

SANTA CRUZ ART LEAGUE

JULY 2010

Summer Fun 2010

At the peak of the summer, your Art League is presenting two "hot" shows and three hot fundraising events. Both exhibitions offer cash prizes--\$1,000 will be awarded at the National Photography Exhibit, July 2 - August 1. ISAP will be giving \$8,000 in cash and materials awards at the International Society of Acrylic Painters Exhibit, August 6-Sept. 5. The key words here are "National" and "International". Hundreds of artists from across the US. and from other countries clicked onto our website and the ISAP website to download applications to these shows. To our delight, many SCAL members made the cut and were juried into both shows! Combined with our Annual Statewide Landscape Exhibit, one quarter of our year is devoted to showing some of the best artists in the country-and all of our exhibitions are free to the public!

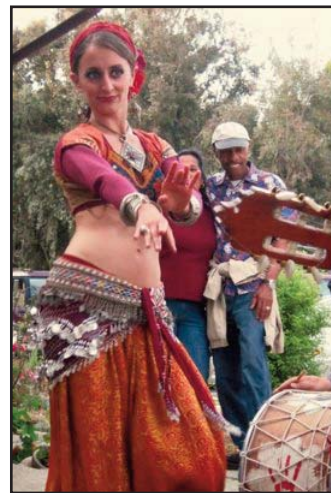
To keep the doors open, we rely upon membership dues, volunteer helpers, income from our many wonderful classes (please sign up!), fundraising events (such as our Art Fair and Luck of the Draw) and fund raising lectures and music presentations. This summer, we

will have one lecture and two musical events.

Friday, July 9th, 7PM,
SCAL Gallery: Lecture:
"The Art of Getting Lost",
by Brian Taylor, Prof. of



Ashwin's Batish and son Keshav



Dawn Feldthouse

an afternoon outdoor concert of North Indian Classical Ragas, plus contemporary East/West Fusion with special guests to be announced. Bring a blanket or pillow to sit on. SCAL members, students & Seniors \$10; General public \$15 ; children under 10 free. Pakoras, Samosas, and other catered Indian snacks will be available for a small charge.

Art & Design Photography at San Jose State University, Juror for Transference of Light. Tickets \$5

Saturday, July 10th, 7PM,
SCAL Theater: "Middle Eastern Music & Dance: The Feldthouse Family Ensemble", with Sulyman El Coyote, Prem Benton, Sol, David, Ryan and Dawn Feldthouse, dancers Natasha, Dawn, Rica, and special guests. Tickets: \$20 for SCAL members, \$25 for non-members

Saturday, July 31st, 2-4:30PM, SCAL Lawn: Sitar Wizard Ashwin, Keshav, and Mohini Batish in

Thanks to the management of WEST, our Broadway Playhouse Theater is busy with both adult and children's classes and many theatrical productions. During evening shows, SCAL extends our gallery hours so theater patrons can view our exhibits before the show and during the intermission. The success of our theater is intricately tied to the success of the Art League - we are literally joined at the hip. The more SCAL members can support the theater by attending the many excellent productions, the better it is for everyone.



Santa Cruz Art League
526 Broadway
Santa Cruz, CA 95060
831.426-5787
Wed-Sat 12-5, Sun 12-4
www.scal.org

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Doreen Davis

Carol Jenied

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A Very Special Thanks for those who volunteer to keep the Art League running!

