



Phoenix Artists Guild

VOLUME 72

February 2015

President's Message

February seems like a month we are able to slow down a tad. As we take a deep breath, we can look at the activity of the PAG since August, which has been hectic up to this point, especially for those who have been participating in the many exhibit possibilities. Among them were the State Fair, the Glendale Gallery at Westgate, and the soon to be completed (Feb. 8th) exhibit at the Ascension Lutheran Church. Interspersed among these exhibits are the opportunities to "hang one's art" at the Paradise Valley Mall, and the recent venue at the church at 35th Ave. and Dunlap: PLUS, the recent Arizona Art Alliance (AAA) exhibit in Tempe. Whew! Nice to have so many opportunities.

Meanwhile, April will soon be here and we begin planning for the Beatitudes Exhibit scheduled for

April 9-16, 2015. A special committee was appointed to begin looking into a convenient way to sell art work using the credit card. Heretofore, we have been selling by check or cash, but felt that some sales were lost at Glendale Westgate because we did not have the benefit of using the credit card. Plans are progressing, and if all goes well, we will likely have the system up and running by the April Exhibit. Thanks to Linda Davis and Carmen Timm for spearheading the research regarding the credit card system soon.

Next regular meeting is February 23rd.

See you all there.

Best Regards, PAG President,

John Mansour Ed. D.



"COUNTRY LANE"
BY JANE BROWN

Critique at 5:30, Business meeting 6:30, Monthly Demonstrator 7:15, Refreshments
Meetings are the 4th Monday each Month – Guests are Welcome

Website: <http://phoenixartistsguild.com>

Newsletter: <http://phoenixartistsguild.com/news/htm>

Creative Corner Center of Interest *Elaine Waters*

1. In planning your painting: everything should support the center of interest and nothing else should be more important than it. This is the reason you are painting this painting. If you waiver and are unsure about your focal point, you probably don't have one, or you have more than one...(therefore you don't have one at all). Usually, it is the area with the greatest value contrasts (light and dark) or brightest colors. It is what the painting is about! Don't put your center of interest too near the edges of your canvas and don't put it too near the center of the canvas. This is a good time to think of "The Golden Mean".

2. Does the subject fit the size/shape of your canvas? A common error is to have the subject too small for the canvas size. Negative space around a portrait or still life should not be more than about 1/5 the total canvas area. One good way to avoid having this problem is to use a viewfinder to help you make sure that your subject is the right size for your canvas so that you don't have to struggle filling up the negative space with unnecessary objects. If you are doing a still life, it is OK to have part of the arrangement go out of the canvas. If you are painting a "house in the woods"...decide which is more important...the house OR the woods.

3. A VERY common error is not portraying a consistent light source. Any still life, landscape, portrait or floral painting must have lights and shadows. The painting of the lights and shadows will give life and excitement to the subject and if they are not painted correctly, the painting will be confusing. Without them, paintings tend to be flat and boring. Remember: if the light is warm, the shadows are cool and if the light is cool...the shadows are warm. Be careful that you don't paint shadows too dark. Usually, photos depict shadows darker than they really are.

Pre-meeting Member Critique:5:30-6:30

Members are encouraged to bring a piece of art they want feedback about, or suggestions for improvem.

Pre-meeting Critique sessions are for members only, guests are invited to watch.



Happy Notes

Dr. Carl Hoelle sold 2 paintings "Bliss" and "Monumental Valley" at the Glendale Arts Council Exhibit that ends on Sunday Jan. 25th.

Don MacDonald, Larry Beausoleil and Shannon Smith were juried into the AZ Art Alliance.

Jo Allebach was juried into the Glendale Art Council show with an acrylic, "The Canyon".

Carmen Timm won the AZ Art Supply certificate.

Betty Peterson won the 50/50. **Betty Whiting** won Jerry's Artarama.

If you want to have your birthdate honored, please give Jeannette month and day, (we won't ask for anything else!)

