

Artscape

Artists helping artists

November 2014



Lorraine Ure / Woodland Clearing / 18" x 24" / Oil



SOCIETY OF WESTERN
CANADIAN ARTISTS
www.swcartists.ca



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Vice President	
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Second Vice President	
John Labots	780.944.6871
Treasurer	VACANT
Secretary	
Sharon Abbott	780.483.5321
Past President	
Rick Rogers	780.458.3572

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Membership Committee	
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Standards Committee	
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Sharon Hazen, John Labots, Rick Rogers, Leanne Schniener	
Volunteer Coordinator	
Teresa Graham	780.487.7006
Workshops Committee	
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Paint-Outs / Sketch Sessions	
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Chiu-Ming Chiang, Joyce McCoy, Nancy Rae	
Exhibitions Committee	
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Sue Scott, Val Solash, Diana Templeton	
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Sharon Abbott	780.483.5321
Featured Artists	
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Library	
Marjorie Thomson	780.463.2603
Assts: Lenore Dafoe, Anne McCartney, Gail McDougal	
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John Labots	780.444.4161
Assts: Sharon Abbott, Ruth Harris	
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Asst: Sharon Hazen	780.240.1062
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Saeed Hojjati	780.483.0895
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Kitchen	
Sue Scott	780.431.9713
Greeting Committee	
Sirkka Kadatz	780.467.0401

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Message from the President The art of success

The pursuit of art on a regular basis is the key to success. One must be positive and proactive to be successful. I also find that having a spirit of joy and anticipation will pave your way to opportunities for success. As artists, we must be prepared to take advantage of opportunities.

"Opportunity wastes no time for those who are unprepared."

George S. Glassan

How can we be prepared?

First of all be committed to painting on a regular basis. I always paint with purpose and have a plan in mind. It is this power of intention that keeps me focused and committed. I try to always finish a painting even though it may not be working at the time. I don't know where it comes from, but I have this thing about completion and I paint with the anticipation of selling. You can tell that selling is in my blood...

I have been told that I have tenacity and I don't give up easily. I have learned many solutions working on problem solving. One that sticks out in my mind was when I was working on a very large painting. I had spent a great deal of time drawing in preparation.

I decided to apply masking fluid to the tree branches that ran across the sky. When I went to paint the sky the paint all accumulated between the branches and ruined the whole look of the sky. To say I was frustrated would be an understatement. I called one of my Painterly Pals who has a great deal of experience and she came to my rescue. She told me to make sure that my painting was dry and to clean my bathtub making sure there was no residue. Next, I ran the cold water and with trepidation plunged my work of art into the tub. I left it for about 10 minutes and then had to lay it flat on 2 beach towels and take a clean sponge and work gently at removing my sky. After that I let it dry completely on the towels and it worked! I finished my painting and it turned out to be one of my best.

We have many opportunities to exhibit our art in SWCA this year. Nurture your painting and you will find that you will have a great collection ready to show. Also, by being prepared you will build your opportunities to be successful. When the right moment appears you will be in the picture and on top of the situation.

Last year, I was approached for a Solo Show in Calgary. I was very excited about the opportunity but I would never have been able to take advantage of it had I not assembled a completed collection of paintings that were ready to show at any time. I was able to put it together in a matter of weeks without lifting a brush and I was able to enjoy an extremely successful show. No one could believe that I had so many paintings to display. This foresight and readiness enabled me to fulfill the obligations of a solo show and to have fun doing it.

Newsletter Submissions

The newsletter copy deadline for the December 2014 issue of Artscape is **November 20**.

Please send it to:
John Labots, Newsletter Editor
Email: jflabots@telusplanet.net
Telephone: 780-444-4161

Remember:

Planning precedes performance!

New day - new opportunities!

Anticipate success and you will succeed in your artful accomplishments and pull them off with flying colors!

Diana Templeton, President

dtemple1@telus.net

SWCA EXHIBITIONS

Misericordia Hospital In House Gallery

November 1, 2014 to January 10, 2015

**Bring your paintings at 10:00 am on
Saturday, November 1, 2014.**

Artists participating in the show will be contacted prior to the show.

Curiosity 2 at the Nina Gallery

Mid January to Mid February 2015

CALL FOR ENTRIES

What? Curiosity 2 will be a joint,

salon exhibition of eclectic curious works of art created by SWCA and Nina Studio Artists.

Curious you say? We're looking for art that piques the viewer's curiosity; imaginative, creative, quirky, unusual and perhaps even humorous. Be creative.

