Medium: Oil on canvas Inspiration: Inspiration: Sometimes, when we are at our lowest, when hope is most needed, it is most difficult to find. But if we open our hearts to Hope, we can carry on. I think it's important to be ready for every little glimpse of hope when we have troubles.

> Artist: Dawn King Title: "Puzzle Pieces Lead to Hope" [at right] > Dimensions: 48" H x 24" Medium: Acrylic on canvas Inspiration: My own journey out of a difficult childhood; the freshness of graffiti as an artform.







My 8" x 10" abstract watercolor (above) titled "Always An Angel" was accepted into the juried Wings show for 2nd FRIDAYS ART@SBTC curated by Susan Tibbles.

The show will be up at the Santa Barbara Tennis Club (10 am-6:00 pm) from 12/6/21 through 1/6/22. Masks are required. – Diana Sunukjian



Artist: Betty White Title: "First Kiss" (above) Dimensions: 14" H x 11" Medium: Oil on gallery wrapped canvas Inspiration: This is another painting

from my "Little Girls" series. I like that my little girl is the aggressor.

The hardest part of this painting was trying to make my background recede. Will set this painting aside to see if I still like it in the future, or make another attempt to make the background recede further. It was a challenge to get the two figures together and the correct sizes.

Featured Artwork

Member Lynn Dow is exhibiting a watercolor (below) and an acrylic painting in the Abstract Art Collective show in the main corridor of City Hall. She is also exhibiting three acrylic paintings in Ventura.

The Ventura venues are Very Ventura and Spicetopia as part of the Buenaventura Art Association





Art Therapy

Artist: Adria A. Abraham Title: "Thief" (above) Dimensions: 48" H x 24" Medium: Acrylic

on gallery panel

Inspiration: This painting is the result of some "art therapy" after I had to say goodbye to our 18 year old tabby "Rocket".

I never realized how cathartic painting through and about a sad event could be. Doing this rather silly and macabre painting has been so helpful for me with the process we go through when we lose a loved one.

Rocket really did "steal" my heart! I entered this painting in the Wings exhibit which is at the Santa Barbara Tennis Club through January 5th.

Inspiration

Thoughts on My Creative Process

by Holly Hungett

Why paint outside? There are bugs, mosquitos, wind to dry my paints too quickly, sun to find some shade from, not to mention lack of bathrooms, or hot tea if needed! It can be a hassel to pack up and drive, as well as finding the 'ideal' view. So why go out when my kitchen studio offers all the comfort at a fraction of the effort?

.....FLOW.....

Not always, but often enough, I slip into the FLOW where my breath and brush are connected to my inner source and I leave behind the world of self

January GVAA News page 7

judgement and comparison to others. The act of painting is then a meditation in action. When I am painting outside I feel connected and present. The end product is not the most important thing, I feel at peace and whole in myself.

My sincerest dream is some of the peace and connection I feel in nature will be communicated in my painting, and you as viewer/appreciator, can be transported for a few moments into a calm and connected place in yourself.

If that happens for one person I feel blessed. https://www.hollyhungett.com

blnllwhite@aol.com

Tips & Techniques

See a 2 minute art tip on "How To Wire Your Painting For Hanging": https://www.youtube.com/watch?v=q8gyBKWLCgU

How To Adjust a Digital Photo, and Why

When submitting a digital photo of your artwork for a contest, or to have it printed, or seen in the GVAA Newsletter, you want it to look its best. After many years of digital photo retouching for books and publications, my tip is:

1) Compare the image on your monitor to the original. Do they differ?

2) Usually, the white balance needs to be adjusted. If it was photographed in natural light (outdoors), it could have a blue cast from the sky, or at certain hours a yellow cast from low sunlight. If under warm or cool indoor lighting, it will have a yellow or blue cast respectively.

Today most phones, and cameras have a way to adjust this and more. Or there are many computer programs that can help. My go-to program is Photoshop, but my simple MAC "Preview" program has everything needed for adjusting white balance, and much more. Use "Tools > Adjust Color > Temperature. For Windows users, this site may be helpful:

> https://www.digitalunite.com/technology-guides/digital-photography/ editing-photos/how-edit-pictures-windows-photo-gallery

#3) Boosting the saturation slightly usually gives pleasing results. For the colored pencil "sand painting" before & after example, in Photoshop I used all of the adjustment tips mentioned in this article, as well as cutting out the mandala, adding a drop shadow, and dropping the mandala into a new background (for a greeting card and poster).

#4) Boost the contrast. This is often helpful to showing art in its best light. In Photoshop, besides fiddling with the "contrast" control, you can add a "multiply" layer, at a reduced opacity for good results.

