



September 2021

thegoletavalleyartassociation.org



A Message from our President

Happy Summer to all GVAA member artists!

There is so much happening with GVAA I hope I can squeeze it all in.

Pat Heller, Board Member and Special Events Coordinator, is busy organizing GVAA's First Summer Art Exhibition at La Cumbre Plaza! The theme is Renewal/Re-entry: Bringing Art Back to the Community. There is still time to join us as an exhibiting artist on Saturday, August 21st 11-6 pm. The due date for signing up is Saturday, August 14th. Details on signing up

to be an exhibitor are further on in the newsletter. If you can't join as exhibitor, please come and support your fellow artists.

Also, we need volunteers, especially cashiers for all our sales!!! Please contact Pat Heller at patheller@cox.net to volunteer. We will provide training!! It will be fun!!

"Summer's End", our August virtual show was put up by webmaster, Paula Gregoire-Jones on August 1st. It is our best show yet. Over 30 GVAA artists are showing their works, including 5 new members. We have a beautiful ad in Voice Magazine, designed by our V.P. Terre Sanitate and Voice Editors. The ad features GVAA artist Holly Hungett's gorgeous painting. See the show at: <https://www.thegoletavalleyartassociation.org/aug-2021-show.html> Please send this link to all your art loving friends and family and invite them to take a look.

Congratulations and welcome to our five new members: Dawn King, Cena Kregel, Kathi Scarminach, Richard Six and Donna Williams. Check their art out at the above site.

"From Where I Sit" Essays/Art by GVAA member Judy Ann Gilder has just been published. The book chronicles Judy's long struggle to leave an institution and finally live in her own home. 81 of her watercolor paintings are included. To purchase, email Margaret Kay Dodd at studiokarts@earthlink.net or buy it on Amazon. Normally \$26, GVAA Members are offered a special price of \$20. Thank you Judy. Congratulations.

This month, we feature the photo and bio of Terre Sanitate, GVAA V.P., who has been a Board Member since 2017. As our V.P., Terre handles multiple duties, including developing GVAA's marketing and advertising. Terre does this brilliantly, as proven by our latest ad for "Summer's End". Keep your eyes peeled for the ads and press releases soon to come for our La Cumbre show. Terre has also helped organize many of our events, zoom training sessions and In-gatherings when we have them at the library. (Remember those days!!) Thank you, Terre for your hard work and fun spirit!!

As always, please keep well and stay safe –

Elizabeth

Submitted Works



Artist: [Holly Hungett](#)

Title: **Breathe with the Earth**

Medium: **Watercolor**

I painted this from memory of time spent walking on the Ellwood mesa. I have walked those paths for 20 years and love the feeling of wide open space and connecting with the earth. The changing seasons and sky always brings me new vistas and a feeling of calm and peace.

hollyh@gmail.com



Artist: [Merith Cosden](#)

Title: **Blue Flowers**

Medium: **Acrylic abstract, 12 x 16**

It was listed on Facebook. I continue to be drawn to blues and found a way to brighten with yellow. I am enjoying painting abstract florals without worrying about portraying specific plants.

cosden@ucsb.edu



Artist: [Kathi Scarminach](#)

Title: **Curtsy to the Sun**

Medium: **Acrylic/mixed media, 22 x 22**

Curtsy to the Sun was painted during the lockdown phase of Covid in 2020. As a way to calm myself I would meditate holding the image of the dawn and dusk of the sun. I felt the light of morning and the shadow of evening wash over me. The consistency and dependability of Mother Nature's daily rhythm helped to ease my overwhelmed feelings and give me the peace of mind to manage one day at a time.

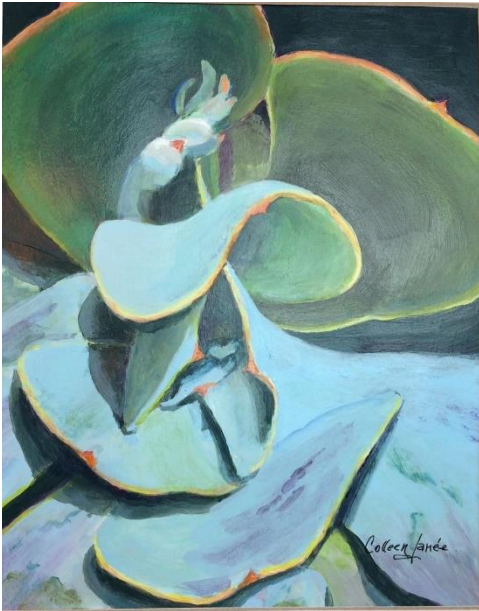
kmscarminach@gmail.com



Artist: [Elizabeth U. Flanagan](#)
Title: **Mary Magdalene at Peace**
Medium: **Mixed Media on paper, 7 x 5.5**