Gloria Alford

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Connie Drysdale

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Joyce Grantham

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Kym Morello

Bev Moore

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Philippe Nicolai de Gorhez

Maggie Parker

Maren Preston

Chaz Prentice

Walt & Jan Rilliet

Abbie Stryker

Peggy Snider

Lee Taiz

Pat McVeigh

Skip Walton

Betty Wharton

Roberta Lee Woods

Larry Worley

Jeanne Wrede

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New
Class
Schedules
art available

Weekday Classes
Weekend Workshops

Life Drawing

426-5787
www.scal.org

President's Message

It's mid-year again, and time for members to take ownership of the Art League by joining the Board and becoming active volunteers. We're looking for Board members willing and able to help with our various committees, outreach, and exhibition activities. It means more than attending one two hour board meeting a month. On the other hand, you will have a chance to steer the Art League away from the rocks into the broad see of the 21st century. To survive the journey, we need to modernize our facilities, engage young artists in our/their cause, and raise a million dollars. Not only can we do it, we must do it. And we have an excellent plan. Now we need your excellent bodies and minds to manifest it.

We have already identified over 100 members as "co-owners" of SCAL—our Group of 100 members and friends who stepped up last year and contributed \$125 each as the first half of their

pledge. That money not only kept us afloat through a rocky sea, it helped establish a safety net that will be increased this year when they send in their 2nd half of their pledge (it's due now or soon, by the way!). To celebrate this solid step toward a stronger league, we will be holding our thank you gathering in the gallery for our Group of 100 at a date to be named in September. At that time we will reveal more detailed plans, complete with drawings, an outline of how we can reach our goals, and details on how our group can take active roles in bringing the future into the present.

One suggestion how every member can help is this: when you donate your artwork to other organizations for their many fundraisers, please cite the Santa Cruz Art League as your Association. After the piece is sold, gather testimonials from those organizations and send them to us so we can publish them in our newsletter. I know that between us we give away hundreds of works of art to local groups. By publishing testimonials (and tracking our donations), we can build further credibility for SCAL as a go-to place for quality art.

Meanwhile, our hard at work part-time underpaid staff has been pumping out one top quality show after another on a shoestring budget, a wing and a prayer. They haven't had a raise in 2 ½ years and their work load has increased by at least 50%. Because our classes haven't been filling and our gallery sales have been miserably slow for two years, even considering a modest raise for our staff has been impossible. Nevertheless, we owe it to those, who are injuring themselves and

getting sick on our behalf, that we compensate them for their efforts. I would like to propose a modest increase in our SCAL membership dues to pay for that increase. A modest \$1 per hour increase would cost us a \$10 annual increase in dues. I AM REQUESTING ALL MEMBERS WHO READ THIS TO PLEASE RESPOND IN WRITING so we can access how viable this proposal is. We absolutely can not take this money out of our small emergency fund—the source for the raise has to be a steady stream of revenue we can bank on—literally. Which is why our dues become the best tool for the job. Are you for this modest increase, or not? Please let us know within the next 30 days, we can discuss the matter at our August Board Meeting.

The brightest news of all is that our long-time member, Richard Mayhew, juror for our 80th Statewide show "Nature's Treasures", has offered to donate one of his paintings to SCAL for an online nation wide auction—the funds to be used to jump start our new building and remodel proposals. It will be at least 60 days before we can set this up and have it in place.

Meanwhile, we are looking for members who have training in architecture who are willing to do some drawings of our proposals. Barry Swenson gave us a preliminary sketch of our proposed new classroom, but since that time several other suggestions have been made to broaden our plan to include a completely new building on site. Everything is still in the planning stage, so join us in our dream-time creation of the future SCAL Gallery,



classroom, and black box theater (which we want to be equipped for DVD & digital viewings, as well as stage productions).

Can we do it? Yes. Will it be easy? No! But I and a handful of other members have vowed to undertake and complete the task for the future of SCAL

Now, dear members, how many of YOU care enough to engage your creative abilities on behalf of the unknown future artists who will benefit from your gifts? We're sure going to need a lot of you to accomplish this task. I have faith that enough of you will step forward to make it happen.

Of course, if each one of our 650 members gave \$1,000, we would be over half way to our goal and one or two Foundations would step forward with matching grants for our buildings. I know...dreaming again!

So now it's your turn. What do you think? How can you help us create the finest showcase for artists on the Central Coast?