Where? The Stollery Gallery
The Nina Centre for the Arts
9225 - 118 Avenue, Edmonton

Who? This call is open to all exhibiting SWCA artists. The Nina Haggerty Centre for the Arts will put out their own "call for entries" for the Nina studio artists.

What? Original works of art in any medium, 2D or 3D pieces, from miniatures to larger works up to 36"x36"x36" in size.

Any works that were in Curiosity 1 at VASA in 2013 could be resubmitted. (This artwork will not automatically be chosen but would have to be juried in along with the new submissions.)

How? Send high quality digital images to c2artshow@gmail.com with your name, title of artwork,

medium, size H x W (framed size too, if applicable), sale price and phone number. Please rename the images: Artist's Last Name_Title of Artwork.

Submission deadline: **NOVEMBER 15, 2014**

All SWCA applicants will be contacted once online jurying is completed early in December 2014. (The Nina will handle all sales for a 20% commission)

A dedicated email has been set up just for Curiosity 2. You can send in your submissions and queries to c2artshow@gmail.com.

More exhibiting opportunities for 2015:

The Allen Grey Continuing Care Centre, Scotia Place Atrium Gallery, ATB Place Galleries and Gracious Goods Cafe are listed in the online Calendar at www.swcartists.ca. Submission details will be posted closer to the show dates.

Madeleine Arnett, Exhibitions
madeleine.arnett@gmail.com

Mark your calendar...

SWCA MONTHLY GENERAL MEMBERSHIP MEETING

**Monday, November 10, 2014
at Laurier Height Baptist Church**

8505 - 142 Street NW, Edmonton • Lower Level

Doors open at 6:00 p.m.
Library open 6:30 to 7:00 p.m.
Meeting begins at 7:00 p.m.

—
Featured Artist
Laurel Hawkswell

Active/ Exhibiting status

—
Program
Verne Busby

**How to make the most of your
plein air painting excursions!**

See Programs for details

—
Next meeting:
**December 8, 2014
Christmas Party**

SWCA WORKSHOPS

Please note: For all workshops, registration is completed when payment is made online at the SWCA website under Workshops OR by cash/cheque made out to the artist with payment delivered to the Workshop Chairperson **prior** to the day of the workshop. Supply list available upon registration.

Plein Air Instructed Workshop with David Shkolny

Thank you to those to who participated in the Shkolny workshop, it was a success and the weather was beautiful!

A Fall Landscape in Watercolour with Frances Alty-Arscott

Saturday, November 1, 2014
10:00 am to 3:30 pm
Fee: \$80



PEOPLE'S CHOICE *Awards*

WINNERS

Congratulations to:

Madeleine Arnett
Val Solash
Lorraine Ure

Watch for their artwork
on upcoming covers of
Artscape starting this month.

Laurier Heights Community Centre
144 Street & 83 Avenue
Workshop Host: Helen Richards

Workshop is almost full. Register on
line or with Meghana.

Abstract Painting in Acrylics & Mixed Media with Verne Busby

Friday, December 5, 2014
(3 hours in the evening) PLUS
Saturday, December 6, 2014
(7 hours during the day)
Fee: \$125

Location: Laurier Heights
Community Centre is unavailable so
we are looking for an alternate
venue. If anyone has any
suggestions, i.e. another community
league hall, please contact the
Workshop Chair.

Min # of participants to run is 8 and
max # of participants is 15.

2015 Workshops

Upcoming 2015 workshops include:
The Business of Art: A Q&A Panel on
Promotion & Marketing
Oil Painting with Jeff Collins
and much more!

If you have ideas for workshops,
please contact:

Meghana Gauthier, Workshops
meghana.gauthier@gmail.com

MEMBERSHIP

Membership Renewal - retain your membership privileges!

If you have not renewed your
membership, you will need to do so
in order to have member privileges
including attending SWCA events
and meetings. Simply log in to your
profile on the SWCA website and
follow the renewal process OR visit
the membership table at the
November 10 meeting.

Arlene Bowles, Membership
Email: arlene.bowles@shaw.ca

PROGRAMS

October program review

Our special guest for October was
Frances Alty-Arscot. Frances amazed
members with a 30 minute demo
that resulted in a beautifully finished
half-sheet watercolour landscape
painting. She then went above and
beyond by offering to draw names
from a hat to give away the painting
to one of those attending.

Frances showed some of her
practices for preparing to paint a
landscape, which included, colour
and value studies, and then
demonstrated painting techniques
with brush and knife, and shared
that she is very motivated by
exploring new ways to use colour in
a very successful demonstration.

November program

Our guest in November is Verne
Busby and his topic is: How to make
the most of your plein air painting
excursions!

