



President's Message

With our Stow House Art Festival coming up September 12, it got me thinking about selling my art. When I first started painting, the third thing I wondered about—after where do I buy paint and what's a "focal point"—was how much should I sell my paintings for and how will

I keep up with the demand! Yeah, right!

So I asked three of our GVAA artists extraordinaire to share their thoughts on selling, not selling and what really matters in creating art.

Carol Dixon: I think the first thing an artist has to decide is whether or not he/she cares about selling. Some do, some don't. Some are totally thrilled with an occasional sale but selling isn't a priority, while some (like me) would like to sell enough to cover costs, others really want (need) to sell enough to supplement their incomes.

Then the artist has to decide whether to intentionally make the kind of pieces people will want to buy or to make what you like and are fine whether it sells or not. For example, I know my envelope paper pieces will sell much more easily than my more abstract mixed media stuff. That is fine because I like doing both kinds of things but if it weren't fun I wouldn't do it.

If you are going to sell at something like Stow or the Artist Tour you need to either be fine with maybe not selling anything (most people don't go to events like that to buy high priced art although it can happen) or have a variety of relatively inexpensive items like prints, cards, etc. to sell along with the more expensive pieces. Finally, you just never know when you will have a sale. I've sold three pieces so far this year from shows where I didn't expect to sell anything. And of course there are times when you think you are likely to sell and

don't. Again the question is are you having fun? If you aren't, why are you doing it?

Marie Arnold: For Stow House, small items sell best. Personally, I have made a dozen or more small 6 x 6 ceramic tiles with alcohol inks, framed them and intend to sell them in September. I also will have some unframed collages I made a while back.

I also think it is important to interact with people coming by. People get interested when you talk with them. Take time to welcome them to your display. Even if you don't sell, it is a good way to spend your time and make new friends. You never know what can come out of it, maybe a commission later. The idea is not always about selling but "sharing" your art. Yes. it is great at the end of the day to have a few more bucks in your pocket, but what makes the day worth while is the pleasure of sharing your art with other artists, people to getting to know you and your art...plus feeling good about all the "kudos" you received. I create art because it gives me great pleasure, provides me with a sense of adventure and a way to discover more about myself and life around me. That is worth a lot of to me.

Carrie Givens: Check out a blog called the "Red Dot Blog Xanadu Gallery" by a man named Jason Horejs. I have been reading his very informative blogs for sometime now, he is very generous with us artists. One thing I would maybe say is show your best, or what you believe is your best. I price my work at a price per square inch.

So sign up for Stow House, bring some of your favorite pieces and some smaller low-priced work, but plan to enjoy the day, share your art with art lovers and most of all, have fun!

Sincerely,

Anne Anderson



Goleta Valley Art Association

Upcoming Events, Opportunities & Announcements

COMING SOON!

GVAA Stow House Art Festival Saturday, September 12, 2015

Our 11th annual Stow House Art Festival is really shaping up!!! This year, we will be back to the old format - GVAA will have Stow House to ourselves for the Festival.

We will also have great live music from favorite bands Shepherd's Pie and the Henderson Brothers.

To date, a number of artists have already said they will be participating in the Festival and several others have indicated interest. Will you be there with us? Application forms are available on our website for panels and booths. There will also be a wall for those who enter one or two pieces.

Some wonderful Festival Sponsors have signed up and we would welcome others to support our costs. You can help by inviting businesses you frequent, your family businesses and entrepreneur friends to participate this year. Their contribution will be recognized publicly. Email euflanagan@gmail.com for more information.

Last but definitely not least, there are many opportunities to volunteer in planning and organizing as well as on the day itself. Please email euflanagan@gmail.com if you can help out. Looking forward to a fun day and celebrating ourselves as artists!

CLICK [HERE](#) FOR THE ARTIST'S APPLICATION, OR VISIT OUR WEBSITE

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.

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|-------------------------|----------------------------------|--------------------|
| Friday, August 7 | Ingathering, Juror Warner Nienow | Goleta Library |
| Wednesday, August 26 | Critique & Takedown | Goleta Library |
| Friday, September 4 | Ingathering, Juror TBA | Goleta Library |
| Saturday, September 12 | GVAA Art Festival | Stow House, Goleta |
| Wednesday, September 30 | Critique & Takedown | Goleta Library |

Members Events

Betsee Talavera has a solo show going through mid-July at the Flying Goat Cellars tasting room in Lompoc's Wine Ghetto.

Marie Arnold has a painting juried into the Jewish Community Center's Visual Monologues show presented by AAC running through August 25.

Judy Nienow had two oil paintings accepted for the EYE theme show curated by Susan Tibbles at the Montecito Aesthetic Institute on Coast Village Rd.

