



ARIZONA ARTISTS GUILD

Newsletter

January AAG Meeting



Tuesday, January 20, 2015, 7-9 PM at the AAG building, Elliott Everson will give a colored pencil demonstration.

As an artist who has been living in Arizona most of my life I derive much of my inspiration from the desert around me. My medium of choice to capture the textures and brilliance of the plants and animals is colored pencils. Each drawing consists of layer upon layer

of color, to bring out the many subtle hues that nature itself provides. Colored pencil provides a medium that is well suited to exploring the variety of effects and textures from parched crusty bark and dried leaves to waxy smooth flesh of the prickly pear cactus or shiny scales and dry folds of skin on the reptiles.

AAA News

AZ Art Alliance has relocated to an office/meeting/storage space in Tempe: 2717 W. Southern Ave. Suite 6, Tempe, AZ, 85282. Information and complete directions to this site are available on the Alliance's website, www.azartalliance.com.

There is a new procedure to become juried in the Alliance. This new jury system is posted on the website, www.azartalliance.com/juried.html.

AAA Representative: Kathy Rose

Art Supplies needed

The AAG art supply store can always use your extra art supplies. The sale of the art supplies helps to support the Guild. Contact: Alice Pelchat at 602-992-4146 or Alicia Plogman at 602-788-4016 if you have donations. You can drop items off at the AAG building or call Alice or Alicia to schedule a pick-up.

AAG Membership News

AAG welcomes the following new members:

New Members:

Virginia Cornell
Charlene Engel
Charlotte Fischer
Susan Handelman
Douglas Hebert
Michelle Katz
Thomas McKee
Nona Wilson Miller
Robert Moscarello
Debby Taylor

New Juried Members:

Shirley Cunningham
Illean Finkel
Sharon Geels
Velvet Tetrault

Membership News:

New Membership cards available for pick up at the Guild Building during open studio-Mondays from 9-12 and Life Drawing Tuesdays from 9:30-12:30. They are also, available at monthly meetings. Members who have paid \$55 for mailing, will receive their directory and membership card in October The password for the online membership directory will be changed October 1, 2014.

If you have not renewed your membership for 2014-15, you can join online. Click on membership and the rest is easy.

How To Become a Juried AAG Member

Article 3, Sec.4 of the Guild By-Laws states that a member shall become a 'Juried Member' when the member's artwork has been accepted in three (3) Guild juried membership shows. It is the responsibility of Associates to maintain a complete record of their acceptance in Guild Shows. The Associate record for juried membership form, page 8 of the by-laws in the membership only section online, may be downloaded. Juried membership forms are also available at the AAG Building. Submit this record to the attention of the membership chair.

AAG is open meeting nights at 5 PM for members and friends to socialize.

Arizona Artists Guild, 18411 N. 7th Ave. Phoenix, Az 85023

www.ArizonaArtistsGuild.org 602-944-9713

Presidents Message

The beginning of a year is an opportunity to take stock, and look forward to the future with anticipation and rekindled energy focused on change. It is a time to find new tasks to master and new skills to acquire. Studies show that one of the major factors in having a high quality of life as we age is to continue learning new things. Learning creates new neural pathways in our brain and keeps blood flowing to all parts of the brain, keeping it healthy and vital.

I recently attended a lecture on 3d printing, during which the speaker made the connection between the development of 3d printing and the early days of photography. In the 1800's photography was expensive and practiced only by professionals. Photographs were seen as precious items (daguerreotypes, tintypes, etc). But the advent of inexpensive cameras brought photography to the masses and it was embraced by all, and became part of our everyday existence. 3d printing is at that same point of development today, and is evolving in similar ways as photography did in its early days. Soon, 3d printing will be part of our everyday lives, bringing profound changes in how we view commodities, design, and manufacturing.

Arizona Artists Guild is dedicated to supporting its member artists as they search for understanding of art media of all types through meeting programs, and Guild School of Art workshops. The workshops are opportunities for members and non-members to have hands-on learning experiences that can super-charge one's creativity. Coming in the spring, Jo Toye will conduct a hands-on workshop in Experimental Techniques in Water Media that promises to provide participants with many exciting and stimulating ideas.