- Directions in plein air painting:
oils, water media and digital.
- What do I really need to take?
- When is the work finished?

Rick Rogers, Programs
buc@rickmo.com



Want to do some sketching?

Why not join up with
Urban Sketchers Edmonton

Simply go online to
<https://edmontonsketchers.wordpress.com>
and find out when and
where they meet each month.

There is no fee. Simply show up,
spend 2 hours sketching, and
then go for lunch with other
sketchers if you want to.

NOTICES

Heidi Smith

Passion on Canvas

A solo exhibition of nine large canvasses

Oct. 23, 2014 to Feb. 26, 2015
Garden Cafe, Misericordia Hospital
16940 - 87 Avenue, Edmonton

Contact: Heidi Smith
herons2@shaw.ca

Marjorie Thomson Creativity Coach

Creativity Coaching by Marjorie Thomson: If you are feeling stalled with your artwork or would like to move to the next level, you may find Creativity Coaching a real help. Creative people are notoriously their own worst enemies and often find themselves discouraged by self sabotaging negative self talk. Creativity Coaching is a way to explore your thoughts and feelings around creativity and to learn to block those negative patterns that are holding you back. For more information on Creativity Coaching see my website at www.CoachingTheCreative.ca.

Contact me at
Marj@CoachingTheCreative.ca and receive a free 15 minute session. Creativity Coaching is both motivating and fun!

Artist of the Month

Westwood Unitarian Congregation

invites artists and galleries to participate in our Artist of the Month Program. Selected work will be featured in the sanctuary for one month. Both the artist and gallery will be recognized in our communication media. To apply or for more information, email president@westwoodunitarian.ca www.westwoodunitarian.ca



This month's cover artist Lorraine Ure

Lorraine Ure is a self-taught multi media artist and instructor. She is a Signature status member of SWCA.

She was raised in Saskatchewan, raised her family in Peace River, Alberta, and then moved to Edmonton in 1990. She taught herself to paint and mix colours when she was 8 years old and at 12 years of age disciplined herself to drawing at least one hour a day. Her early memories were of prairie scenes and wide expansive skies.

Through classical realism, naturalism and impressionism, she expresses her innermost feelings. She now favours oils in a solvent-free environment, with specific brands and colours to accommodate her health.

An appreciation for nature and all its anomalies, inspires her. Portraiture and figurative art are also her passion. She creates atmosphere, light, mood, movement and emotion through brush stroke and color.

"Nature (has) a correlation to our human uniqueness and how we affect or reflect back to each other. I am compelled to paint; a burning desire to capture a mood, feeling or emotion that it brings out in me. We all are connected and art gives that statement clarity."

Lorraine was published in a coffee table book titled "Winter Treasures" in 1997.



▲ *Woodland Clearing* / 18" x 24" / Oil

Why does the palette matter?



There are dozens of palettes available to artists; paper, all types of plastics, peelable, wood, kidney shaped, rectangular, square, traditional with a counter balance, stationary table top, all types of surfaces as well as colors, AND, dare I say it, the cardinal sin... paper plates. With so many options, what palette is right for you?

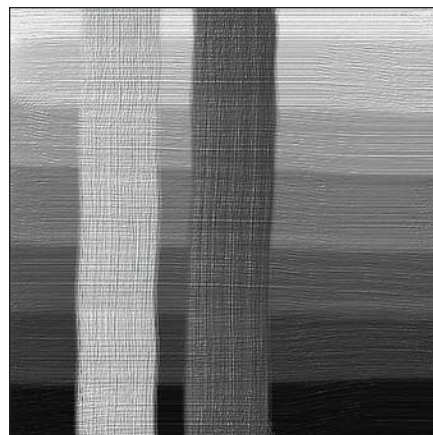
First and foremost, why should you care about the palette? Color is not a natural quality of objects around us. Color is a construct. Color is an illusion created by our brains networking with the properties of shadow, reflectivity and luminescence. For instance, let's put an apple under white light. What color is it? Red of course! Now let's put the same apple under a green light. What color is it? Black!

Pure white light contains all the colors of the rainbow. So when white light illuminates the apple, the apple absorbs all the colors of the rainbow with the exception of the color you see. When using a green light we are not illuminating the apple with any of the colors that the surface of the apple innately reflects, and therefore we see a black apple!

So what does this have to do with your artist palette? Everything! The artist palette is where it all begins. When you are mixing

paint this is where your senses begin to collect information that is instantaneously interpreted by your brain, then relayed to the conscious as a color. And the information is very easily altered by the color of your palette or the lighting around you.