This is one in my series of Mary Magdalene portraits. I think it is the last one I painted. A friend looked at it and said she looks so powerful and at peace. She can be seen in the SBVA show at Paseo Nuevo from August 21st-September 24.

euflanagan@gmail.com



Artist: [Colleen Janee](#)
Title: **Echeveria in Bloom**
Medium: **Acrylic, 8 x 10**

I can paint all day – just from the subjects in my backyard.

www.colleenjjanee@gmail.com



Artist: [Adria A. Abraham](#)
Title: **Play On!**
Medium: **Collage/acrylic/ink on paper, 9 x 12**

My goal was to create an abstraction using the curved shape of a musical instrument. It is always a struggle for me to move away from representational to abstract though, and the representational won in the end! My happy failure at abstraction resulted in this lively piece that will hang in our music room.

jrsaaahome@msn.com



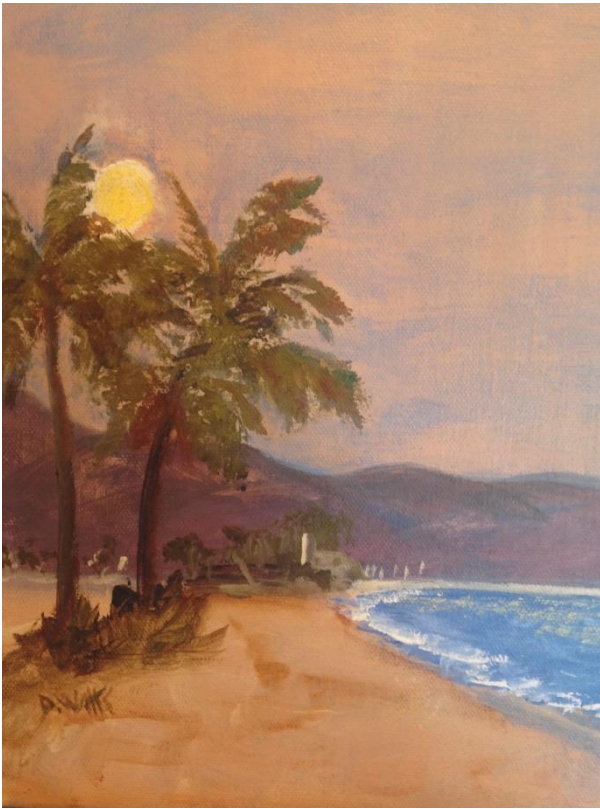
Artist: [Ron Ehmsen](mailto:rehmsen@aol.com)

Title: **Urban Runner**

Medium: **Acrylics on Canvas, 10 x 8**

My painting was juried into the Human Forms Exhibit at the Carpinteria Arts Center.

rehmsen@aol.com



Artist: [Debbie Watts](mailto:pastelsbydebbie@gmail.com)

Title: **Full Moon Rising**

Medium: **Acrylic on canvas, 11 3/4 x 13 1/2 (framed)**

My painting is in the group show at Gallery 113 from June - Aug. 2021

pastelsbydebbie@gmail.com



Artist: [Mooneen Mourad](mailto:mooneenmouradartist@gmail.com)

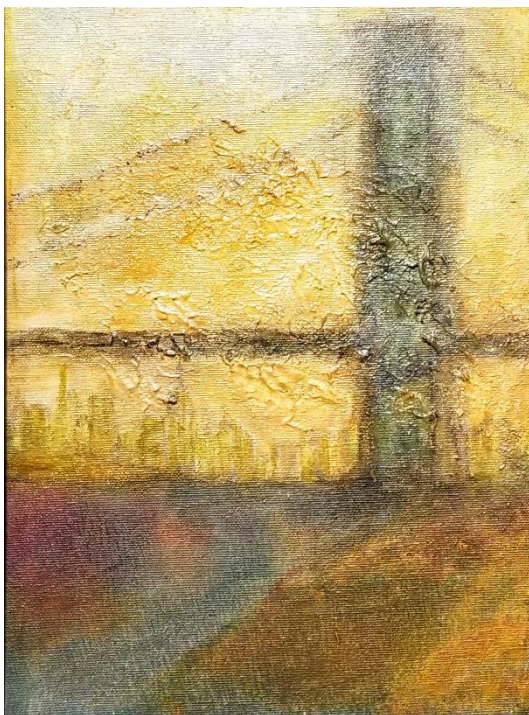
Title: **Frida's (Kahlo) Friends**

Medium: **Acrylic, 4 paintings on Masonite, framed as one**

My painting was featured on local television. The theme is "Viva La Vida", all things Frida Kahlo to complement the citywide Frida Kahlo exhibition and events at the