T. Mike Walker,
SCAL President & Acting
Executive Director

it. Also, I don't have to say, everything I know or see - a hint, a well articulated detail can be so much more pleasing to the eye than sentencing the viewer to the ad nauseam tedium of saying every detail. I believe an artist is constantly on a quest to increase and broaden their skill options. Dexterity, fluidity, transitioning from one value to another; I feel I am always in process.

It's a privilege to be painting and to be helping others paint!!!

Bonni Carver
Teacher
Open Studio Artist
(Artwork on this page by Bonni)

**Bonni Carver
Will be teaching a Weekend
Workshop:**

**"Out in the Air with
Watercolor"
July 17&18, 10am-4pm**

**Call 426-5787 or
sign up online:
www.scal.org**



The illusion of effortlessness initially inspired me to pursue watercolor painting. Since watercolor seemingly exudes spontaneity painlessly, when I launched into this grand adventure, I assumed it was just a matter of flinging paint around and hoping it would land in the correct shapes and value patterns. Something would materialize! Actually I didn't even know about values, patterns, or shapes! How shocking to experience scores of non-paintings! This was a deeper subject than it appeared. My hunches were confirmed when my daughter commented that I should outline all my unrecognizable shapes with a marker. I was learning (to quote Charles Reid) that "spontaneity is an illusion". I was on a quest to discover how to effect that illusion.

There are no shortcuts to successful painting (I've found); nothing can replace experiential knowledge of the medium and composition. Given that the fundamental grounding is there, I think at the crux of painting there needs to be a balance created by the tension of variety vs unity, and a marriage between the technical and intuitive.

Variety in a piece adds inter

est, gets the viewers attention - soft edge vs hard edge, warm vs cool, dark vs light, etc. This can be a trap for me because I can easily get carried away from the macro plan of the piece. One safeguard against shooting myself in the foot is by doing the thumbnail sketch. It's just a road map but it's good to know where I'm going. I can do several to see value and pattern options. Typically I have more freedom with the actual painting portion of a piece when I've familiarized myself with the subject; done some thumbnail sketches, decided where my value shapes are and when I've dealt with the composition of the piece. The longer I paint, the more forethought I invest in the often imperceptible elements of a painting. Technique points are helpful to me, although I do not always consciously consider them when I'm in the middle of a painting. I think of it like learning how to drive a stick shift car; when you begin, you have to consider every movement. As you continue to drive, it becomes reflexive.

Restraint is a key factor as well. When I am so eager to get in there and paint that I have minimized my preparation, I may not be able to delight in the rendering of

Many Thanks

to those who helped make the 55th Annual High School Show happen!



"Young Boy of Africa"
by Kelsa Hopkins

Alisa Klaus
Andrew Purchin
Anita Murren
Ann Dizikes
Annieglass
Bay Federal
Barbara Shields
Barbro Lindblom
Betty Altman
Beverly Martin
Bev Moore
Beverly & Harold Watts
Bonnie Bernardi
Carol Kent
Carol Riddle
Cindy Liebenthal
Charles Sutton
Cherylee Roberts
Claire Mills
Qui-Ming Hay
Christianna Hunnicutt
Christine Hirsch
Doreen Davis
Erica Crawford



"Sailfish"
by Dylan Mori

Erika Perloff
Eunice Van der Linden
Eva Baele Bernstein
Evelyn Stein
Galen Hilgard
George Dymesich
Gordon Lion
Betsy Roeth
James & Connie Grant
James Langford
Jane Burnham Crawford
Jane Doyle
Jan Moss
Jane Gregorius
Jeanne Lance
Jeanne Wrede
Jeannine Calcagno Niehaus
John McKinley
Judith Anton
Judith Garrison
Judith Heim
Judy Foreman
Judy Stabile
Katie Essegian
Kimberly Hardin Art School
Klaus Katzlberger
Lois Cole
Linda Lord
Linda Watson
Marilee Gregory
Marilyn Cooke
Mary Comfort
Mark Nockleby
Martha Mangan
Michael McClellan
Michael Mote
Michele Hausman
Miriam Kann
Nancy Howe
Natasha High
Palace Art and Office Supply
Pamela Landram
Patricia Darrough
Don McPherson
Patricia McVeigh
Paul & Marsha Dalmas
Peggy Marketello
Peggy Snider
Ralph Joachim



