

ARTFULLY

YOURS

FALLBROOK ART ASSOCIATION, INC.



Bimonthly Newsletter Sept./Oct. 2018

What's Inside

Co-Presidents' Message -	1
Fall show	- 1
Eilene McCullough	2
Si Osgrove	2
Fall Show	3
Another Winnerg	3
Harvest Faire	3
Wish List	3
Thoughts for Success	4
Useful Resources	5
What's Up?	5



Co- Presidents' Message

We hope everyone has enjoyed his or her summer and had lots of time to do ART! We have a great meeting on tap for September 15. In addition, Take-in for the Fall Show at The Brandon will be September 28 & 29.

At the July potluck we were excited about the prospect of a Gallery for FAA. Well, the Board is happy to announce we will be opening our Gallery at 127 N. Main, Fallbrook, in September. Yes, it is a different location from what we originally thought, but we think it will be a great space.

To make this happen, we need EVERYONE to speak up if you have hidden talents we could put to use. "An organization is only as good as its volunteers!" We feel we are blessed with many good people who are volunteering to make this new venture a success.

In order to open on schedule, we will need help. Please choose one of the following tasks as your contribution towards our successful operation:

- **Moving crew (to move our "stuff" from Brandon Storage)
 - **Grand Opening Committee for Gallery Monthly Shows
 - **Take-in crew
 - **Hanging crew for artwork
 - **Window Display crew
 - **Monthly Reception Coordinator
- And someones for these two new Board Positions:
- **Fund Raising chair
 - **Class coordinator (for classes at the Gallery)

Check out our WISH LIST. We are looking for donations of items you may no longer need as well and any loose cash you may have lying around (smile). Al Brandli will be coordinating this effort. Please contact him at 949-278-4048 or al@brandli.com.

As things now stand, we hope to have our first Gallery Show in September with take-in on September 15 right after our regular meeting. If you are taking the

Robin Erickson Fall Show Judge



Robin is a California artist who has focused exclusively on watercolor. Show at left is her tour de force, "Rome Reflections". Robin had no prior art experience when she was persuaded by a

co-worker to take an local evening art class. She instantly fell in love with watercolor, set up a studio in her home, painted regularly, joined the San Diego Watercolor Society and began showing her work.

Robin left her career as a mathematician/analyst for the Naval Research and Development Laboratory, moved to Fallbrook in 2003 to a great new studio, and began to devote herself full time to painting.

Her interest is in reflections, especially in city windows. She feels that in our busy lives we often pass through our surroundings without really seeing what is all around us.

She has studied with internationally known painters and belongs to numerous watercolor societies in addition to holding a signature membership in the American Watercolor Society.



Co-Presidents' message, continued

workshop, we will make sure you have time either at lunch or after the workshop to get your entries in. Any other information you might need will be on FAA's website, fallbrookartassn.org. That take-in date is tentative. Watch your email for updates.

Fall is a very busy time of year, but a great time to have our soft opening. The Harvest Faire and the Christmas Parade will bring lots of visitors to town. It will be a lot of work to launch this Gallery, but well worth it. However, don't forget to save some time to **MAKE ART!** ☞

Eileen McCollough Slated to Demonstrate at September 15 Meeting

Eileen McCullough is a plein air watercolor artist. She lives in Huntington Beach, and has made her home town her favorite subject matter. Her paintings capture everyday life: hiking through the Bolsa Chica wetlands, dining outdoors and walking dogs in Central Library park. It is the artist's strong belief that a connection to your subject is imperative in order to create a successful painting.

While taking classes and workshops she developed her strong style. Her paintings are saturated with bold color and lyrical brushwork. Eileen is a full-time watercolor artist. "My formal training as an artist began very young. My father was a watercolor artist and would take me out on location to paint. By the time I was ten, I had a sketchbook full of my drawings."

In 1982, Eileen moved to Southern California to attend the University of Long Beach. After graduating, she made Huntington Beach her permanent home. "While I loved my new home, I was at a loss as what to paint." This changed for the artist when she had her first child in 2000. Her time was spent playing outdoors with her son. She discovered the wonderful parks, nurseries and nature centers Huntington Beach has to offer.

Eileen showed her watercolors this summer at the prestigious Festival of Arts in Laguna Beach. ☞



Shown at left:
"Lifeguard
Tower"

Si Osgrove to Tackle That Mystifying Subject of Composition at October Meeting



Si Osgrove, one of our very own FAA members, will shed some light at the October meeting on the ins-and-outs of composition to make your paintings stand out from the crowd.