Collage of DuPage blockbuster museum events through September 2021.

mooneenmouradartist@gmail.com



Artist: [Terre Martin Sanitate](mailto:terre.sanitate@gmail.com)

Title: **Arriving**

Medium: **Acrylic on canvas, 18 x 24**

Bridges strike me as a vehicle for emotional transportation. Entering or leaving - you are always arriving and one might never notice. Urban bridges, especially NYC bridges, never fail to stir my heart.

terre.sanitate@gmail.com



Artist: [Lynn Dow](mailto:lschockner@gmail.com)

Title: **Agapanthus**

Medium: **Acrylic on canvas, 16 x 20**

I have them in the yard around my house and just love their bobbing heads. A funny story - the artist Edward Gorey, who lived on Cape Cod, had trouble with people trespassing on his lawn. So he put up a sign "Beware the Agapanthus". Since they didn't know what it was, it cut down on the trespassing! -

lschockner@gmail.com



Artist: [Betty White](mailto:blnllwhite@aol.com)

Title: **Sweet Panda**

Medium: **Oil, 16 x 20**

Love to paint animals, especially baby ones. My warm black is burnt umber and alizarin crimson. My white is titanium white and raw sienna. My tree is all of those colors and the background is burnt sienna and a touch of burnt umber.

blnllwhite@aol.com

GVAA Library Schedule for 2021

GVAA's Picassos for Peanuts will be exhibited in December 2021

(More information coming)

EVENTS: Special & Future Events



GVAA's First Summer Art Exhibition at

La Cumbre Plaza

Members of the Goleta Valley Art Association have the opportunity to show and sell their works of art when the Association hosts

Renewal/Re-entry: Bringing Art Back to the Community

Saturday, August 21, 2021

Volunteers for Greeting and Cashiering are needed!!

Training Provided

Please contact Pat Heller patheller@cox.net

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 are September 16th and 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**

Our Sunshine Gal, Janet Hart at hartjanet84@gmail.com would like to know of anyone who is ill or has the dreaded COVID. We would like everyone to be healthy and creating masterpieces

Terre Martin Sanitate, GVAA Vice President



My claim to fame is that I was born and raised in New York City. Art was everywhere. I was/am particularly interested in the social history of art, in addition to creating art. My background is in education/psychology/sociology, and I have primarily worked for non-profits providing social services.

My first job was with a senior citizen program in the basement of a Catholic church in Hell's Kitchen. I met ex-Ziegfeld girls, artists, theater folks, a friend of the abstract expressionists and old-time anarchists with stories to tell. We created so much art there that we hung a show in the long lower passageway that leads to Lincoln Center.

We moved to Santa Barbara in 1986 and raised three wonderful children. I was fortunate to travel with my husband throughout the US, Canada, Europe, Australia and New Zealand where much of my time was spent in galleries.

I volunteer with neighborhood, church, community, political and art associations. I have worked with several non-profits in town and now I'm an Artist.

As a member of GVAA, SBAA, AAC and RSB Gallery 333, I have been showing and selling my work, and have received awards. I primarily paint abstracts in acrylic, but during covid time I have been experimenting with landscapes and still life.

My art community is almost as important as my paint and canvas. We inspire, instruct and support each other in our process. GVAA prospered during our covid time. We are continuing our mission of "Bringing Art to The Community" through our upcoming "Renewal/Re-entry" show at La Cumbre Plaza.

I am so grateful to share art with all of you.

Workshops & Classes

Drawing Together - Artists who prefer video instruction over books should check out Artists Network's Drawing Together Series, taught by Scott Maier. Tune in to the tutorial of your choice, using the links available at artistsnetwork.com/drawing-together-live-video-streams. After completing a lesson, you can share your drawing and comments with fellow students online. These free-of charge streaming videos are a great way to practice and stretch your drawing skills.

