



President's Message

While cruising the Internet the other day, I came upon some sites that describe the classic art school four-step process for critiquing art. You might find the process useful in reflecting on your own art, on sharing thoughts with artist friends about their art and looking at art in galleries and museums.

Describe what you see objectively, without using value words such as "beautiful", "ugly" or "I like this". Describe the obvious: the artist's name, the title, the subject matter of the work, the media and technical aspects used. What are your first impressions, what jumps out at you?

Analyze the artwork. How are the Elements of Art (color, shape, line, texture, space, form, value) and the Principles of Design (balance, contrast, emphasis, movement/rhythm, unity, variety and pattern) used in this artwork? Which has the artist chosen as the primary element and/or principle? How does your eye move through the work? Where is the focus or emphasis in the work?

Interpret the artwork. What has the

artist communicated to you? How does the work make you feel, what does it mean to you? What is it about the artist's choices of technique, materials and subject matter that convey the meaning and mood you perceive?

Evaluate the artwork. Use your analysis and interpretation to draw conclusions and reach judgments about the artwork. Based on your observations, do you feel the artist used the techniques of art to communicate effectively? What is effective? What is original? What might be changed?

I think one of the most important aspects of critique is the conversation with the artist. We can't converse with Michelangelo or Monet, but we can with our artist friends. And in doing so, we learn more about, and improve upon, their work and our own.

Sincerely,
Anne Anderson

Patagonia
Argentina
by
Heather
Stephen





Goleta Valley Art Association

Upcoming Events, Opportunities & Announcements

John Iwerks will be our April juror. John has taught art classes at Santa Barbara's Adult Education for over 20 years, including Landscape Drawing and Painting, Oil Painting, Botanical Illustration and Basic Animation courses, and is an active member of the Oak Group and a Lifetime Member of the SBAA.

He has designed and painted murals and interpretive displays for The Nature Conservancy, Channel Islands National Park, SB Museum of Natural History, and the Geology departments of SBCC, UCSB and Cal State Northridge. He lives with his artist wife, Chris Chapman.

2015 GOLETA ARTIST TOUR It's almost time for the 2015 Artist Tour! GVAA artists will be gathering in Goleta homes to display and sell their artwork. This year's event will be Saturday, May 16, from 10a-5p. The entry fee of \$75 covers advertising for the event, brochures with a map and artist information, signs and balloons. The artist keeps all proceeds. Sales are not restricted to paintings, prints etc., but all work must be created by the artist. If you would like to sign up, or have any questions, please contact Heidi Bratt at 451-1662 or hrbratt@cox.net.

VOLUNTEERS NEEDED!!

One or two volunteers are needed to **coordinate** the twice-yearly **Goleta Hutton shows**. Carol Dixon and Brooke Baxter are retiring after 12 years (!) and GVAA is looking to fill their--very large--shoes. Brooke says the responsibilities are quite easy: send an announcement to the GVAA and SBAA newsletters the three months before the ingatherings, which are in January and July and manage the ingathering...no ingathering fees or cash boxes are involved. Contact Anne Anderson annewander48@gmail.com

Sue Freitag needs a **chalk artist** to paint her themed (Jesus Healing) 8' x 8' square at this year's **I Madonnari Italian Street Painting Festival**, benefitting the Children's Creative Project, held May 23-25 at the SB Mission. Chalk will be provided. Contact Sue Freitag at Sixtyfive2006@hotmail.com or call [805-448-0094](tel:805-448-0094) for details.

THE YEARLY CALENDAR IS AVAILABLE on www.tgvaa.org

Goleta Library Ingatherings: 10:30a-1p, pick up unselected artworks 3-5p. Critique / takedown 6:15-8p

Wed, March 25	Critique & Takedown	Goleta Library
Friday, April 3	Ingathering, Juror John Iwerks	Goleta Library
Tuesday, April 14	Board Meeting	
Wednesday, April 29	Critique & Takedown	Goleta Library



Karen McLean McGaw's March Juror's Awards

Anne Anderson	<i>More Mesa Path</i>	collage
Rod Edwards	<i>Two Crows</i>	ink
Betsee Talavera	<i>Receding Tide</i>	acrylic
Jack Wilson	<i>Front Street Sunset</i>	w/c



People's Choice Awards February

1st Place	Willy	<i>Egrets</i>	oil
2nd Place	Eva Danilla	<i>Poppy Flowers</i>	oil
3rd Place	Rod Edwards	<i>The Raven</i>	ink

The new **Hutton Goleta Show** has been juried for awards by Susan Bush, Curator of Contemporary Art at Sullivan Goss. The top three awardees will receive money prizes!

