

Pastel Talk



Arizona Pastel Artists Association P.O. Box 10042, Phoenix, AZ 85064 www.azpaa.com

JULY 2010

Desert Lutheran Church Membership Show

All APAA members participating in the membership pastel exhibition at Desert Foothills Lutheran Church July 27 - October 26, 2010 need to fill out the Artwork Loan Receipt Agreement and bring it with your painting(s) to one of the following drop-off locations.

Carole Perry
(480) 488-6070
4944 E. Sawmill Circle
Cave Creek, AZ 85331

Maret Webb
(602) 957-0653
5101 E. Monterey Way
Phoenix, AZ 85018

Sandi Ciaramitaro
(480) 325-1945
7612 E. Wolf Canyon
Mesa, AZ 85207



Please call the drop off person and arrange a convenient time to drop off your artwork. Paintings must be dropped off prior to July 27. All paintings must have the Artist Name, Title of Painting, and Phone Number on a card located on the back of the painting. This together with the Artwork Loan Receipt must accompany your painting(s). Please keep a copy of this for your records.

Information and forms were e-blasted to the membership. If you did not receive a copy, please contact Sue Hunter for information. Her email is suehunter7@cox.net.

A reception (date to be announced) is planned for the exhibition. It has been requested that some artists may want to demo during the reception. Please respond to Sue Hunter if you are interested.

NEXT MEETING:
September 12
2:00 pm

NEW LOCATION:
Arizona Artists Guild
18411 N. 7th Ave.
Phoenix (corner of 7th
Ave. and Union Hills)

WELCOME
NEW MEMBERS!

Pamela Markham
Huntsville, TX
936-661-0800
pammarkham2@gmail.com

Jack Adams, Sun City
623-302-2426
jackadams@mac.com

Vivian Andersen
Phoenix, AZ
602-793-7973
vivianann1@cox.net

Please send your
newsletter items to
Gary Binder
480-656-8460
Gary.Binder@gdc4s.com
OR
Julia Patterson
480-488-8548
Julia@writedesignaz.com



Message From the President

Dear APAA members,

Summer is definitely here.....it is certainly nice and hot! This is the greatest time of the year for enjoying the pool! Nothing like spending the day in the studio and then refresh with a swim in the pool. It gets all the pastel out from under the fingernails as well!

We may be on summer break but committee members are still hard at work. We have two open member shows that have the show committee working. The first show will be hung at the Desert Foothills Lutheran Church in the Fellowship Hall Gallery in July. The second is at the Prescott Gallery on Montezuma which will be hung in September. You have the information on the first show and the information on the second show is in this newsletter. These are both non-juried shows which mean you can exhibit pieces that have been previously shown in our juried

shows. Sue Hunter and Laura Black have also confirmed Don Rantz as our judge for the fall juried show.

Fred Davenport and Lee Borden have also been busy with APAA workshops. They have met with Allen Garns to confirm arrangements for the APAA subsidized workshop that will be run in the fall and repeated in the winter. Information should be coming to you regarding sign up in the coming weeks. Plans have also been finalized for the Richard McKinley workshop. The workshop registration material will be ready to be sent out shortly.

At the June meeting it was decided to hold our meetings for the 2010/11 meeting year at the AAG Building. I am working with Ruth Knowles to get the contract signed and in place. The Arizona Art Alliance has taken possession of our chairs. We worked out a deal that we would get a \$10 credit per



chair (45 chairs) to use towards room rentals for workshops, etc. at the new AAA Gallery.

Well....it is time for a dip in the pool to get the green pastel out from under my fingernails. I am continuing my series on vegetables and am currently painting asparagus. I thought the red of tomatoes made for messy nails..... but the green of asparagus is just as bad!

Keep painting!!!

Karen Budan

President, APAA

Fry Named Artist of the Year

At the June meeting, the membership voted on Artist of the Year from the past year's monthly first place winners. Collin Fry won with a beautiful landscape. Congratulations, Collin!





June 2010 Meeting Minutes

The meeting was called to order by President Karen Budan. New members were welcomed.

The Meeting Minutes from May were approved.