Pastels Live - **Albert Handell** will be included in the first virtual world-wide upcoming conference that Eric Rhoads is organizing. Albert is participating with a start to finish pastel with a tree being the subject. The demo is packed full with technical and subject matter information. You can sign up with this link, but do it soon. The price goes up to \$300 on August 15th.

https://www.pastellive.com/pastel2021?affiliate_id+3170027

Painting with Paulson, featuring our local Master Artist, **Buck Paulson** on KCET Create Channel 131 on Thursday mornings at 10:30 to 11:00 a.m. And don't forget to check out www.buckpaulsonutube.com You can now join Buck Wednesday mornings at 10:00 to listen/interact

and watch him paint some of his masterpieces via Zoom Live. **FREE!!** Contact laurie@Alexanderart.com for the link.

Skip Lawrence Workshop returns to Santa Barbara for his 16th year teaching in Santa Barbara, November 8 through 12, to be held at the Community Arts Workshop. Only a few spots left for this popular teacher. For information and sign-up, contact Ruth@grayspaceart.com.

Ruth Ellen Hoag will be giving a one-day painting workshop for the Santa Clarita Art Association, on Saturday, August 21, 2021 via zoom. The topic is "Tap into your Responsive Intuition while Working with a Limited Palette: Create a Figurative Abstraction in 20 minutes." Ruth@grayspaceart.com.

Ruth Ellen Hoag will also be giving a talk to members of the Abstract Art Collective September 23, 2021, at 1:30pm on "What comes First, Form or Content?" Ruth@grayspaceart.com.

Congratulations: Awards, Galleries, Exhibits, Sales

GALLERIES

The La Cumbre Center for Creative Arts has 3 Art Galleries in La Cumbre. There is only one remaining opening for a new artist to join. If interested, contact [Mike Cregan, cregan@west.net](mailto:cregan@west.net). The Galleries are filling up with artists' work that we are all producing in this "Isolate and Create" order. We would prefer that our work hang on art lover's walls rather than being stored in the back room of the LCCCA Galleries at La Cumbre Plaza or in our studios. We are offering a no charge, short-term loan of 3-6 months on selected artworks from the artists in the LCCCA galleries.

General inquires can be directed to Brian Woolford, woolfordb@gmail.com, artist in charge of the Art on Loan program. The galleries have created an exciting Newsletter. To subscribe e-mail www.lacumbrecenterforcreativearts.com or marie.arnold@verizon.net.

Santa Barbara Museum of Art the Santa Barbara Museum of Art is now open and pleased to welcome visitors back into the galleries! Advance online reservations are encouraged in order to ensure social distancing at tickets. Admission is currently free. To view current exhibitions, visit here. info@sbma.net See Section on Classes offered.

EXHIBITS

John M. Williams: I have been privileged to be one of 40 artists selected to submit a painting for sale. Exhibit will celebrate the Mission's 200th year anniversary, 1820-2020 but due to Covid shutdown last year it will occur this year. Exhibit will open on June 1st, 2021 and will run through Labor Day Sept 6, 2021. All works may be scenic views of the gardens or perhaps a still life taken from Old Mission collections. All sales will be 50 percent split to artist and 50 percent to the Mission campaign.

Pamela Benham's paintings were juried into two virtual exhibitions: What the Morning Brings by New York City Women's Caucus of the Arts, <https://www.wca-nyc.org/blog> and Hammond Museum's March Exhibition by Hammond Museum, Salem, NY, up from March 6, 2021 to [March 4, 2022.](https://www.hammondmuseum.org/march-virtual-exhibition) [https://www.hammondmuseum.org/march-virtual-exhibition.](https://www.hammondmuseum.org/march-virtual-exhibition)

Holly Hungett is happy to announce being accepted into the Art From The Trail exhibit at the Wildling Museum in Solvang. This show is also sponsored by SCAPE and runs from April 17, 2021- October 3, 2021. The museum will be open with reduced capacity. "Morning Walk," Acrylic on paper 5x5"

Mooneen Mourad has two images and items in the gift shop at DuPage Art League in Wheaton, Illinois. The current theme is Bloom. She also has two paintings and items in the gift shop at Naperville Art League, Naperville, Illinois. The paintings were featured on local television. The theme is "Viva La Vida", all things Frida Kahlo to complement the citywide Frida Kahlo exhibition and events at the Collage of DuPage blockbuster museum events through September 2021. Mooneen just received an award for her painting *Frida's Friends* on display at the Naperville Art League Gallery. **Congratulations!** (See above in Submitted Works).

Mary Freericks is in the figure show at the Carpinteria Art Center. She has art on Saatchi, ten paintings. Soon she will have paintings on Artsy as well. Three her paintings were accepted for the S.C.A.P.E. Maritime Museum Art Show. Her poetry memoir, "Green Eyes" about her husband, Charley was just published and is available on Amazon. She now has five published books on Amazon some of which such as "Cheer for Freedom" include her art.

