

Artscape

Artists helping artists

December 2014



Val Solash / Down by the Creek / 16" x 20" / Acrylic

SOCIETY OF WESTERN
CANADIAN ARTISTS
www.swcartists.ca



2014 SWCA Executive

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Diana Templeton	780.430.6356
Vice President	
Kathy Dyck	780.435.7980
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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Rick Rogers	780.458.3572
Membership Committee	
Arlene Bowles	780.462.5705
Assts: Kathy Dyck, Pat Hayes	
Standards Committee	
Carmen Gonzalez	780.486.3218
Sharon Hazen, John Labots, Rick Rogers, Leanne Schniener	
Volunteer Coordinator	
Teresa Graham	780.487.7006
Workshops Committee	
Meghana Gauthier	587.521.5537
Asst: Helen Richards	
Paint-Outs / Sketch Sessions	
Kathy Dyck	780.435.7980
Chiu-Ming Chiang, Joyce McCoy, Nancy Rae	
Exhibitions Committee	
Madeleine Arnett	780.453.7919
Sue Scott, Val Solash, Diana Templeton	
Publicity	
Sharon Abbott	780.483.5321
Featured Artists	
Esther Koziol	780.443.4219
Library	
Marjorie Thomson	780.463.2603
Assts: Lenore Dafoe, Anne McCartney, Gail McDougal	
Newsletter	
John Labots	780.444.4161
Assts: Sharon Abbott, Ruth Harris	
Website	
Rick Rogers	780.458.3572
Asst: Sharon Hazen	780.240.1062
Historian	VACANT
Audio/Visual	
Saeed Hojjati	780.483.0895
Asst:	VACANT
Kitchen	
Sue Scott	780.431.9713
Greeting Committee	
Sirkka Kadatz	780.467.0401

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Message from the President

The art of volunteerism

As I reflect over this past year as your President, I have many thoughts. It has been a very exciting and upbeat year for the Society. I cannot thank the membership enough for your continued support of my leadership. Our Executive Officers, Committee Chairpersons and Committee members have worked extremely hard to bring the membership positive, creative programs and opportunities to grow as an artist and to appreciate our love of art. "Artists helping Artists" ... thank you all!

That being said, these opportunities are being created and executed each year by many of the same volunteers over and over again.

I know that this is the biggest challenge for our Society. Each of our dedicated Executive Officers have had to take on several positions over and above their Executive duties to continue the success of the Society. For example,

in addition to being the President, I also volunteered in the Exhibitions Committee and then, later this year, had to fill in for the Treasurer position after the position was vacated for health reasons. Many of us have discovered that we are burning out. So it is time to say "Enough!"

It is my job as your leader to promote and encourage effective volunteer involvement. I need you to help me to help us. I feel it is the duty of every artist in the Society not to just pay a fee and be part of the Society's membership but to support, strengthen and impact our Society's effectiveness. It is my responsibility as your President to provide opportunities and it is the responsibility of individual members to contribute.

In today's world, time is our most precious commodity. Even current volunteers have time restrictions. Participation is of mutual benefit to all of us. The gift of time is priceless.

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Mentoring and coaching are the motivation needed for successful volunteerism. I could not have done the job as your President without all the support I received from the Past President, my Executive, Committees and the membership. I volunteered to be your President without having ever been on a Committee, let alone the Executive before.

I wondered why someone didn't do something and then I realized that someone was ME. I knew it was my time to give back and have received many rewarding experiences and knowledge from putting myself out there. I really appreciate getting to know each of you better.

It is not fair of me to ask others to do what I am not willing to do myself. I have agreed to extend my term as President to a 2nd term. Remember one hand alone does not clap. The Society is very important to me and I know that it is amazing how often we don't take the time to truly appreciate what we have until we no longer have it. I will not let that happen.

Give hope, give thanks, give support and please give help. Volunteers are seldom paid, not because they are worthless, but because they are PRICELESS!

Let's build our fire within, step up to the plate, time is valuable and volunteering is invaluable. I look forward to having you on my team.

Diana Templeton, President
dtemple1@telus.net



Misericordia Hospital In House Gallery

Runs until January 10, 2015

Curiosity 2 at the Nina Gallery

Mid January to Mid February 2015

The submission deadline has now passed. All artists who submitted will be contacted by the Exhibitions Committee when results from the jury process are available.