First place	Peet Steinmetz	<i>Los Padres</i>	etching
Second place	Claire Espig	<i>Boy in the Torn Hat</i>	w/c
Third place	Jane Martindale	<i>Tahitian Fishing Nets</i>	ink
Honorable Mention	Zaffar Bhatti	<i>Shadows Views and Hues</i>	acrylic
	Nancy Freeman	<i>Summer Sunlight</i>	oil
	Brooke Baxter	<i>Moving On</i>	collage



Members Events

Judy and Warner Nienow will present WET WORLD, an exhibit of 27 new oil paintings at the Architectural Foundation of Santa Barbara's Acheson Gallery from April 15 through May 29 at 229 E. Victoria St., S.B. The gallery is open Tuesday-Friday from 9a-2p. This show explores "How Rain Affects Architectural Impressions" and includes a variety of rainscapes (drizzles; showers; downpours) affecting Santa Barbara, Manhattan, Tokyo, Venice, Paris, and Germany. The Nienows note that while day rain softens edges, eliminates high contrast and mutes most colors; night rain produces spectacular colors with lighting reflecting in a thousand wet surfaces and puddles against a black-velvet sky. A reception is scheduled at the gallery on Friday, April 24, from 5 – 7p.



Left-Downpour in Venice by Judy
Above-Rainboots by Warner

Mary Freericks has two works in the Figure it Out show at the Carpinteria Art Center. *Looking Back*, seen left, uses the resist method. Mary has four paintings at the Karpeles Museum, two at the Studio on Salinas and one at the Meisel Gallery at Cottage Rehab. There will be a First Thursday reception on April 1. Contact Mary for details.



Members Events



Anne Tetrick has a mixed media collage, *Passages II* in the Limited Palette Abstracts show upstairs at the Karpeles Museum through April 30, and a painting entitled *Passages* in the Reflection exhibit at the Meisel Gallery of Art, 2415 De la Vina St. through April 17. Her painting *Six Shades of Gray* (above) was honored with Juror Nancy Gifford's Merit Award in Painting and juried into the Multivision Exhibit at TVSB, 329 South Salinas St., up until May 30.

Gray (above) was honored with Juror Nancy Gifford's Merit Award in Painting and juried into the Multivision Exhibit at TVSB, 329 South Salinas St., up until May 30.

Marie Arnold has a painting juried in the Carpinteria exhibit Figure It Out show through April 20.

Terre Martin Sanitate has a painting in the Abstract Art Collective Reflections show at Meisel Gallery of Art until April 17, and a painting in the AAC's show Limited Palette at the Karpeles Manuscript Museum, upstairs until April 30. Reception was held March 5. Gallery 333 - Rancho Santa Barbara, the Winter Residents show will be showing until May 27.

Elizabeth Flanagan has two pieces showing at the Carpinteria Art Center Gallery in the Figure It Out show through April 20. The reception is on Saturday, March 14, 3-5p at 855 Linden Ave., Carpinteria and the gallery is open Thursday - Monday, 10a-4p. Her w/c / ink portrait of W.B. Yeats is shown right.



Members Events

Karen Scott Browdy, Brooke Baxter and Carol Dixon have a show, Collage Trio, April 12 through June 13 at Zookers Restaurant, 5404 Carpinteria Avenue, Carpinteria. Zookers is open Monday – Saturday 1:30-3p and 5-9p, and is closed on Sundays.

Good News!

Eva Danila won an award for her oil painting, *Ancient Olive Plantation* at Cabrillo Pavilion Arts Center March show.

2015 Library Schedule Questions Answered

Why are so many of our Library shows only three weeks long this year?

Why don't we have the ingatherings the same week as the critiques like we used to?

What happened to the West Wall shows?

See answers below

For many years GVAA was able to schedule the Goleta Library Community Room for up to ten four-week periods for our shows, with Wednesday critiques and Friday ingatherings during the same week. We, and library patrons, benefited by having shows run a full month and by our members relying on a predictable ingathering and critique schedule. Last year the Santa Barbara Library System changed its scheduling procedures. They now schedule by the calendar month and encourage other community groups to apply for the wall space. This has meant that our ingatherings and critiques must be scheduled within the same calendar month, and we won't know from year to year how many shows we will have. Thus most months this year our Wednesday critique is a **week before** the Friday ingathering, and half of our ten shows exhibit for 20 days, the other five exhibit for 27 or more days. In the future we will need to apply to the library for the months we would like to show. We cannot be guaranteed the dates we request, but the Library is willing be more flexible about scheduling and we will continue to work with them to benefit our members. It is possible that GVAA could vary the ingathering and critique days to maximize our monthly shows, although this might be more confusing for members than helpful. We would like to hear your comments about this and other possibilities. The West Wall: Previously the Library allowed GVAA to use the West Wall space for free for the whole year. Now they charge \$100/month for use of the Wall. The Board determined that the additional \$1200/year was not warranted, but members are invited to exhibit on the West Wall, paying the fee themselves.