Kathi Scarminach has three paintings hanging, *Curtsey to the Sun* (shown above in submitted work), *Moving Forward and Work, Wisdom and Escape*, in the Faulkner Gallery at the Santa Barbara Downtown Library in the Santa Barbara Art Association August Members-Only Juried Show August 4 through August 31.

Her painting *Childhood* was juried into the Las Laguna Art Gallery virtual Textures and Patterns Gallery Show August 5 - August 28 <https://www.laslagunaartgallery.com/>

She submitted *Strawberry Moon and the Setting Suns* to the SEE International fundraiser in partnership with the Abstract Art Collective and the Jewish Community Center. All 10" x 10" panels will be sold at the Promenade Market on State Street starting August 5 between 3:00 and 7:30 pm and will continue each Thursday in August at the same time. For more information <https://www.seeintl.org/blog/artsee-2021/>

Special note from GVAA member, Holly Hungett. "Here is a you tube video of all the paintings in Oregon.. I watched about 1/2 of it !!! My painting comes in about minute 3:57 or so. Fun to see them all". https://www.youtube.com/watch?app=desktop&v=zj3kyGCq360&t=197s&fbclid=IwAR0p1Hom-VOFa2nZlgX0LDE0gMeUMRDU8Ed_LbUsnU8BnrftKKYs4COC7ow

Both **Holly** and **Ron Ehmsen** have submitted paintings for this fantastic exhibit.

Adria A. Abraham has two pieces of work juried into the SB Art Association's August exhibit in the Faulkner Gallery in Santa Barbara. One of the pieces, titled "Paper or Plastic", is created using a brown paper bag from Vons. The Faulkner Gallery is a large, well-ventilated venue where covid safety protocols are followed. If you happen to be downtown on Wednesday, August 18th., I will be sitting the gallery in the afternoon and would enjoy seeing you!

Elizabeth U. Flanagan is participating in GVAA's 1st Summer Art Festival at La Cumbre Plaza, Saturday, August 21st 11-6 pm. Please join us. She has 2 pieces in GVAA's "Summer's End" Virtual show on TheGoletaValleyArtAssociation.org. The show is up from August 1st-November 30th. Elizabeth also has 8 pieces in Santa Barbara Visual Artists' Pop Up Gallery at 101 Paseo Nuevo from August 21st - October 24th. Join us for 1st Thursday, September 2nd 5-8 pm. Elizabeth is showing 6 pieces at Gallery 113's on-line shop at <https://gallery113sb.com/shop/>. Check it out!!!

SALES – CONTRATULATIONS!!!

Merith Cosden has sold her painting, *Blue Flowers* (shown above in submitted works). It is an acrylic 12 x 16 abstract.

Tips & Techniques

THE PSYCHOLOGY OF COLOR

When a color dominates a painting, it may evoke an emotional response in the viewer – creating a mood and reaching the viewer on a deeper psychological level. Bold reds tend to evoke excitement, passion, danger and warmth (the advertising industry tends to use red a lot). You should think long and hard when choosing a color that overpowers an image because of the potential psychological effect on the viewer.

RED Passion Dancer Excitement Stimulating	ORANGE Warmth Success Impulse Fun	YELLOW Enthusiasm Energy Happy Fun	BLACK Power Control Authority Luxury
GREEN Safe Environment Wealth Growth	BLUE Open Ambition Dependable Strength	PURPLE Creative Wise Royalty Fantasy	WHITE Purity Truth Innocence Clarity

COLOR 'RULES' THAT AREN'T TRUE

There are a number of 'rules' about how color should be used that aren't true – or aren't always true. For instance, you might have heard that if you have warm light, you should have cool shadow and vice versa. Yes, this is a common formula, but you shouldn't just follow formulas. Instead, you should observe what's in front of you. If an object is in warm light and does have a cool shadow, paint it that way, but if it doesn't, don't. Of course, you may make a stylistic choice to follow the so-called rule, but then you have to admit that you're taking the liberty not to paint what you see.

Another untrue 'rule' is that you should never use black out of a tube – that you should mix your blacks yourself. The principle of mixing your own blacks originated with Impressionism. It relates more to painting out in nature, where there is a lot of color in shadows because of ambient light.

But there is nothing wrong with using black straight of the tube. Artists like John Singer Sargent, James McNeil Whistler, and Winslow Homer used black quite often in their paintings. The most important thing about black is its value. It is all impossible to mix a color with the same dark value as black. If you think black is just a value, you'll use it in the correct places, like crevice shadows.