I intend to continue to challenge myself with new technology, including 3d printing, and Computer Aided Design software (CAD), along with projects at the college on the topic of Sustainability in Design of Learning Spaces; glassblowing; and a summer project to document the graduate exhibitions of Chinese Fine Arts majors over 6 weeks. These kinds of exciting projects and tasks make me excited to get up each day and move myself forward in understanding, connecting, and developing.

I learned years ago, that the best way for me to accomplish anything was as part of a collaborative team, and I am very proud to be part of the leadership team of your Arizona Artists Guild. The board of directors, vice presidents and committee chairs and I have worked together to create the AAG we all want to be part of. My role as president has been challenging, but very rewarding as I have been able to be part of the wonderful programming and development initiatives over the past two years, including the Veteran's Art Outreach Program, the Open Statewide Juried Exhibition at the Glendale Gallery, and the new AAG website.

According to the AAG bylaws, two years is the maximum term for a president to serve, so my term will end this May. Our board

(Continued next column)

AAG LEADERSHIP TEAM 2014

President

David Bradley (davlbradly@gmail.com)

Secretary

Isolde Davidson (isoldedavidson@yahoo.com)

Treasurer

Tess Scherer (treasurer@ArizonaArtistGuild.net)

Communications

Gary Brown (Vice President for Communications)
(garrybrown_50@msn.com)

Mark Woehrl (Newsletter Editor)
(fstopmark@hotmail.com)

Membership

Laura Cohen-Hogan (Vice President for Membership)
(creativeprojects@earthlink.net)

Facilities

Jim Kinne (Vice President for Facilities)
(jimkinne@cox.net)

Meeting Logistics

Mark Woehrl (Vice President for Meeting Logistics)
(fstopmark@hotmail.com)

Art

Janet Wandrey (Vice President of Art)
(jwandr48@cox.net)

Presidents Message (continued)

members are either fully committed to their present tasks, or have already served as president, so your next president will have to be someone like you, a member who recognizes that the organization you belong to needs volunteers to step forward and take on new challenges for the sake of everyone else in the organization.

I know it is difficult, and when I accepted the job, I was very unsure and anxious, but because the board was intact, and consisted of long time members who could provide me with guidance and encouragement, I was able to move forward as president and become more comfortable in the role.

The next president, I am happy to say, will inherit an organization that is strong, that has programs established, and has what few other non profit organizations in town have, its own building. I am hopeful that you will come forward to provide leadership over the coming two years.

David Bradley, AAG President

AAG Sculptors' Group



The AAG Sculptors' Group meeting held on Tuesday, Jan 6, 2015 from 6-8 PM, will be a STUDIO VISIT with Stone Sculptor Mark Breithaupt. Mark's studio is located at 1217 W. Hatcher Rd., Suite #7, Phoenix, AZ 85021. (Phone: 602-515-7810)

Mark Breithaupt uses stones from around the world; including onyx, marbles, travertine, sandstone, calcite, alabasters, and soapstone. His carvings explore each stone type to uncover its

unique qualities and natural beauty. Mark's use of stainless steel and stone and mixed media works are a recent culmination of his range of style and diversity. "I'm always searching for new expressions in sculpture while nurturing my own unique style." Mark creates functional art, abstract stone sculptures and commissions for his diverse clients. (For this visit, please wear closed toe shoes.)

ALL AAG MEMBERS are always welcome to attend Sculptors' Group meetings!

A Quote by Auguste Rodin

The artist must create a spark before he can make a fire, and before art is born, the artists must be ready to be consumed by the fire of his (her) creation.

Artist of the Month

AAG members are invited to bring their artwork to the monthly meeting to enter Artist of the Month

A Quote by Sandra Taylor Hedges

The main difference between the average person and the "Artist" is the focused drive. An artist is driven sometimes to the exclusion of all else...often has to be reminded to join the rest of the world for a while.

AAG's greatest resource is its members!
Please help AAG grow by being an AAG volunteer.

Thank You to all the AAG members who volunteered last year.

A special **THANK YOU** to
AAG's President, David Bradley!

AAG - LIFE DRAWING

OPEN SESSIONS: MEMBERS & NON MEMBERS

\$10.00 DRAWING FEE - NO INSTRUCTION

MODEL RELEASE FORMS AVAILABLE FOR PHOTOGRAPHS -(at model's discretion)

Easels, tables provided or you may bring your own.