Warner Nienow had a collage accepted for the same show, which will run until September 10. Each of the Nienows had two oil paintings accepted for the upcoming AQUATIC theme show at Santa Barbara Tennis Club.

Mooneen Mourad has a photograph in the EYE themed show at the Montecito Aesthetic Institute, 1150 Coast Village Rd., through September 10.

Ruth Ellen Hoag's painting, *Icy* was juried into San Diego Watercolor Society's 35th International Exhibition that will run the month of October.

Adria A. Abraham has a painting juried into the Je Suis Ocean exhibit at Casa Gallery. The show is to benefit The Environmental Defense Center and Community Environmental Council. Enjoy seeing the exhibit through July.



Don and Siu Zimmerman's show *Then and Now* will be at the Architectural Foundation Gallery, 229 E Victoria St, September 4 through October 8. The opening reception will be September 4 from 5 to 7p. Exhibited art will feature monotypes, collagraphs, polymer etchings and collage.

Carrie Givens, Terri Taber and others will be part of *Passion for Pastels 2015* juried exhibit in the Thousand Oaks Community Gallery July 25, to benefit Camarillo Hospice.

Meg Ricks will show her paintings through September 1 in her show *Every River Searches for the Sea: Coastal and Cloudfalls* at *Art Without Borders @ The Good Life Craft Beer and Wine Cellar*, 1672 Mission Dr., Solvang.

Terri Taber and Deborah Breedon are showing their current work at *Gallery Los Olivos*, 2920 Grand Ave, Los Olivos, from August 1 - 31. Their show, *A Summer Collection*, features their plein air paintings of the Santa Barbara County landscape. *Gallery Los Olivos* is open daily from 10a - 5p.

Carol North Dixon and Brooke Baxter are participating in the show *Quartet*, showing their collage work at *2nd Fridays Art at SB Tennis Club* through August 7 from 10a-9p daily.

Good News! Congratulations!

Anne Tetrick's painting *Passages* has received 2nd Place from Juror, Judy Larson, in the AAC exhibit *Visual Monologues* at the Jewish Community Center, 524 Chapala St. The exhibit runs to August 25. Anne's collage *Passages II* received a "Special Juror's Award for Spectacular Design in Collage, Mixed Media" from Juror, Judy Nienow, in the GVAA Library Exhibit in June.



Pamela Benham's painting *Untitled SBT 26* was chosen by Judy Larson, to be in the *Abstract Art Collective's* exhibit at the JCC, *Visual Monologues*, through August 25. Her work is presently exhibited in the *Seaside Gallery* in Pismo Beach and her paintings and studio can be seen as part of the *SB Studio Artist's Tour*, September 5 - 6.



June People's Choice Awards

| | | |
|-----------------------|----------------------|-----|
| Melanie Thomas | <i>Sunset Cliff</i> | oil |
| Gary Forsell | <i>UCSB Point</i> | oil |
| Violet Stegall | <i>Epiphyllum #3</i> | w/c |



Sunset Cliff by Melanie Thomas

Warner Nienow will be our August Juror. Warner, a software manager for GM/Delco before his retirement in 1997, has been painting in oils since 1968, learning Old Masters techniques through weekly private lessons with Claude Buck in Santa Barbara. Initially a still life painter, he expanded into urban landscapes and eloquent nocturnes, earning many awards and establishing a solid sales record in Southern California, New York and France. Among his exhibition venues were LACMA Sales and Rental Gallery (9 years), Architectural Foundation of Santa Barbara, Amsterdam Whitney Gallery, SB Maritime Museum (6-month solo show Dive Crews) and SB County Arts Fund with a solo show for Individual Achievement in Oils. While he has experimented with collage and painted industrial scenes, faces, surrealistic compositions and (briefly) abstracts, Warner is most noted for his alluring cityscapes and incredibly appealing nocturnes. He has been a proud member of GVAA since 2000. Go to www.nienowartworks.com or [click here](#) to view. **Don't miss Warner's critique Wednesday, August 26 at 6:15.**

If you were not at our **Annual Potluck Picnic** on July 11 you missed a good time! The food and conversation among friends were fabulous. For our art project, Judi Doernberg demonstrated how to make gelli prints and everyone made some amazing art. Judi and Jan made the gelli plates and if you would like to try it, here is the secret recipe:

7 packets of Knox Unflavored Gelatin (*available at Haggens*)

1 ½ cups of Glycerin (*Now Solutions Vegetable Glycerin available at Whole Foods or CW-Glycerin USP-2 available at ChemWorld.com*)

1 ½ cups of boiling water.