“The Art of Still Life” by Todd M. Casey

“Every time I paint a portrait, I lose a friend”. John Singer Sargent

Areas of Interest to Artists

Acrylic Works 9 – the Best of Acrylic Paintings. Let your creativity shine when you enter Artists Network's 9th annual contest for acrylic painters! All styles and subjects are welcome. Top winning pieces will earn cash prizes and be featured in a special edition of Artists Magazine, which will also include a select number of honorable mentions. 1st place \$2,000; 2nd place \$1,000; 3rd place \$500 and a select number of honorable mentions. Early Bird (save \$10) Deadline: August 16, 2021 Final Deadline: October 18, 2021. Learn more at: www.artistsnetwork.com/art-competitions/acrylic-works/

The Buena Ventura Abstract Artist Collective Monthly ZOOM Gatherings

Sign up for the next Buena Ventura Abstract Artists Collective Meeting. There is no charge for membership. All it takes is to send an email to Joe Osborne at joss1952@gmail.com to be put on the mailing list. Zoom invitations go out the day before the meeting.

Artist Opportunities - Call for proposals: Downtown Santa Barbara Windows. The Downtown organization of Santa Barbara invites local artists and nonprofit organizations to submit artwork and ideas to be displayed in vacant downtown store fronts. The goal of the project is to highlight the contributions of our vibrant enticing pop-up window installations. DSB also hopes to draw attention to the available spaces and attract new business to the downtown corridor. Fill out the application at amy@downtownsb.org and submit a rendering of the work for consideration. A limited number of stipends are available due to the generous support of Santa Barbara Beautiful and the Santa Barbara Kiwanis Organization. The arts or organizations selected will also be promoted via DSB's website and social media and shared with local media. Editor's Note: Don't forget to have your listing with title and size of each painting and have someone responsible sign your list. Remember many people are in the 'vacant' stores, prospective tenants, construction workers, real estate people, etc.

Pageant of the Masters in Laguna Beach July 7 through September 3rd. See Living Pictures. If you have never been – this is a MUST SEE. Call 800 487-3378 for tickets starting at \$30, or go to www.pageanttickets.com. There is also a large, outstanding Art Exhibit with some very excellent artists!

County Arts Making Impact Grants

The County Arts Commission is now accepting applications for the 2021-2022 Arts Making Impact grant cycle. The partnership between the County Arts Commission and Santa Barbara Bowl Foundation is intended to support artists and arts and culture organizations by funding projects and a variety of activities that enrich the lives of residents in communities throughout Santa Barbara County. For the upcoming cycle, applicants must have annual budget under \$250,000 to be eligible.

Grant Applications are due Wednesday, September 1, 2021 by 4 pm.

For more information and to register for an online workshop, please visit sbac.ca.gov/county-grants
Grant Workshops

Informational Workshops will be held via Zoom; click on a date below to register. Workshops are required for first time applicants. **August 18, 2021 4 pm.**

CALL FOR ART: ABSTRACT ART COLLECTIVE AT CHANNING PEAKE GALLERY, Deadline SEPTEMBER 3, 2021

Remedy: Art Is the Cure

A Santa Barbara Abstract Art Collective Juried Exhibition in Collaboration with the Santa Barbara County Arts Commission.

The healing powers of art have always been underestimated; art and the practices of creation provide solace during difficult times. The Abstract Art Collective invites you to unleash that power by participating in its fifth annual exhibition with Channing Peake Gallery, opening in September 2021. Please submit any abstract work that celebrates and/or explores the theme *Remedy: Art Is the Cure*. The exhibition will be juried by Tony Askew and Joyce Wilson. Approximately thirty to forty pieces will be selected for the exhibition.

WHERE: Channing Peake Gallery 105 E. Anapamu Street, Santa Barbara CA

WHEN: Sept. 20, 2021 – Mar. 25, 2022

OPENING RECEPTION: 1st Thursday, Oct. 7, 2021 5 – 7PM

Eligibility: Open to artists in Santa Barbara, Ventura and San Luis Obispo Counties

Deadline for Submission: September 3, 2021, 10 PM PST

Ingathering: September 17, 2021 10:00 AM - 12:00 PM

Participants to be Notified of Acceptance: September 13, 2021

Contact for More information and Questions: eugenegalles@gmail.com

To Apply: To apply please see our listing on CaFE.