Bring supplies and coffee is provided

January & February

ALL TUESDAYS - 9:30 AM - 12:30

LONG POSE

ALL THURSDAYS - 9:30 AM - 12:30

SHORT TO LONG POSES

(except holidays)

Email Josie if you have any questions at

a_joyfulsunrise@yahoo.com

AAG - OPEN STUDIO

AAG OPEN STUDIO: MEMBERS FREE

NON MEMBERS \$10.00 DRAWING FEE

January & February

Mondays 9 AM - 12 (except holidays)

Email Alicia Plogman if you have questions at

aplogman@cox.net

AAG General Meetings Streamlined

The AAG Board has decided to improve the way the General meetings are conducted by streamlining the schedule. Below is the new schedule that will be implemented at our meeting.

5:00 – 5:30 Building open for Members to socialize.

5:30 - 6:30 Pre-meeting Critique sessions for Members only, the public is invited to watch.

6:30 - 7:00 Members socialize, eat snacks, and vote for Artist of the Month

7:00 - 7:20 Business meeting

7:30 – 8:30 + Meeting Program featuring Artists/Presenters.

Please help us keep to the schedule so that our featured Artists/Presenters will have time to share their work and knowledge in a more relaxed, welcoming atmosphere. Those members wanting to participate in the Critique need to bring artwork for artistic input. AAG President David Bradley and the evening's presenter will critique the art in a timely fashion. At 6:30 the Critique ends and snacks will be available in the small studio. The business meeting starts at 7:00 with all information on a PowerPoint. Members will see and hear about the latest AAG exhibitions and activities all within a 20 minute timeframe. The featured artists/presenter will start sharply at 7:30 and run till 8:30 and beyond if there are lots of questions.

Artist of the Month

This will return next month after we have our regular meeting.

AAG Workshop's

Look for information on the AAG web site and/or pickup a flyer at the AAG building, on the following upcoming workshops.

Jason Horejs, Art Marketing
March 7, 2015, 10AM - 4PM, Saturday

Jo Toye, Experimental techniques in Watermedia
April 18, 2015, 9AM - 4PM. Saturday

AAG Calendar Highlights

Mondays: Open Studio

Tuesdays & Thursdays: Life Drawing

Winter Exhibit ends, Sunday, January 11, pick up work at 1 PM.

Statewide Open Exhibition 2015 Submissions will be accepted January 1st through February 12, 2015.

AAG Veteran's Program, Jan 24

For details please see the AAG Calendar at (click):

<http://arizonaartistsguild.net/calendar/month.php?date=20140201>

SALE ART SUPPLY EXCHANGE

Ceramic Glazes, Frames, Paint, Paper and more!

Art Supply is open 9 am to noon Mondays and
5 pm to 9 pm AAG Meeting nights

Special Notice:

The AAG Art Supply exchange has some great Jewelry making equipment for sale VERY reasonably priced

Photography Classes with Linda Fritz Wilson

Mastering the Tools on your Camera, January 14, 9 AM to noon. **Composition and Lighting**, January 21st, 9 AM to noon. Classes are being held at the AAG Building.

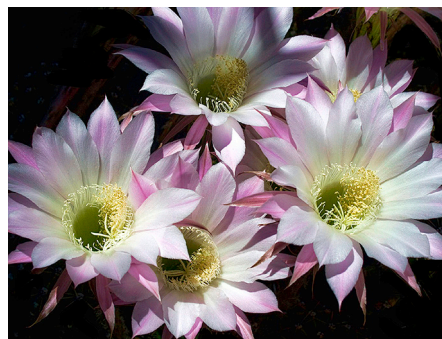
Please bring the manual for your camera, a prime lens 50-60 mm and a tripod if you have one. The class is limited to five participants enabling more individual instruction. Cost: \$50 for 3 hours.