Happy Birthday February

<i>Sheila Bellinger</i>	2/8
<i>Sharon Betts</i>	2/26
<i>Donald Rideat</i>	2/12
<i>Shannon Smith</i>	2/20
<i>Grant Washington</i>	2/25



Artist Of The Month February *Lois Miller*

Arizona Art Alliance

2417 W. Southern Ave., Ste., #16
Tempe, AZ, 85280

Holiday Show:

The Alliance's 1st show since leaving the Gallery has been considered a "mediocre success." Total art sales (exhibit and gift shop) was slightly over \$3500 with net show expense a bit over \$5500. Despite the venue considered to be fairly good, traffic was less than hoped for, felt in part to have been inadequate marketing. Despite the less-than-optimal results, it is felt much has been learned toward future exhibits.

Future Considerations:

The Alliance is looking at other options, including perhaps smaller and more specific modalities for shows as well as more partnerships with other art-related venues such as the Tempe Arts Council and Chandler-operated art galleries. These are being looked into for consideration in addition to various far-west side locations.

Jury Changes:

Due to the time distances between planned exhibits, the Board changed the existing rule of the artist's having to be juried into 3 shows to achieve juried status, to the artist having 3 pieces of artwork juried into one or more shows to then achieve juried status. Because of this change having been approved prior to the 2014 Holiday Show, congratulations go to Shannon Smith, Don MacDonald, and Larry Beausoleil for achieving Alliance juried status. This status will reduce their costs of future showing.

Election of Alliance Officers:

Though no timeline has not yet been established, there will be elections for Alliance President, Vice President, Secretary, and Treasurer. Member organizations and their artists should be looking at possible candidates for these positions. Anyone willing to be nominated for any of these positions would have to agree to serve if elected.

Dr. Carl Hoelle
Az Art Alliance Rep.



"If we had no winter, the spring
would not be so pleasant."

—Anne Bradstreet

Ways & Means

George Nelson reminds us that he has PAG aprons, T-shirts, PAG pens for \$4, picture frames and lots of merchandise for sale at the Ways and Means table. We are always happy to see an art article that we can use on the table and are grateful for the donations the members make that bring in a little moola. George relates they took in \$79.00 in January for the kitty. And it also helps out the church. He also could use a helping hand to bring in and take out all the items on the table. Give him a hand when you can.

Always remember to sign in at the door for your raffle ticket that is worth \$25.00, contributed by Arizona Art Supply.

(If your ticket is drawn.)

George Nelson – 602-246– 8373



Outreach

Victoria Lansing, says the value of food gifts (\$100.00 last month) makes a difference in other peoples lives. Any help is welcome. Any thing that keeps well, canned goods, powdered milk, cereal, canned or dry beans, raisins, or pasta, peanut butter. Any staple food which fills the tummy is what we aim for. The Church is very appreciative of our efforts in doing this.

January Refreshments

<i>Cookies:</i>	<i>Mary Hightower Sharon Betts</i>
<i>Cheese & Crackers:</i>	<i>Ruth Ebner Sheila Bellinger</i>
<i>Chips & Dip:</i>	<i>Lois Miller Eve Maller</i>
<i>Veggie Tray:</i>	<i>Linda McColl</i>
<i>Fruit Tray:</i>	<i>Ginny Wordsman</i>

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MESSAGE FROM CHUCK

Get "Linked" on the PAG Website

Promote YOU AND YOUR ART FOR MORE WORLDWIDE VISIBILITY

Get Worldwide attention:

1. Be a member of Phoenix Artists Guild.
2. Pay just \$25 for a Full Year Link.
Send check to :
Elaine Waters, PAG Treasurer;
2330 W. Mandalay Ln.
Phx, AZ., 85023
3. Send a JPEG image: (300+dpi JPG image).
Include name of piece, size, media used;

pricing optional – have the observer contact YOU, so you may discuss and negotiate!
4. Email to Chuck Cummins; your JPEG image; your name, name of organization(s) to which you belong, and your contact info, (name, email, and website addresses). We do not recommend including your phone or home address.

GUARD YOUR PRIVACY!

5. If you have your own website, please link it BACK to:
<http://www.phoenixartistsguild.com/Links.htm>.

This makes our links more favorable to Google and other search engines and gets us more traffic!
Good Luck!



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