Every Picture Tells a Story

January 31 to March 31, 2015

NEW! Exhibition dates have been extended; this show will be up for two months.

Allen Gray Continuing Care Centre (AGCCC)
5005 - 28 Avenue, Edmonton

This juried show with a theme takes into account the narrative approach to art. Open to all Exhibiting SWCA members. Artists can enter up to two original artworks no wider than 30" including frame.

Closing date for Entries:
January 8, 2015

Send high quality digital jpeg images of your artwork and an image list including artist name, title, medium, dimensions in inches H x W, and framed size (if applicable), phone number and sale price to SWCAentries@gmail.com

The AGCCC accepts responsibility for the safety and insuring of the artist's paintings at the Art Gallery for the duration of the guest artist's showing. The artist agrees to

Mark your calendar...

SWCA MONTHLY GENERAL MEMBERSHIP MEETING

Monday, December 8, 2014
at Laurier Height Baptist Church
8505 - 142 Street NW, Edmonton • Lower Level

Doors open at 6:00 p.m.
Library CLOSED for Christmas
Meeting begins at 7:00 p.m.

—
Featured Artist
Elaine Hughes
Active/ Exhibiting status



Program
**Christmas Party and
Painting Exchange**

See Programs for details

—
Next meeting: January 12, 2015
Annual General Meeting/Elections

“donate” to the Gray House Guild 40% of the purchase price of all paintings sold during the show. An income tax receipt will be issued to the artist for this amount.

Please refer to SWCA Exhibition Rules which can be found in your SWCA binder or in the Membership Documents Page (you must be logged in) on www.swcartists.ca

The Exhibition Committee will confirm that we've received your submission. Contact one of us directly if you do not hear back.

Madeleine Arnett, Exhibitions
madeleine.arnett@gmail.com

SWCA WORKSHOPS

Frances Alty-Arscott Workshop Review

Maximum participation was reached for Frances Alty-Arscott's workshop! Thanks to all those who helped make this workshop a success.

Abstract Painting in Acrylics & Mixed Media with Verne Busby RESCHEDULED!

Verne Busby workshop has been rescheduled to Friday January 30 (7:00 pm to 10:00 pm) and Saturday January 31 (9:00 am to 4:00 pm).

New price: \$100 for SWCA Members and \$115 for non-members.

Maximum number of participants is 12 so please register early.

2015 Workshops

Upcoming 2015 workshops include:
Tessa Nunn - Oil Painting

Workshops will continue to try and offer instruction in all media including watercolour and pastel.

If you have ideas for workshops, please contact:

Meghana Gauthier, Workshops
meghana.gauthier@gmail.com

STANDARDS

Congratulations

Congratulations are in order for the following members who were recently juried and have advanced to the next status level.

From Associate to Signature:

Myrna Wilkinson
Carmen Gonzalez

From General to Active/Exhibiting:

Shirley Adams
Gern Sabourin
Leslie Hayes

Carmen Gonzalez, Standards Chair

Email: carmengonzalez@shaw.ca

PROGRAMS

November program review

Our special guest for November was Verne Busby of St. Albert. Verne's work is carried by seven galleries across Western Canada. Plein air painting is a significant aspect of his artistic practice and was the subject of his presentation. Verne has visited five provinces and territories since 2010 and plans to paint in all of them over the next few years. He provided insight into many aspects of plein air painting, from planning the trip: traveling by air vs. by car, what supplies to bring and how to reduce the bulk; to execution: how far to complete a painting, what sizes he likes to paint, and which mediums to use at sea level vs. on the prairies vs. in the mountains. My favorite tip was about connecting with the local people. Verne suggested talking to the local librarian, and asking permission from the local land owners to use their location as view of the subject - often they will also provide options you would never have found on your own. The evening ended with many of us

crowded around the table looking at Verne's work, and asking all sorts of questions, such as how he mounts yupo paper paintings on board. His upcoming workshop in January should be an exciting event!

December program

It's our Christmas party with great door prizes, food, fun and conversation! It's a perfect way to meet new members as well.

This year, we will be having our Christmas **painting exchange** again. Members can bring up to a maximum of 3 paintings, no larger than 8"x8" unframed. It does not have to be framed or matted. For each painting you bring in, you will leave with an equal number at the end of the evening. The selection is determined by a draw.