Instructor: Linda Fritz Wilson, linda@lfwimages.com. Get more info at: <http://www.lfwimages.com/index.php?splash=1#2>

AAG Community Outreach Fine Art Exhibitions

The Arizona Artists Guild in partnership with the Beatitudes Foundation and the City of Phoenix Parks and Recreation present on-going fine art exhibitions for residents and guests. AAG juried members show at The Beatitudes, located at 1610 W. Glendale Ave, Phoenix every three months, while The City of Phoenix Parks and Recreation exhibit in their Devonshire Gallery at 2802 E. Devonshire Ave., Phoenix every two months. The Current Exhibits include:

Beatitudes – December 3, 2014 through March 4, 2015



Kathy Rose - *Mary's Flowers*



Vicki Lev - *Ratatouille*

Devonshire December 1, 2014 through January 31, 2015



Pat Respenda - *Fury From Within*

Watch for Details

**AAG Statewide Juried Exhibition of Fine Art
2015**

+ AAG Artist Highlight Feature +

Art Smith, Co Chair. AAG Veteran's Program



Q. What inspires you?

A. I am inspired by other artists, music, old anonymous photos of non-specific places, a good story.

Q. Who got you interested in art?

A. My mother was an artist. She painted and eventually became a member of DeGrazia's Guild in Tucson in the early sixties. She also did these odd cactus wind chimes. I had several good teachers who inspired me in elementary school and high school. I always loved to draw as a child.

Q. When did you decide to become an artist?

A. I don't know if I actually decided to become an artist. I defined myself in college as a writer, a poet. I began to make art, draw, and collage, out of that experience. I felt like I was an artist when someone I didn't know bought something I made.

Q. What medium do you work in?

A. I work in two general areas, currently. I paint with acrylic. I do a lot of mixed media work using paper, hide glue, prisma color. Recently I have been building things...mixed media sculptures using wood, found objects, metal, old toys.



The Poet



Faith

Q. What medium that you don't work in would you like to work in?

A. I'm pretty happy doing what I am doing. I would like to try to incorporate drawing more into some of the work I do.

Q. What artists do you most admire?

A. Eric Fischl, Max Ernst, Joseph Cornell, Balthus, Egon Schiele.

Q. If you could go back in time which artist would you like to talk with?

A. I would like to have hung out with Tristan Tzara and the Dadaists. Max Ernst. Marcel Duchamp.

Q. What would you like to express through your art?

A. I'm basically a symbolist/surrealist, but I try to really downplay it in my work. I like the accidental juxtaposition of images that while appearing realistic, are just a bit off, a bit unexpected. I like surfaces. I like layers with stories underneath them. I want to create images that people want to look at more than once.



Evolution

A Quote by Giorgio de Chirico

To become truly immortal, a work of art must escape all human logic: logic and common sense will only interfere. But once these barriers are broken it will enter the realm of childhood visions and dreams.

AAG Calendar

Check out the AAG calendar on the AAG web site for all upcoming events. The AAG calendar Web URL is:

<http://arizonaartistsguild.net/calendar/month.php>

www.ArizonaArtistsGuild.org 602-944-9713

Schemes and Scams Aimed at Artists, by Paul Sullivan

Part 1: Schemes and Questionable Offers

"Oh, you're an artist. Do you sell your work?"

How often have you heard that? Our society defines success in terms of dollars and cents. We can't help but feel some pressure to have our work sell. And it's natural for us to seek some personal recognition. There is an increasing number of schemes and scams aimed at artists. All these threats are targeted toward two points—our desire to sell our work and achieve recognition.

Our best defense is to know about these schemes. In that way, we will be able to recognize them and better protect ourselves. Although many of the following shady proposals and schemes may not be illegal, they may not be in our best interest either.

Blind Offers: Reject any offer from anyone who does not know you and is not familiar with your work. Delete all such proposals. Do not reply, open any attachments or click on any links.

Contact Lists for a Fee: Paying for contact lists of galleries, agents or art buyers is a waste of time and money. These are not targeted listings. Lists of this nature are for shot gun advertising and that is not the way to make initial contacts.

Vanity Galleries: Galleries that want money up front to exhibit your work are vanity galleries. You are paying them for wall space. What incentive is there for them to sell your work if you pay then in advance? And they are talking Big Money. Basic representation starts from \$3,500 to \$5,000. For that you get 10 to 12 feet of wall space for a limited time.

Some of these places try to make it sound like this is the way it works in the "big time". It is not. If you do sign up, they will try to sell you everything from Internet consultation to magazine space in their gallery publication. Beware.