Pour the gelatin into a bowl and gently mix in the glycerin with a rubber spatula. Avoid making bubbles. Once thoroughly mixed, add the boiled water in a gentle steady stream while continuing to mix. Pour the mixture into your gelli plate container. Do not scrape the bowl; it will just cause bubbles. If bubbles appear on your poured gelli plate, remove them with a clean palette knife. Allow to set at room temperature for 3 hours. No need to refrigerate. Once set, you can cover your gelli plate with freezer paper cut to fit making sure the shiny side faces down on the gelli plate. If at any time your gelli plate starts to break apart or you want a different shape, simply place it in the microwave in the container for 2 ½ minutes to melt and let it set up again for 3 hours before using. Thank you, Jan, for your wonderful work and thank you, Judi, for the inspiring demo and all the preparation that went into this project. You are appreciated!

WORKSHOPS CLASSES OPPORTUNITIES

Join Chris Chapman for an inspiring plein air/studio workshop series in peaceful Los Olivos, co-sponsored by Wildling Museum and St. Marks in the Valley. Meet each morning outdoors at beautiful private settings, then break and move indoors for the afternoon to continue working in cool and airy Stacy Hall. Daily demos. New ideas and approaches shared each week, focusing on pastel and watercolor, yet all mediums welcome, beginners to advanced. Plenty of individual attention with constructive and supportive critiques. From 9a-3p on October 3, 10, 17, and 24. \$100 per session or \$350 for the series. Contact Wildling Museum at (805) 686-8315 or click [HERE](#) to view online.

Morro Bay Art Association extends an invitation to all GVAA artists to participate in their annual Open Juried Show, Paint San Luis Obispo County 2015, held August 13 - October 5. Click [HERE](#) for details on how to participate.

Whistle Stop Art Studios at 220 W. Canon Perdido, Suite D, will be offering summer classes Fridays and Saturdays, 10a to 1p in transparent and opaque watercolor techniques, understanding color and developing strong compositions. Classes start July 10. Email Ruth@ruthellenhoag.com or call 689-0858 for more information.

Apply for Faulkner Small Gallery Solo Show, **open to all local artists**. Bring three representative examples of your artwork on Saturday, November 14 from 10a -12:30p to the Faulkner Gallery, in the S.B. Public Library. No pre-registration or fee required. If selected by the jurors, you will be assigned a show for similar pieces in a wing of the Faulkner Gallery for a month in 2016 or 2017 and charged the standard rate. For more information, call 564-5608. SBAA members can call Jacqui at 564-7019.

We have a varied and rich art community~ click on the **name** to make a connection!

Santa Barbara Art Association SBAA <http://sbartassoc.org/>
Southern California Artists Painting for the Environment SCAPE <http://www.s-c-a-p-e.org/>
Abstract Art Collective AAC <http://abstractartcollective.com/>
The Oak Group <http://www.oakgroup.org/>
Santa Barbara Print Makers <http://www.sbprintmakers.com/>
Los Padres Watercolor Society (no current website) Contact: Jacqui Bravo JacquiBrav@aol.com

Please send some good thoughts to Jennifer Eby's family who is going through a difficult challenge since her husband has become ill. Making connections by rallying family, friends and people who care is important to those experiencing adversity.

The GVAA membership and art community wishes you well and sends encouragement and love. Jennifer welcomes your support, her email is browndog2@aol.com.

Friendly Reminders:

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



Untitled SBT 26 by Pamela Benham

Please update your Directories:

Email corrections:

Melanie Thomas, mjthomas12@gmail.com

BJ Stapen, bjstapen@cox.net

Rod Edwards, rtst1824@yahoo.com

Cathy Sanford, dptennis@yahoo.com

GVAА LOVES to hear what you are up to!
Please help make my job less labor intensive by sending me your news in the format as seen on page 3, in Arial font, size 12. Please included pertinent information such as: **Mr. Artist has a painting *Big Bass* juried into the Public Art Gallery show at 1 Location Ave., Goleta, running August 7 - 31, with a reception from 5-9p held August 8.**

As a courtesy, I am happy to create a link to your event flyer, brochure or news, **if it is attached to a website**. Please send me the web address, so I can make a link.

Although I truly love seeing your colorful show brochures, announcements, cards and lovey invitations, they generally cannot fit **into** the newsletter and are better viewed as a link. If you do not have your shows linked to a website, you might want to consider doing so, as this would increase your visibility in one click! Click **HERE** for a surprise example of what I am talking about! And **HERE** ! SURPRISE! It's a WIN-WIN!

Thanks,
Cheryl



Don't forget to **LIKE**  us on FACEBOOK

Please share some news or any information that might be of interest to us all about your shows, art sales, awards, publications, art activities, jpeg images and / or web addresses.



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2015

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