Rick Rogers, Programs

buc@rickmo.com

NOTICES

Do you have a show you would like to promote? Do you know of opportunities that might benefit other SWCA members? This section is for SWCA members to share information with other members. Email the newsletter editor with your information and if there is space, we will include it. Deadline is the 20th of each month.

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!

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

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

Art Society of Strathcona County - Workshops 2015

Paint Along with a DVD

Jan. 7, 21, Feb. 4, 18 and Mar. 18, 2015
10:00 to 2:00 pm
Cost \$5.00

Fearless Metallic 2 Day Workshop

Samantha daSilva
January 10 to 11, 2015
9:30 am to 4:40 pm
Cost \$120.00

Life Drawing

Jan. 12, Feb. 9 and Mar 9, 2015
6:30 to 8:30 pm
Cost \$15.00

Think Pen & Ink

Valdis Gislason
January 17, 2015
9:30 a.m. to 4:00 pm
Cost \$65

See www.artstrathcona.com for updates, supply lists and to register.

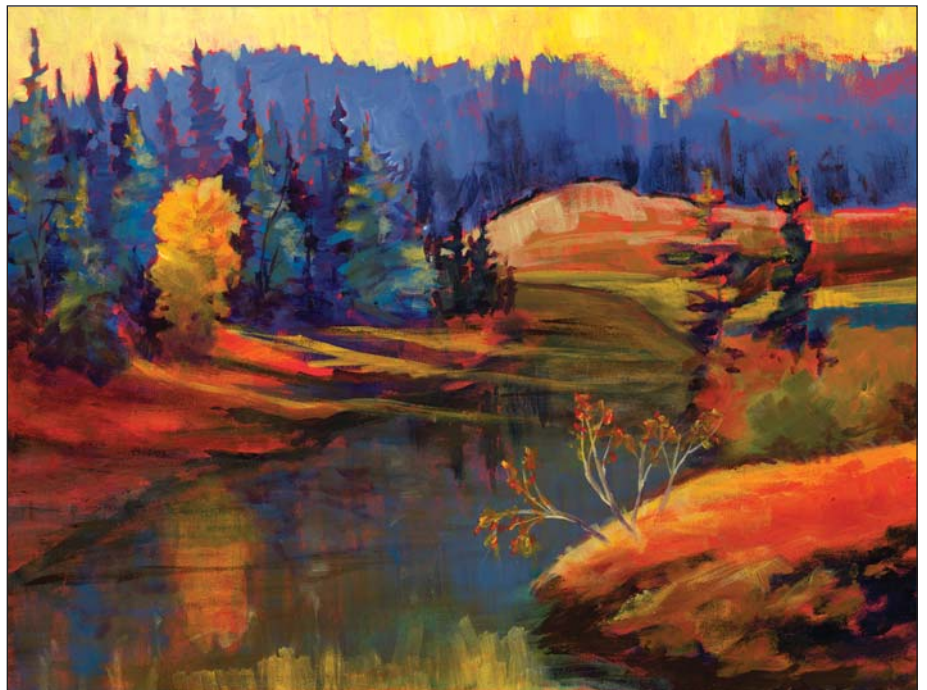


This month's cover artist Val Solash

Simply put, I enjoy the process of painting. I lose all my cares with a paintbrush in my hand. Recently, I am back playing with monotypes, japanese papers and water media, but I still play with paint too!

I spend many days "down by the creek"; walking, sketching, and photographing. Starting out at a

young age, in spite of my mother's warnings, I would be found down at the creek skipping stones, wading in or catching bugs. I am simply drawn to the water's edge. Here I have tried to convey my enthusiasm for and awe of this inspiring riparian landscape.



▲ *Down by the Creek / 16" x 20" / Acrylic*

ALLERGY REMINDER

Some of our members have severe allergies and so we want to help them by making our meetings as scent-free as possible.

Refraining from using perfumes or scented body lotions provides a more comfortable atmosphere for everyone!

Bring your own cup!

Remember to bring your own cup to the monthly meeting. We continue to try to reduce the use of styrofoam cups. Thanks to everyone who remembers!!

*Sue Scott,
Kitchen*



Creating titles for your artwork

The following article is from the Red Dot Blog of the Xanadu Art Gallery in Scottsdale Arizona.