Vanity Publications and Paid Publicity: When a publisher offers you space in a coffee table style book, look out. These guys are slick and they talk Big Money. One page costs over \$900. Two pages go for \$1,400 and you can buy the cover for a little over \$6,500. Sound good?

These books are supposed to introduce emerging artists to top galleries and "art lovers". However the top people in the art business know what these books are, paid advertising. The books are on the same level as vanity publications like "Who's Who". If you want to get rid of a thousand dollars, find a nice charity.

The same goes for paid publicity in any periodical. Any time a magazine, artist's rep or gallery wants money up front, your best bet is to back off.

Competitions and Exhibitions Charging Entry Fees: Some exhibitions can be helpful to both emerging and professional artists. However, it is best to enter only juried exhibitions sponsored by established art organizations and trusted magazines. Contests sponsored by little known sources or online galleries are questionable or worthless.

In almost all cases, you are responsible for the shipping costs to and from an exhibit. This can be anywhere from \$120 to \$350 plus, depending on the distances involved. Check if receiving and hanging fees are involved. Find out if the judges are established artists and check them on the Internet.

Online Galleries That Charge Fees: If you simply want to display your work on the Internet, that's fine. Find an online gallery with very low fees, if any. If you expect to sell your work, know that it is not easy. It is very difficult to sell art priced over \$250 on the Internet. Remember that your work can get lost on a large online gallery. If you decide to join, read the terms and conditions thoroughly. Be sure you know who is responsible for shipping costs in the event of a sale. Check if and when gallery commissions charged.

Large Art Expos: Large art expos warrant a caution flag. These are the art world's answer to "Home and Garden" shows. Even so, they may be helpful to some artists. It is good to be skeptical because once more we talking Big Money.

Consider the New York Art Expo: An artist will pay almost \$900 per day for four days, a minimum of \$3,550. For this, the artist receives an exhibition space of about 4 x 10 feet. He is included in the Expo along with 400 or more other exhibitors selling everything from frames to sculpture. This demands a lot of investigation and considerable thought before jumping in.

Promoters of Books by Artists: These guys promote books that are produced by artists. That includes everything from self published books to scrapbook-looking things. One outfit operates out of an old store front in lower Manhattan. If you join, they will go to book fairs and such promoting your book. For instance, if you send them \$500, you become an associate member. They'll send you a tote bag and one of the books they have in the back room. Sound good?

Artist's Consultants: If you are really in bad shape and forgot why you bother to paint, artist's consultants are there to help you. They are ready to review your portfolio and offer pointed suggestions. An initial session costs about \$425 but additional sessions are only \$175. If the consultant needs a consultant, an "art professor" will be called in. That will be an additional \$50. Isn't that nice?

All schemes and scams aside—some of this can sound a little grim. The point is there is no quick or easy way to become a recognized, successful artist. It is a lot of hard work over a long period of time. Yet, none of this should be discouraging. First, you must believe in yourself and your abilities. Work out a series of realistic goals and project them over the next few years. Plan it out as a fascinating journey and consult with those close to you. You want them with you every step of the way.

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Please Support The AAG Scholarship Fund!

www.ArizonaArtistsGuild.org 602-944-9713


ARTISTS INFORMATION


AAG Artists Exhibiting

Gayla R. Bonnell has 47 pieces of artwork hanging at the Westminster Village at 12000 N. 90th St., Scottsdale from November - January 31, 2015.

Isolde Davidson, Glenda Folk, Donald and Barbara Kirschner, Barbara Lacy, Ruth Ann LeFebvre, Constance McBride, Paul Nemiroff, Ann Osgood, Robert Roselli, and Fred Tieken are exhibiting in the Herberger Theater Center's winter art exhibit "*Crumpled, Dented and Crushed*" curated by Laura Cohen-Hogan. The exhibit will be on display from January 9 - March 15, 2015.

Ruth Ann LeFebvre's photograph "*Crossing*" and **Mark Woehrl's** photographs "*The Tower*", "*The Face of It*", and "*Entanglement*", were accepted into the West Valley Arts Council's Photography exhibit, *Visions: The West Valley Through Your Eyes*, running from January 8 - February 9. The opening reception is January 8 from 5 - 7 PM at the West Valley Arts HQ gallery located, 16126 N. Civic Center Plaza, Surprise, AZ.