WORKSHOPS CLASSES OPPORTUNITIES

S.C.A.P.E. Southern California Artists Painting for the Environment invite you to become a member and participate in raising money to protect local open spaces, and to increase public awareness of environmental and conservation issues. S.C.A.P.E. will partner again with the Gaviota Coast Conservancy and the Naples Coalition to put up a show at the Bacara Resort and Spa, Easter weekend, April 3-4, 2015. The exhibit will highlight the beautiful visions of the Gaviota Coast. Entries should be of the Gaviota Coast, but can include areas of Gaviota away from the actual coast, such as West Camino Cielo and Devereux Slough. **Art Along the Creek** will take place on Memorial Day weekend, a three-day weekend art and musical event. Visit www.s-c-a-p-e.org for details.

William Wray Workshop, Santa Barbara Harbor. April 27-29. A signature artist member of the California Art Club, Wray is known for his paintings of the urban landscape. Instruction on blending realism and abstract expressionism. Cost: \$365 S.C.A.P.E members/\$395 non-members. For more information, go to: www.s-c-a-p-e.org, workshops. Contact: Susan Brooks, S.C.A.P.E Workshop Co-Chair, e-mail: sy.valleycowgirl@comcast.net.



Goleta Valley Art Association

March 2, 2015

To GVAA members,

At our February 25 critique, there was conversation about the process used by the Board to increase our ingathering fees from \$5/one and \$8/two paintings, to \$10 for one or two paintings beginning with the Friday, June 5 ingathering. We on the Board realize we were remiss, and we apologize, in forgetting to check the GVAA bylaws, which state: ARTICLE III DUES A. Annual dues for GVAA shall be determined by the Board and published in appropriate places. Change in exhibit fees will be approved by ballot at the appropriate General meeting. <http://www.tgvaa.org/wp-content/uploads/2014/07/2014-By-Laws-corrected-2-col-1.pdf>

Thus, we need to follow the bylaws procedures by notifying members at least fifteen days prior to our next critique/general meeting on Wed., March 25, so that you have the information you need to vote on the proposed increase. A two-thirds majority of those present is required to implement the proposed change. Before making our decision to raise the ingathering fees, the Board discussed the following:

Our treasurer, Carol Dixon, noted increasing expenses over the last few years. The library rental fee is now \$250/month. We pay our jurors \$100, so each show at the library costs \$350. Our average monthly ingathering totals have dropped from \$301 in 2011 to \$240 in 2014. Thus, with the increased library rental fee, we will have difficulty covering the cost of our shows. There are a number of reasons for this, we think. Fewer of us are taking art classes, reducing the number of paintings that we have to enter. Our membership numbers are going down, with fewer new members and aging longtime members, many of whom are less active than in the past. Because we ask the juror to accept only one of each artists' work, most of us enter only one for \$5, increasing the odds that we won't have to return to pick one up.

What else might you add to explain our reduced ingathering numbers? We have contributed to the Scholarship Foundation of Santa Barbara for many years and were told this year that they would only accept contributions over \$2500, \$500 more than we donated in the past. After discussion, the board unanimously agreed that rather than increase our contribution to the SFSB to benefit one student, we will research ways to donate to local elementary arts programs meeting under-served students. We welcome your suggestions.

Costs for printing, copying, advertising, and renting other venues for shows and our popular social events continue to rise. We chose \$10 for 1 or 2 works as the ingathering fee for several reasons. It matches, or is less than, other associations' fees. \$10 is also easier for our volunteer cashiers to manage. We debated whether to raise the entry fee for two pieces, but decided that \$10 for 1-2 entries met our financial needs and there was no reason to ask for more. We also noted that GVAA has not had an increase in fees since 2011. We considered some negative consequences, among them, that we might have fewer entries as members resist paying a higher entry fee; that even though two paintings would cost the same as one, members would resist entering two because of having to return to pick one up; that because the length of some of our shows are shorter due to the library's new scheduling, some members might resent having to pay more for a shorter show.

We want to hear your thoughts pro and con about raising the ingathering fees. At the Wednesday, March 25 critique, we will allow 20 minutes for discussion and voting. Members are always welcome at our board meetings held the second Tuesdays (Mar. 10, from 3-5 pm) at 714 W Pedregosa St., Santa Barbara, and in addition if you have thoughts you would like to share with the membership, please email them to annewander48@gmail.com and we will send out a compilation of members' comments prior to the critique. Thank you for your commitment to GVAA.

The GVAA Board

Friendly Reminders:

Please notify Janet Hart, our Sunshine gal at rjhart1@verizon.net if you know of someone needing encouragement or cheer.



Egrets in Goleta Slough (February People's Choice Awards Winner)
by Willy, www.paintingsbywilly.com

Please update your Directories

Welcome new members:

Barbara Siegel barbarasiegelphotoart@cox.net

Megan Leal's correct email is

megan@abstractexplosions.com



Don't forget to like us  on FACEBOOK

<https://www.facebook.com/tgvaa>

Please share some news about your shows, art sales, awards received, publications you are in, any art activities, jpeg images or any information that might be of interest to us all!



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2015

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*****please send information for the upcoming Newsletter by the 10th of next month! ****