#5) And starting out, or finishing with a cropped image that appears straight is always helpful.

Below: Before, and after adjustments; Betty White oil painting photo, used by permission





Above: Before and After editing photo of Craig Hanson's Sand Mandala, used by permission

"How to Photograph Your Artwork" is a possible future article. Your requests, feedback, and submitted tips will run this newsletter feature.

Thanks for participating. Dawn King dwn.king1@gmail.com



January GVAA News page 8

The Business of Art

Have you listened to the insighful recording of GVAA members being interviewed by Elizabeth Stewart on her radio show? **Pat Heller, Holly Hungett, Elizabeth Flanagan, and Carol Dixon** share how they became selling artists, their individual processes and paths to creativity. This fun and informative recording is found at:

https://elizabethappraisals.com/how-four-artists-made-it/



How To Use Hastags

Hashtags are phrases or single words preceded by "#". They are used on social media websites or applications to identify digital content on a specific topic.

Using hashtags can improve the visibility of your contents. Instagram allows up to 30 hastags per post. Use hashtags relevant to what you want to get noticed. They can be misused by spammers and others to get into a stream of comments and redirect it to their own site.

If you are a little more familiar with the ins and outs of social media, take your marketing up a notch by using hashtags on platforms like Instagram and Twitter as a way to market your art.

For example, if you are trying to sell your new watercolor painting of a cityscape, make sure to tag it on Instagram with hashtags such as #artsales, #watercolorpaintings, #cityscapepaintings, #artforsale, etc., and include a link in your bio to where people can find more information.

Likewise, if you are on Pinterest, try creating boards for specific art media, subjects, or even sales and promotions you are offering. See:

https://www.artistsnetwork.com/artbusiness

Making Your Art Available

Let's assume you have art you want to make available to the public, or to markets mentioned in the column to the right. How do you offer it?

1) Have a portfolio, a physical repre-sentation of your body of work, as well as an online version that can be viewed.

2) Exhibit your art at appropriate trade shows, or in a gallery. Use social media. And let your friends know what you're up to. They can be very supportive.

There are many resources on the Internet to assist you: One of them is <u>HubSpot.com</u> which offers a wealth of information and resources. Others are:

https://blog.artweb.com/ https://renee-phillips.com/ https://theabundantartist.com/

Send Your Tips & Questions

The business of art is an interesting topic, one I'm constantly researching. Thus this column is now offered in your newsletter. I hope it will serve you in some way. And I hope **YOU will share YOUR story, YOUR questions, and YOUR solutions.**

> Dawn King dwn.king1@gmail.com

Art Is Needed Everywhere

Thus there's an enormous need for art and good design, and never ending. We are familiar with fine art, but consider the art of illustration, packaging, map making, video games, set & costume design, jewelry, cartoons, calendars, and more. The list is really endless. And any of these can become an income stream created by art.

At <u>BonnieChristine.com</u> you will find a wealth of assistance (*free classes & pdfs*) if you are interested in creating art for "surface design" which includes the following markets, and others:

Wall Coverings & Wallpaper Wall Stencils & Decals Textiles (a huge market) Fashion Quilting & Manufactured Quilts Home Decor Paper & Stationery Calendars & Books (huge market) Gift Wrap Ribbon & Washi Tape Stamps Home Decor Pillows Dinnerware Technology Phone, computer, and tablet cases and skins



A number of online sites offer services like this: **Mary Freericks**' art is available on clothing and other items through "shopvida.com". See: http://shopvida.com/collections/maryfreericks

January GVAA News page 9

Opportunities







VAN GOGH ON THE PLAZA La Cumbre Center For Creative Arts — LCCCA CALL FOR ARTISTS

In collaboration with the Santa Barbara Museum of Art exhibit: "Through Vincent's Eyes: Van Gogh and his sources", LCCCA invites you to submit up to 3 pieces of work with a maximum size of 11x14 ready to hang, or on a pedestal, for a month-long show in our galleries on the La Cumbre Plaza. All work will be divided between our 3 galleries and proudly displayed for sale. Event held from Monday March 7, 2022 through Sunday April 3, 2022.

This is a juried show. The ingathering will be Monday March 7, 2022, from 9 am to 12pm. Only in-person submissions will be accepted.

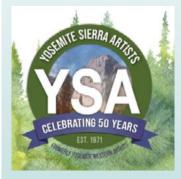
Reception on Friday March 18, 2022 For information: <u>https://lcccasb.com</u> Contact information: <u>Marie.arnold@verizon.net</u>

CALLS FOR WOMEN ARTISTS

The curator for the annual Manhattan Arts International "HerStory" online exhibition of women artists, invites you gals to submit your art for consideration. Find out more: "HerStory" Call For Women Artists

Entry deadline is Jan. 16, 2022. A website is required for entry, but the link below tells you how to easily start one for free.

https://renee-phillips.com/how-to-get-started-with-your-new-art-website/



The 2nd annual Visions of Self show is coming soon! Call for Entry opens December 1, 2021 and runs through January 31, 2022. Show will begin March 1st 2022. Open to all artists who identify as female with works depicting yourself, your world, your vision, or your environment. Link to enter coming soon! Start gathering your work.