Pat Scheurich has artwork at the Gammage Auditorium Lobby, *Visual Art Exhibit*, December 11, 2014 through January 27, 2015. The hours for the December show at Gammage are: Mondays, 1-4pm or by appointment-call 480-965-6912. Someone is always there during the week. Gammage is closed Weekends, evenings and holidays.

Josie Taglienti will exhibit work in the, *London Biennale 2015*, which is sponsored by the Garliardi Gallery in London. The exhibit will be held at the Chelsea Old Town Hall located at Kings Road SW3 SEE in Chelsea. The exhibit runs from January 20 - 25, 2015. The hours of the exhibit are 9 AM - 10 PM.

"*Systems & Sensations*" is an exhibit of distinctive contemporary art featuring original monoprints by **Sarah Kriehn** and ceramic sculptures by **Tristyn Bustamante**. The exhibit is at the Central Gallery - Burton Barr Library, 1221 N. Central Ave., Phoenix Az 85004. The exhibit runs, January 16 - March 20, 2015, and the Gallery is open Monday - Sunday during library hours. There is an artist's reception on February 6, 2015, 6:30 - 8 PM, with hors d'oeuvres, live music which is open to the public.

The AAG is well represented at The Artery Building at 625 E. Indian School. Downstairs the Collective Gallery at the Artery has AAG members Laura Cohen Hogan, Beverly Shindler, Ann Osgood, Barry Farmer, Robert Roselli, Lee Brown, Josie Tagliente, Walt Wieder and Darlene Ritter among. Upstairs Studio6 has artists' studios that have AAG members Walt Wieder, Darlene Ritter, Susan Zipser, Laura Cohen Hogan and Ann Osgood among them. The Artery Building has been an artist studio location since the 90's and is open First Fridays or by appointment. The Artery has parking behind the building. You are always welcome to stop by and visit with your fellow AAG members!

-AmazonSmile. This is a relatively new concept created by Amazon. It works exactly like Amazon. If you already purchase through Amazon, please log in through AmazonSmile. Be sure to select Arizona Artists Guild as your charity. A percentage of each purchase will go to AAG. This is a passive way of contributing to the guild. Spread the word, tell your friends.



The Scholarship Program and Fund:

During this past year I have had the honor to work closely with the scholarship committee and some of the recipients. Having that connection has deepened my understanding of the program and its impact. I recently learned that the program was begun in the 1970's and has given in excess of \$115,000 through 2013

This year's goal is to donate \$8000.

There are several ways you can contribute:

- You can give a donation by check or cash. Through PayPal, you can pay by credit card on line through our website. Donations of \$1000 or more creates a scholarship in your name, unless you elect to be anonymous.
- You can participate in the monthly meeting raffle
- You can solicit corporate sponsors
- You can call me to discuss other ideas you may have



Feel free to reach out to me if you would like to donate, with questions or comments.

Tess Mosko Scherer, email me at: Treasurer@ArizonaArtistsGuild.net or call 928-300-7185.

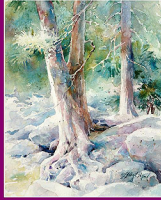
Julie Gilbert Pollard

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Best Seller North Light Books: *Brilliant Color,*
Watercolor Unleashed

North Light Videos: 3 *Watercolor Unleashed* and 2 *Acrylic Unleashed*
North Light Shop/ArtistsNetwork.TV

THANK YOU

Thank you [Arizona Art Supply](#) for your donations to AAG. I'd like to encourage our members to support the people who support AAG. Think about [Arizona Art Supply](#) when you need art supplies

Scheduling the AAG Building

If you wish to contact AAG for scheduling meetings, etc. at the AAG Building please email us. The email address is: info@arizonaartistsguild.net

If you give a child something very complex to paint, such as a bouquet of flowers or a natural landscape, if he (she) is very good, eventually he (she) will get back—like Cezanne—to the essential forms of what he sees.

A quote by Robert Motherwell

**What is AAG's Greatest Resource..... YOU ARE!
Please help AAG grow, become an AAG Volunteer.**



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