Si is an impressionistic painter whose work has been mostly influenced by Van Gogh, Monet, and the painters known as Les Fauves.

He says, "My need is to paint the world around me brighter and more vividly than I see it. That's the way I like it. It is my goal to paint the essence of a subject, not to reproduce it as a photograph would. My subjects are landscapes, trees, flowers, and scenes of the Western United States."

For seven years Si taught photography—four different courses—at UCLA Extension in Los Angeles. They all included the topics of composition and lighting, topics equally important to painters. During the day, he held the unique position of Los Angeles Zoo Photographer. Si will tell you, "I've photographed every animal from anteater to zebra."

In 1985 when Si moved to Vista, his painting increased in importance and in 2011 he began using acrylic paint and now prefers acrylics to oils. He likes the quick-drying characteristics of that medium: "Acrylics allow artists to make rapid improvements to a painting," he says.

One-man shows of Si's art have been held at the Poway Library, the Bernardo Heights Community Center, The Grace Melman Library in Temecula, the Union Bank in Menifee, and The Gallery At The Old Merc. He has shown in The Art Work Gallery, Beverly Hills Affair In The Gardens, the Fallbrook art galleries, The Pasadena Art Fair and others.

Si is also a writer. He is working on his second humorous manuscript about the mystifying and occasionally hair-pulling aspects of marriage. "Just look at how little hair I have left." ☞

I don't want life to imitate art, I want life to be art.

~ Ernst Fisher ~

Looking Forward to our Fall Show at The Brandon Gallery

Your Board has been working hard on the details for our Fall Show whose theme is "California Dreamin'". for the special theme award. All entries are eligible for this award.

There are a few changes for this year's show. If you previously entered a piece and it **did not** receive a **monetary** award, you are free to enter it again if you so desire as long as it is suitably presented and does not exceed the maximum framed dimensions of 30" x 32". There is a limit of two entries per artist.

The number of monetary awards has been increased and Honorable Mentions have been eliminated.

Awards are:

Best of Show - \$200

First Place - \$150

Second Place - \$100

Third Place - \$75

There will be three Art Elements Awards - one award for each of the following:

Color, Composition, Narrative

Eight Judge's Choice Merit Awards will be given at \$25 each.

Sponsored Awards are:

Bev Thordarson Memorial Theme Award - \$100

Plein Air Award - \$50

Intake will be on Fri. and Sat, Sept. 28 & 29

Entry fees are: FAA member - 1 entry \$20, 2- \$30

non-member - 1 entry \$30, 2- \$45

Full time student with ID 1 entry \$5

2 entries \$10

Entry forms and all other information are available on FAA's website, fallbrookartassn.org. If you print out your entry form and fill it out **before** you bring in your work, it will greatly speed the intake process and help out the volunteers who are working that day. Thank you! 

Another Winner

Longtime FAA member Karen Langer Baker was honored with a First Place award for her acrylic and collage painting "Mandarin Mountain Grove" and an honorable mention for her watercolor painting "Rusty Relic" at the recent annual juried *Vista Visions* show at the Vista Civic Center.

Congratulations, Karen

Harvest Faire Coming

Fallbrook's Harvest Faire is scheduled for October 28. We always have a booth there and have attracted new members as a result. Please volunteer to staff the booth and perhaps do some plein air painting while there to attract the Faire visitors. We need help with set up, take down, monitoring the children's coloring activity, the scarecrow photo opportunity and painters to show off their skills. Sign up with a Board member to help out. It's a fun day in the community. 

Our New Gallery Speaks, and It Has a Wish List

The fact that a long desired gallery for FAA is finally coming to fruition is very exciting. To make it function, however, we need "stuff". Hence this wish list for donations to get us up and running.

We need:

A guest book

A telephone and answering system

A small bench

A small podium on which to put a binder with participating artists' biographies

A small table

A bulletin board

Print rack for shrink wraps and prints

Card spinners/floor models

Trash cans large and small

A donation box

Easels both floor and table

CD player for music

Duster, broom, dust pan and other cleaning supplies

Folding or stacking chairs

Cash box

Desk with drawers and a chair

After the Board meeting on Monday, I stopped by a local thrift shop and I may have found something for displaying the binder. I hope each of you will do the same.....haunt the thrift shops for great finds and make a donation of your successful hunt to get us off to a great start.

Remember that Al Brandli is coordinating the donations, so if you find something, please contact him with the information so he can add it to his spreadsheet and keep track of everything.