Manhattan Arts

See Facebook: #womensart #womensvision #artshow



(above: Rancho Nipomo Dana Adobe, historic oil painting)

Dana Adobe Gallery Seeks Art

The Dana Adobe Cultural Center (in Nipomo) will be hosting a gallery show in March with the theme "Portraits of Historic California Adobes". To expand the show and create an opportunity for local artists to exhibit, you are invited to submit, one Adobe painting completed within a year, to a juried selection process.

Submitted entries must be paintings of Adobes and may be any painting medium. Feb. 1 is the last day for digital submission and entry form. The unframed artwork size cannot exceed 22" X 30". For more information see: <u>https://www.danaadobe.org/2022-submissions/</u>.

Publish Your Book

Are you an artist or crafter ready to dazzle the world with your talents? Have you always dreamed of being a published author? Then Walter Foster Publishing wants to hear from you!

As the world's leading publisher of instructional art and craft books for adults and children, Walter Foster has been teaching beginning and aspiring artists how to



draw, paint, craft, and create for nearly 100 years.

Now, through March 22, 2022, Walter Foster is inviting artists of all disciplines to enter their "Win a Book

Deal" contest for an opportunity to author and publish an instructional art book with them! For more information, visit: walterfoster.com/winabookdeal

More Opportunities



Sign up for Southwest Art weekly **newsletter** packed full of the

latest news, tips and articles.

https://page.southwestart.com/southwest-art-newsletter-sign-up

The October/November issue of Southwest Art **Magazine** is full of inspiration. It profiles *Ten Women in Art*, and more. <u>https://www.southwestart.com/</u>



Dave A. Santillanes oil painting Capturing the Atmosphere: Mentorship Program

This 1 year or monthly course has limited enrollment (30 participants) and is designed for the landscape painter who wants more support and feedback from Dave A. Santillanes and other members of the mentorship program. All Levels are Welcome!

Editor's note: free content is also found here: <u>https://davesantillanesfineart.learnworlds.com/</u> <u>course?courseid=mentorship-program https://</u>



Award Winning plein air painter, Albert Handell offers a newsletter, and various 2022 workshops (some already filled up). He teaches oils, and pastel painting over watercolor. His studio is in Santa Fe. Albert also welcomes emailed questions on oils, pastels, drawing and more. See: https://www.alberthandellstudio.com/workshops



Betty White recommends following Todd M. Casey, whose oil paintings *(sample above)* she greatly admires. For a free newsletter and more:. <u>https://www.toddmcasey.com/</u>

Watch For It!

Frank Sanitate, husband of Terre, celebrates after his hard day's work volunteering for GVAA *Picassos 4 Peanuts*. Frank drove the rented van and, along with Terre, picked up and hauled our panels from storage to La Cumbre for set up Saturday morning. Frank also helped take down the panels at the end of the event, loaded them in the van and, with Terre,



returned them to storage. Thank you both Frank and Terre for this additional, behind the scenes work.

We hope to pay homage to all the husbands/spouses who help out at our events. **Please send photos and comments** to dwn.king1@gmail.com for future newsletters.



Membership Form

The Goleta Valley Art Association is an all-volunteer, non-profit organization, which depends upon the willing participation of all our members.

Please check off your interests and skills below to show ways in which you can help GVAA. Feel free to write in any relevant skills not listed below. Thank you!

Ingatherings/Shows
Ingathering
Hanging
Membership
Cashiering
Outdoor shows
Juror Selection

Publicity ___Graphic Design ___Brochures/Flyers ___Photography ___Marketing ___Press contacts Technology Website Database/e-lists Newsletter Education Workshops Field trips Receptions

Please share any comments and suggestions.

Please provide a brief biographical sketch. (Continue on reverse as needed.)

Please renew my membership. A check for my dues is attached.

Name	Date
Address	City/State/Zip
Phone(s)	
Email	_Website

Dues are \$35/year, payable by Feb. 28 to retain membership and to be included in our directory. Dues are prorated to \$20 for new members joining after Aug. 1.

Make check payable to "GVAA" and mail to : GVAA, P.O. Box 435, Goleta, CA 93116 or pay by credit card at www.thegoletavalleyartassociation.org/how-to-join.html

11/28/21