Art Specifications

Hanging Art: Minimum Size 24" x 24" / Maximum Size 50" x 60"

Sculpture: Must fit on pedestal with a surface of 18" x 18"

Unusual sizes will be considered on a case by case basis.

Process and Entrance Fees

Fee is \$25 for 1 piece, and \$10 each additional piece with a limit of 3 total.

Student submissions are free (3 piece limit). Students should start their application by emailing aacpublicrelations@gmail.com.

To Apply

To apply, please see our listing on CaFE. Artists should begin their application by emailing aacpublicrelations@gmail.com.

Kathi Scarminach writes a monthly newsletter called **ArT RoCkS** where she shares her art musings and other art and cultural invitations. It is written with the intention to establish an on-going art conversation that inspires, heals and motivates you to reach for art as part of your life practice. To subscribe click here: <https://landing.mailerlite.com/webforms/landing/g7y3i0> "The key is what is within the artist. The artist can only paint what she is about." Lee Krasner

Holly Hungett has just created a brand-new website through FASO. (Fine Art Studio OnLINE) <https://www.faso.com>. I am super pleased with the result and how professional looking it is hollyhungett.com... I signed up for the Intro Special Program and they will put together the whole website for \$129.00 (for the first year), which includes your own domain, newsletter format, and great online support. It's only for new clients. I think the special is very time limited, so if it is of interest don't wait too long. (I got mine last month and it was only \$99! it may be going up each month!) If you have any questions, please feel free to reach out to me.

Santa Barbara Studio Artists presents their 20th annual Labor Day Weekend Open Studios Tour. Tour hours are September 4 and 5 – 11 a.m. to 5 p.m. and September 6 – 11 a.m. to 2 p.m. at 631 Garden Street, Santa Barbara. Parking on the corner of Ortega and Garden Street – no permit required. Tickets can be purchased online at: www.SantaBarbaraStudioArtists.com (tickets for the entire

weekend, including the opening reception are \$25. Children under 12 are free). All proceeds go to benefit the Santa Barbara Food Bank.

Books, DVDs & Links

Planned Parenthood Book Sale at Earl Warren, September 16 – 26th.

From Where I Sit: Essays/Art by GVAA member **Judy Ann Gilder** has just been published and is available. Email Margaret Kay Dodd at studiokarts@earthlink.net to purchase the book directly, or buy it on Amazon. Prices is \$26. **Special Offer for GVAA Members: \$20.**

MISCELLANEOUS

It doesn't matter if you're a painter, photographer or graphic artist. If you create an original image, you can sell it on **FineArtAmerica**, one of the oldest and best-established print-on-demand sites.

FineArtAmerica encourages artists to sign up and upload their work to be sold on everything from prints to puzzles. The site does the work. It markets your art through the website and a smart phone app that shows your image on everything from a 3-D framed canvas to T-shirts, mugs, shower curtains and phone cases. You can even decide to offer it on tote bags, towels or yoga mats and they have just introduced 'stickers' with your art work on it, sizes 2" x 2" and 6" x 6" that will cling to small smooth surfaces and can easily be removed!! FineArtAmericas www.merchandising@art.com is only one of several well-regarded print-on-demand sites: artists may also want to sign up with **Society6** at www.society6.com and **RedBubble** at www.redbubble.com Another company that provides print products for artists is: www.pixels.com

Received this special note from GVAA Artist Mary Freericks.

I noticed the write up on FineArtAmerica. I have my paintings done on clothing, phone covers, etc. on **Vida**. I have over 80 tops, pants, T shirts, phone covers, place mats, etc. However, **Vida** expects me to do the selling unless you buy a certain number of their or you own items then they may advertise. It has not been a money maker for me. But it is fun to wear your own paintings. They are pretty and some even dressy. <http://shopvida.com/collections/maryfreericks>

REMINDER

All Members are invited to participate in your newsletter. Just send your information to: Your GVAA Newsletter Editor, **Betty White** at: bnllwhite@aol.com

- Your Editor would like your tips and techniques on Pastels, Watercolors, Acrylics, Oils, Mixes Mediums and mixed mediums .
- Information about your sales, commissions, gallery hangings and any miscellaneous art related items you would like to sell, trade, or donate.

All Members Please Stay Safe and Stay Well.

GVAA is an organization where you can grow

both personally and professionally.



GVAA's First Summer Art Exhibition at

La Cumbre Plaza

Members of the Goleta Valley Art Association will have the opportunity to show and sell their works of art when the Association hosts

Renewal/Re-entry: Bringing Art Back to the Community

Saturday, August 21, 2021

11 a.m.-6 p.m.