"Sister in the Snow"
by Hana O'Reagen



"Yakuza no Shinigami"
by Antonio Garcia

Renate Radcliffe
Richard Bennett
Robert Bishop
Robert Fosburgh
Santa Cruz Sunrise Rotary Club
S. E Bush
Sally Brennan
Santa Cruz Watercolor Society
Saundra Lee Taiz
Sharon Fantham
Sheryl Barabba
Shirley Motmans
Shirley Rhoades
Stella Sexmith/Ron Cook
Sue Reynoldson
Susan Cartwright
Susan Formenti
T. Mike Walker
Sandra Vine Walker
Therese Ely
Vibeke Von Der Hude
Walter & Janet Rilliet
Wendy Laird
WilliamClark

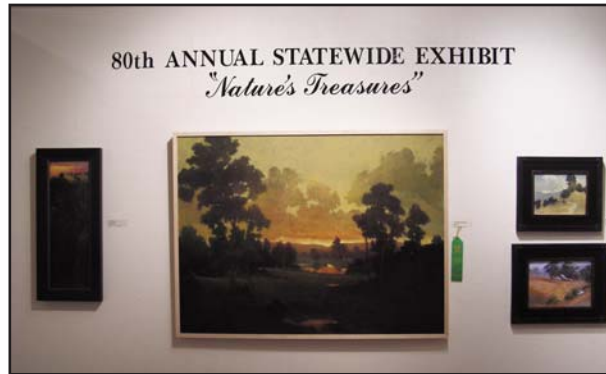
2010 High School Show

Statewide Awards 2010

Best of Show

John Crawford "Transcending Lite" Oil

(See colored picture on back)



I hope you have all had the opportunity to see our 80th Statewide Landscape Exhibit juried by Richard Mayhew. We thank him for the hours it took to jury this show, it was First Class.

Our Santa Cruz resident John Crawford won Best of Show. See a colored picture on the back page. Richard Mayhew gave a Friday Night Talk and over 50 people attended. We are hoping to make this a tradition. Born in 1924, Richard Mayhew is considered one of the greatest living landscape painters. He is admired for his expressive use of color. In his words, "How do you interpret landscape with a feeling? Many of my moodscapes are very abstract because they are very free forms; I am involved with the spiritual feeling of space. Just to work with figures would be very limiting because that would identify a particular place or situation. The paintings look like landscapes but that is not necessarily my pre-occupation in painting." Thank you, Richard Mayhew for the lecture, attending our Reception, meeting with the Artists, and for the songs.

We sold four paintings during this Exhibit. Ed Penniman is already looking for next year's juror. We want to get an early start this year and will keep you posted. Carolyn Lord, last year's Best of Show recipient and this year's First Place in Watercolor, will be teaching a Watercolor Class in November.

Carol Jeneid
Exhibition Chairperson

Oil

1. Nicole Strasburg Winter Shoreline
2. Rosalie Lang Inner Life
3. Karen Leoni The Relic

Honorable Mention

- Barbara Lawrence On The Edge
Aaron Johnson Oaks Near Corallites
Paul Roehl California Spring Evening
John Maxon San Juans
Michael Mote North Coast VII
Doreen Davis From the Hill