Al Brandli - 949-278-4048 or Al@brandli.com

Many thanks. *Susan Frommer, newsletter ed.* 

Thoughts From a Successful Gallery Owner

Now that all progress points to FAA having a gallery space all our own, it occurred to me that some things I had read in the past might be useful to all of us, particularly when we are sitting the gallery. I am reasonably confident that we all would like to make a success of our art and have others appreciate it by making purchases from time to time.

To that end, we all need to become sales persons and there are techniques that this gallery owner has shared to help us all be better at marketing out artistic efforts. The following information is courtesy of Jason Horejs, owner of Xanadu Galley in Scottsdale, AZ.

Creating Experiences and Telling Stories to Sell More Art

“Several weeks ago, a couple walked into the gallery and headed straight for a wall of the artist Guilloume’s work. I greeted the couple and learned they had been following Guilloume for some time and had been in the gallery earlier in the week to see what we had. They were now considering one of the bronze reliefs for their home in British Columbia.”

“By coincidence, Guilloume happened to be en route to the gallery from La Quinta, CA, that very day. He was just passing through and would only be in the gallery for a few minutes, but I mentioned this to the buyers, and told them how much I would like for them to meet him.” snip

“About an hour later, the artist walked through the front door. We started making arrangements for the artwork he was dropping off and picking up, and I called the clients to let them know he had arrived.” He asked if he could tell them the story of the piece they were interested in.

He said, ““*Stealing His Heart*” is my sculptural interpretation of a recent photo taken of my wife and me. When I first looked at the photo, I was struck by the fact that I found my wife to be every bit as appealing and mesmerizing as the day I met her—perhaps even more so. I reflected on our initial meeting in our native Colombia and how I was swept up in love as she instantly stole my heart. What is so amazing to me is the fact that I have never gotten my heart back from her—it remains stolen to this day!”

“I am not referring to that “crazy love” that one experiences in the early stages of courtship. This is a mere illusion of love that gushes forth as we mistakenly

assign all of the attributes that we desire in a mate to our new lover—while at the same time, unconsciously overlooking those traits that are less appealing. Although we certainly experienced “crazy love” at first, as most couples do, our love has endured because that infatuation was soon fortified by more enduring relationship builders like appreciation, understanding, and mutual growth.” snip

“Before leaving I had Guilloume autograph and personalize a copy of his coffee table book, which we shipped along with the piece. After the piece arrived I received the following email from the client:

Jason, you may remember me and my wife. snip We would like to thank you for your assistance and for arranging our meeting with the artist. This meeting will undoubtedly evoke a special memory that we can reflect upon each time we look at the sculpture. snip The autographed coffee table book was very nice touch and is much appreciated.”

“This experience ... demonstrates the value of telling stories about artwork. Not everyone cares about the stories, but it’s often the case that the story is the extra little push that encourages the collector to buy. A patron’s initial response to your work is going to be raw and emotional. At a basic level, he/she will apprehend immediately whether or not he/she likes the work. If he/she does like the work, **your job** is to reinforce the positive connection, and to build the interest into an overwhelming, irresistible desire to buy.”

“Capturing the customer’s attention and imagination will imbue a sense of ownership in the piece, and **nothing will engage the mind so well as a good story**. Take him/her on a brief journey to unfold your interest in the subject matter, to elucidate the creation process, and to share your wonder at the miraculous result. Let your enthusiasm be contagious.”

I am so grateful to Jason for allowing us to reprint this story from his blog. He has many more bits of insight to share with us in the future. If you travel to Scottsdale, be sure to visit his beautiful gallery and thank him for his assistance in our new venture.

Susan Frommer, ed. ❧

Painting is not a means of communication or even self-expression, but rather a process of discovering, or uncovering.

❧ *Louis de Brocquy* ❧

Some Useful Resources for the Painter in Several Different Mediums

Sterling Edwards is one of my heroes when it comes to watercolor so I was delighted to acquire his tome "Creating Luminous Watercolor Landscapes". This book delves into Tools and Materials, Color, Techniques, Composition, Painting Landscape Elements and finally step-by-step examples applying that information, which are great learning tools for a beginner as well as a more seasoned watercolorist.

For oil painters, I like Elizabeth Tolley's "Oil Painters Solution Book". I believe much of the material covered would be equally applicable to the acrylic artist as well. She covers Tools and Supplies and their care, Composition and Design with attention to line, direction, shapes, divisions of space, focal point, and what to include or exclude in the process of Composition. She has a whole section on Values, an entire chapter devoted to Color and Light and another on Technique followed by some demonstrations.