This will be a non-juried exhibition, outdoors at La Cumbre Plaza where locals and tourists will be gathering to shop, eat and celebrate summer! If you would like to be a part of this exciting event, here are some guidelines for you to be thinking about.

TGVAA will provide:

- 48 panels measuring 36 inches wide X 60-72 inches high. These will be available at \$30 each and both sides of the panels are usable.
 - Each artist may reserve no more than two panels. If reserving one panel, you may choose a panel partner ahead of time (be sure to tell us who) or someone will join you the day the event.
 - If reserving two, you will have four sides to utilize. (See illustration next page.)s
 - Works larger than 36 X 60 or 72 will not be eligible as all art must be installed on the panels.
- Art that can be hung on a panel is welcome. This includes jewelry. You are welcome to bring a bin for prints, cards, bookmarks, etc.
- One chair will be provided per artist unless a second chair is requested. No outside chairs will be allowed, and no tables will be allowed. Artists may bring bins to show unframed works and cards.
- Panels will be allocated on a first-come, first-served basis. Assistants are welcome; however, a maximum of two chairs per artist will be provided. No outside chairs will be allowed.

Artists provide:

- Participants agree to be present the day of the show. If you choose to have someone help you, TGVA will provide an extra chair as noted above. You will need to provide this information at the time you reserve your panel(s).
- Artists will provide their own art labels with their name, title of the work, medium, size and price for each piece on each label. These labels will be used to process payments for buyers, who may pay by cash, check or credit card. If an art label doesn't apply, artist must provide a receipt to the buyer to present at the cashier table before taking the work.
- A payment table will be set up. Artist will give the art label or receipt for the sold piece to the buyer to take to the payment table. Once paid, buyers will receive a receipt and return to the artist's station to pick up the art after showing proof of payment.
- A 25% commission will be deducted from the price to cover the cost of the plaza and advertising of the show.
- Participating artists should plan to arrive at La Cumbre Plaza at 9 a.m. on August 21 to choose their designated panels, hang their work and art labels and lend a helping hand in setting up the show.



Panels may be reserved as single (one side of the pair) or double (as shown).

They will be covered in fabric so both sides can be used.

For example: if you reserve one panel, you can use both sides of it.

If you reserved two panels, you will have four sides on which to hang your work.

Questions? Contact Pat Heller, Special Events Coordinator, at patheller@cox.net

We need volunteers!!!!



Watch for our ad in Voice - (see below).

Renewal/Re-entry:

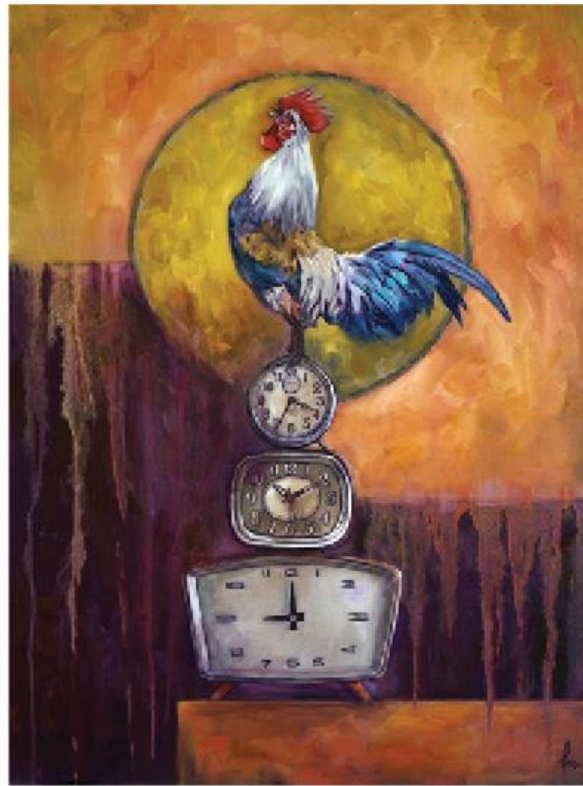
Bringing Art Back to the Community

at **La Cumbre Plaza**

Saturday, August 21st, 11am to 6pm

Outdoor Art Show & Sale

Live Music



Rise & Shine, Again, 18"x24" oil on canvas by Frances Reighley



**Goleta Valley
Art Association**

Bringing Art to the Community

TheGoletaValleyArtAssociation.org

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LCCCA (La Cumbre
Center for Creative Arts)



LA CUMBRE PLAZA
La Cumbre Plaza