To understand why the surface matters it is important to know that value is relative to other values.



Value is the lightness or darkness of a color. In the image above, the vertical lines are the same from top to bottom, however the values of the vertical lines change depending upon the value behind them.

At the bottom, the vertical lines look lighter because they are against a dark background, but on the top, the vertical lines look darker against a light background. This is an illusion due to more or less light reflectivity.

When using an artist palette the relationship between the surface color and the paint are no different. For instance value of a single opaque color will be darker on a lighter surface, yet seem to have a lighter value on a darker surface. In tandem, translucent paints will be perceived to have greater chroma (saturation) on a lighter surface vs. a darker surface.

Many oil painters appreciate a mid-toned value such as a neutral brown or neutral grey on their palette and as the ground on their canvas, to see the true value. The key is to work with the same value on your palette and canvas ground so the values mixed on your palette are the same values to the eye when applied to your canvas. However, there is no right or wrong surface. Some artists prefer a white surface, which has different effects with different types of paint. Using a palette with a surface that is correct for your goals can help you achieve the desired value and effects much quicker and easier.

For more information about palettes, palette surfaces and **New Wave Fine Art Products**, please visit www.NewWaveArt.com.

MINUTES

Membership meeting October 20, 2014

Chair: Diana Templeton
Secretary: Sharon Abbott
Attendance: 64
Call to Order: 7:05 pm

Agenda:

- Welcome to members, new members and guests: Diana Templeton
- Cover Artist: John Labots
- Feature Artist: Lorraine Jones
- President's Report: Diana Templeton
- Treasurer's Report: Diana Templeton
- People's Choice Award: John Labots
- Special Resolution: By-Law Amendments: John Labots
- Committee Reports
- Exhibitions: Madeleine Arnett
- Membership: Pat Hayes
- Standards: Carmen Gonzalez
- Member Announcements
- Urban Sketchers: Kathy Dyck.
- Christmas Party - December 8: Judy Rickley will chair the party committee
- Guest Announcement - Chrysalis Centre: Kathy Dyck

Motions:

- Motion to accept the minutes of the September 8 meeting as published in the September 2014 newsletter. Moved by Roma Newcombe. Seconded by Ruth Harris. Passed.
- Motion to accept a full replacement of the By-Laws as presented in the October 20, 2014 draft which was distributed to all SWCA members. Moved by John Labots. Seconded by Lenore Dafoe. 50 votes for the motion, 4 abstentions. Passed.
- Motion to adjourn the meeting: Moved by Betty Jess. Passed.



October's featured artist **Lorraine Jones**



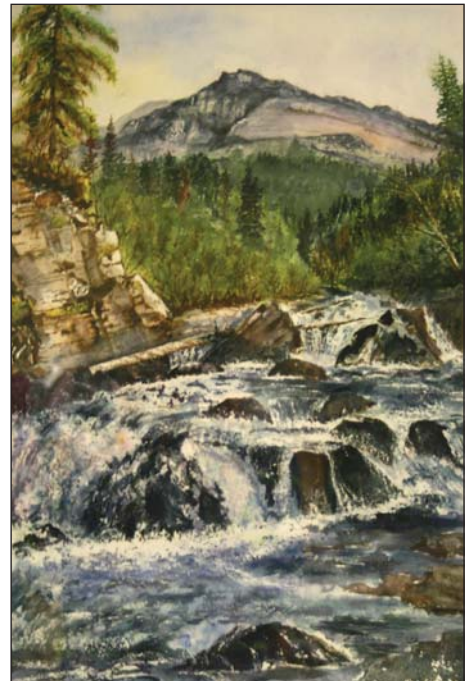
▲ *Bygone Days / Watercolour*



▲ *Jerome / Watercolour*



▲ *Telegraph Office, Field B.C. / Watercolour*



▲ *Wild Horse River / Watercolour*



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Carol Marocco

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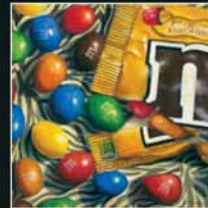
Dreaming
Margot Lang



End Of The Road
Alex Halliburton



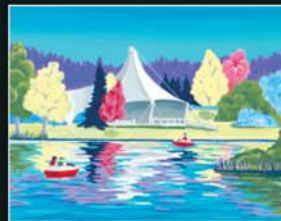
Fruits
Greg Milne



Peanut M&M Snack
Carmen Gonzalez



My Own Way
Irene Apon



Hawrelak Park Paddle
Leanne Schnierer



Pink Tulip
Desiree Van Amsterdam

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