Watercolor

1. Carolyn Lord Controlled Burn
2. Carolyn Price Lines in the Sand
3. Robin Purcell Mt. Diablo Morning

Honorable Mention

- Cheryl Kampe A Coastal View

Mixed Media

1. Kim Ford-Kitz Central Coast
2. Jeanne Rosen Sofen Radiance
3. Kathryn Stowell Snow in the Southwest

Acrylic

1. William S. Fenwick Morning Waiting
2. Cathy Puccinelli Santa Maria Hills
3. Sevilla Granger Racing the Coast

Pastel

1. Sandra Cherk Bishop Valley
2. Carol Leimbach Carrizo Plains After
The Storm

Celebrating The Art Fair



Albion Smith's Jewelry

"Celebrating Art", was the theme for Santa Cruz Art League's 2nd Annual Art Fair, held from 11am-5pm, Saturday and Sunday, June 12 -13th. Free to the public, the event featured 22 fine artists and craft wizards on the lawn in festive outdoor booths, with live Art Demonstrations, a children's art booth, and a visit from the Feldthouse Family Middle Eastern Troup.

From the African Textiles of I.B. Bayo and Acrylic Divas by Leslie Mc-

Farlane, to Pastel artists Donna Giubbini and the award winning Silver Jewelry of Albion Smith, visitors were delighted by the unique and colorful work of nearly two dozen artists.

We are still tabulating the costs (both in cash and sheer physical energy!) and the profits (both for SCAL and the Artists in Cash and Goodwill). Once we have read and digested and discussed the Artists Evaluation Forms, we'll report on our decision to continue—or not—the Fair next year.

Meanwhile, we are happy to give THANKS! to those wonderful people who stepped forward and gave their time, energy, art, cash, and imagination to make the Art Fair a wonderful,

community event.

Thanks to our overworked, underpaid staff, who bore the burden of the bulk of the work: Cindy Liebenthal, Doreen Davis, and Bella Frye

Board Members: T. Mike Walker, Mary Comfort, Peggy Marketello and Josie Espinosa.

Cooks: David Steinmann and Tim Liebenthal

Volunteers: Sandra Vine Walker, Stella Sexmith, Ron Cook, Carolyn Nicolai, Brenda McIlroy, Gary Schatan.

Artists who donated gifts to the Raffle: Donna Guibbini, Roberta Lee Woods, T. Mike Walker, Mary Comfort, Eva Nichols, Wendy Laird, Jo Neal Boic, Maris Sidenstecker, Melita Israel.

Sponsors: Palace Arts (Gift Certificates), and KUSP, FM., Good Times, Santa Cruz Weekly.



Courtney Atrim-Webb's T-shirts



Eva Nichols talking to customers.



Roberta Lee Woods at Momi Paper Arts



Josie Espinosa at Kid's Korner



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80th Statewide
Nature's Treasures

Best of Show
John Crawford's

"Transcending
Lite"

Support the Local Businesses that sustain SCAL and the arts:

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Ed Penniman Design
Rotary Club of Santa Cruz
Santa Cruz Answering Service
Santa Cruz County Bank
Santa Cruz County Conference
& Visitors Council
Santa Cruz Memorial
Tico Construction

2010 Exhibition Schedule

- National Photography Exhibit (Juried)**
Transference of Light
July 2 - Aug. 1 Reception: Sat., July 10, 3-5pm
- International Society of Acrylic Painters**
Aug. 6 - Sept. 5 Reception: Sat., Aug. 7, 3-5pm
- SCCMS Physicians' Art Show**
Sept. 8 -12 Reception: Sept. 12, 4:30-7:30pm
- Open Studio Preview**
Sept. 25 - Oct. 17 Reception: *Sun.* Sept. 26, 3-6pm
- National Figurative Exhibit, Go Figure! (Juried)**
Oct. 23 - Nov. 21 Reception: Oct. 30, 3-5
- Luck of the Draw**
Nov. 27 to Dec. 5, Preview (12/5-11-2pm)
Drawing and Reception: Dec. 5th, 2:30pm
- "This is Santa Cruz"**
Dec. 11 to Jan. 9, 2011 Reception: Dec. 11, 3-5pm