Elizabeth Mowry takes a somewhat different approach focusing on seasonal changes when painting landscapes in pastel. The book ("Landscape Painting in Pastel") is filled with beautiful examples of landscapes done in pastel and finishes with a step-by-step example of how to critique your own paintings, something from which we all can benefit.

A small format book by Barbara Beneditti Newton, "Pastel Drawing" would be particularly useful for someone who wants to get started with pastels. It begins with a short history of pastels, moves on to what kinds we have available today, how to care for and clean them and how to make your own from the captured painting "dust". A whole chapter is devoted to Technique, another to Color and Value and still others to Still Life, Portraits and Figures.

A final book that takes a different and more academic approach is "Pastel Painting Atelier" by Ellen Eagle. There is a fair amount of history delineated along with the basic materials. There are many striking examples of pastel portraiture in the book along with some useful information regarding deciding if a work is finished, identifying problems in your painting and making corrections.

Happy reading.

Susan Frommer. ed. 

What's New Around the Southland ?

Sept. - On going classes at Fallbrook School of the Arts - 310 East Alvarado

Sept. 7 - Temecula Valley Art League (TVAL) show in conjunction with Temecula City Art Walk. Temecula Hotel on Main St. across from The Merc. Music and refreshments. 6:00 PM - 8:00 PM.

Sept. 9 - Oct. 21 - Galaxy of Glass Show at the Fallbrook Art Center. Opening Reception Sept 8, 5:00 PM - 7:00 PM.

Sept. 10 - FAA Board meeting, Women's Club, 9:30 AM (unless the new gallery is in suitable shape)

Sept. 10- GEM of the Valley Art Association general meeting. Murrieta Senior Center off Juniper at 5 Town Square. 1:00 PM. Elin Pendleton demonstration.

Sept. 15 - Fallbrook Art Association general meeting. Womens Club at corner of N Mission and S Mission. Doors open at 9:00 AM. Critique at 9:30. Eileen McCullough demonstrator in watercolor. Workshop follows.

Sept. 15 - Possible take-in at new FAA Gallery -this depends on whether the gallery preparation will be finished, *so watch for e-mail blast updates.*

Sept. 15 - Temecula Valley Astronomers "Star Party" at the Santa Rosa Plateau Ecological Reserve on Clinton Keith in Murrieta - when it is dark!

Sept. 18- Temecula Valley Art League general meeting. Assistance League, 28720 Montezuma, Temecula. 5:00 PM. Bring a salad to share. Carol Landry demonstrator.

Sept. 28 & 29 - Take in for FAA Fall Show at The Brandon Gallery. 11:00 AM - 3:00 PM.

Sept. - COAL Gallery featured artist is Marie Huggin.

Sept. - On going classes at The Green ART House at Pala Mesa Resort, 2001 Old Hwy 395, Fallbrook. Contact Richard Stergulz 951-526-8055 or Leslie Sweetland 951-264-1023.

Oct. - On going classes at School of the Arts

Oct. 1- GEM of the Valley Art Association regular meeting. Murrieta Senior Center, 1:00 PM. Meridy Volz demonstrator - "Pushing Color"

Oct. 6 - FAA Fall Show reception, The Brandon Gallery, 5:00 PM - 7:00 PM.

Oct. 15 - FAA Board meeting, 9:30 AM. New Gallery Oct 16 - TVAL general meeting, Assistance League, 5:00 PM.

Oct. 27 - end of show pickup - 11:00 AM- 3:00 PM

Oct 28 - Fallbrook Harvest Faire. Main Avenue - 9:00 AM- 4:00 PM

FALLBROOK ART ASSOCIATION
P. O. BOX 382
FALLBROOK, CA 92088 - 0382

ADDRESS SERVICE REQUESTED

FAA Membership Application

Membership period is from January 1 through December 31 each year.

Make checks payable to : Fallbrook Art Association

Mail to: P.O. Box 382, Fallbrook, CA 92088-0382

Please circle any information you DO NOT want to appear in our directory

First name _____ **Last Name** _____

Address _____

E-mail _____

Phone _____

FAA is a Non-Profit run by volunteers. Would you be willing to volunteer your services in some way? Please check spaces below to indicate your area of interest.

Board of Directors Position _____ **Programs/Workshop assistance** _____

Art Show Preparation and coordination _____ **Other** _____

Please check type of membership below:

Individual - \$65 _____

Family - (Two adults and dependent children under 21 living at same address) - \$85 _____

Full-time Student (with ID) - \$10 _____ **Donation** _____

Signature _____ **Date** _____