For more interesting articles, visit: <http://www.reddotblog.com>

Coming up with great titles for artwork can be a real drag. Many artists feel like it's more work to come up with a title than it is to create a masterpiece. If you were a natural wordsmith you would have become a poet, not an artist. So, the question is, do titles really matter, and how much time and effort should you spend titling your work?

From a gallery owner's perspective, I can tell you that I do believe titles matter. A buyer wants to feel like that artwork they are about to purchase from you is one of your best ever – that it truly is one of your masterworks. They're going to have a hard time believing that if you've called the piece "Untitled No. 427". A good title becomes a part of the buyer's narrative. A particularly good title will help sell the artwork. Conversely, a bad title can hamper sales.

So what makes a good title, and how can you come up with good titles without going insane?

What Makes a Good Title?

Titling your artwork is a challenge because you have several potentially conflicting goals with a good title:

- A good title will provide insight into your inspiration for the artwork, and may help the artwork tell its story.
- A good title will leave room for the viewer to bring his or her own meaning and interpretation to the artwork.

Additionally, a good title will

- be memorable and catchy
- be original (or at least as original as anything can be in a world where nothing is ever truly new)
- not be too cheesy

How to come up with titles

So the goal is to come up with a great title – but how does one do it? After having dealt with tens of thousands of pieces of art and having spoken with hundreds of artists about titles, here are some ideas that might help:

- Start with the obvious – if there are elements in the artwork that are key focal points, use those elements as a jumping off point.

- Was there a driving emotion or inspiration that led you to create the work? If so, try and draw a title from that inspiration.
- Is there an underlying story behind the work? Try to clue the buyer into the story with your title.
- Try to put yourself in your viewer's shoes – what will they see when they look at the work? What do you want them to focus on?
- Keep it short. While there are obviously exceptions, if you need a 30 word title, you are probably doing something wrong (and maybe you should have become an author instead of artist!)

Coming up with titles can become more difficult over time

This all sounds great in theory, and will work for the first dozen or so pieces an artist creates, but what about after you've created hundreds of pieces? Eventually you are going to run out of creative, unique titles. To combat this issue, try to come up with a naming system. I've known artists who look to poetry or mythology for inspiration. Having a dictionary and thesaurus around can help. Get help – my mother helps name most of my father's paintings.

by Jason Horejs



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Newsletter Submissions

The newsletter copy deadline for the January 2015 issue of Artscape is **December 20**.

Please send it to:

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

MINUTES

Membership meeting November 10, 2014

Chair: Diana Templeton

Secretary: Sharon Abbott

Attendance: 41

Call to Order: 7:06 pm

Agenda:

- Welcome to members, new members and guests: Diana Templeton
- Cover Artist: Lorraine Ure
- Feature Artist: Laurel Hawkswell
- Draw Prizes
Congratulations to the winners:
1 Grand View Confident Wood Palette – Sue Scott
1 Pad of Grey disposable Paper Palettes – Gern Sabourin
1 Pad of Grey hand held Disposable Paper Palettes – Meghana Gauthier
- Acceptance of the Minutes of the October 20, 2014 General Meeting
- Treasurer's Report:
Diana Templeton
- Committee Reports
Exhibitions: Madeleine Arnett
Membership: Pat Hayes
Publicity: Diana Templeton
Standards: Diana Templeton
Workshops: Meghana Gauthier
- Member Announcements
- Christmas Party announcement – Judy Rikley and Arlene Bowles in charge.
- Adjournment

Motions:

- Motion to accept the minutes of the October 20, 2014 meeting as published in the November 2014 newsletter. Moved by Judy Rikley. Seconded by Myrna Wilkinson. Passed.
- Motion to adjourn the meeting: Moved by Rick Rogers. Passed.



November's featured artist Laurel Hawkswell



▲ *Nature's Palette / Acrylic*



▲ *Flower Power / Acrylic*



▲ *Autumn Bliss / Acrylic*



▲ *Towering Eucalyptus / Acrylic*



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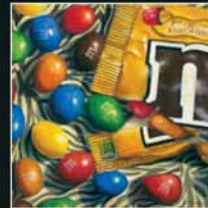
Dreaming
Margot Lang



End Of The Road
Alex Halliburton



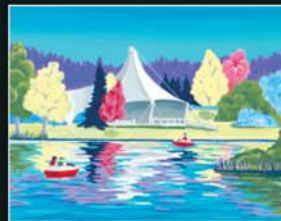
Fruits
Greg Milne



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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