Treasurer Ruth Philliben presented the Treasury Report:

May Balance	9,292.59
Income	286.00
Expenses	1,538.24
June Balance	9,806.35

Shows & Exhibits:

Laura Black went through a preliminary budget for the upcoming Fall and Spring shows.

Desert Foothills Church Member Show: members wanting to participate need to drop off their paintings at one of the three drop-off locations. Call one of the following members for directions and times Carole Perry (480) 488-6070, Maret Webb (602) 957-0653, Sandi Ciaramitaro (480) 325-1945. They will take paintings to Church on July 27 and pick up is scheduled for 10/26.

Fall Juried Show: will be held at the Mannheim Gallery in Cottonwood November 6 – 20. Drop off is Wed. 11/3 and pick up is Sat. 11/20. The Gallery has asked that show participants attend the reception which is Sat. 11/6 from 2:30 to 4:30pm.

The maximum size of images is 12 x16, not including frame. There is a 5% commission which will be donated back to the club. The judge for the show has not yet been secured.

There was further discussion regarding having a special show for Signature members.

Programs: The Art Challenge is scheduled as a program for three meetings next year and three sign up sheets were passed around. Marcelline Lowery will ask Judith Spitz if she would do a demo for the September meeting, the first after the summer break. It was decided that a budget of \$800 for programs was reasonable.

Newsletter: If anyone has any articles, news etc. send to Gary Binder or Julia Patterson for inclusion in the newsletter.

Membership: There was discussion as to whether we needed to continue printing the Membership Directory since all information was now on the website. Decision was to create an electronic version as well as a printed copy for this year with intention to re-visit the concept of going all digital in the future.

Promotion: Marsha Wright and Barbara Alford are compiling a list of vendors and advertisers as well as contacting them to try and get support for APAA in their yearly budgets.

Website: The last art challenge is now online.

Art Alliance: The AAA Gallery at the Pavilions is up and running. They plan to offer panels on a rotating basis to member organizations to hang art. Also in the Main Gallery they have planned on presenting juried shows on 2 month cycles.

IAPS: Linda Dellandre was juried into an IAPS show.

Workshops: For the upcoming Allan Garns workshop 2 sessions are planned. Although APAA is subsidizing the workshops it was decided that a fee of \$50/person for the three days was reasonable. Location TBD.

Fred Davenport will contact Terry Ludwig about a possible workshop in the future.

Publicity: nothing to report

Library: Karen Budan recommended Barbara McGuire as the new librarian. Joan Rand volunteered to assist. A budget of \$400 was allocated to start acquiring items for the library.

Juried/Signature: Linda Halabe brought up the issue of points given for AAA show results. After discussion, it was decided that the 5 points for acceptance into AAA as a juried member should continue, but receiving the same points for placing in AAA shows as in juried

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MINUTES *continued from page 3*

APAA shows was inappropriate. The by-laws will have to be revised and voted on to reflect this change.

Other:

Karen Budan will send out a survey to see if members would be willing and able to contribute images to the Lulu book.

Due to room-size limitations at Paradise Picture Frames, APAA is in need of new meeting space. The Art Guild repriced their space to \$75 for three hours and \$15 for

each additional hour. A motion was made and accepted to change our meetings to the AAG location. Since we no longer need our chairs, AAA will take them and give APAA a total credit of \$450.

Dodie Ballentine has volunteered her house for the December meeting/party/auction.

Colin Fry was voted as Artist of the Year.

Congratulations to Julia Patterson and Jean Hildebrandt who received

certificates for attaining Signature member status. New juried members also received certificates.

After the meeting was adjourned, Jason Horejs, gallery owner and author of “Starving to Successful,” gave a very informative and entertaining talk about how one goes about achieving gallery representation.



Jason Horejs, owner of Xanadu Gallery in Scottsdale, enlightened our membership on the intricacies of gallery representation for our June program.



New Juried APAA Members Gary Binder, Dodie Ballantine and Ellen Harper. Not pictured new Signature Members Jean Hildebrand and Julia Patterson.



Member Activities & Accomplishments

[Karen Budan's](#) painting, "Market Colors," won the Pastel Society of New Mexico Award in the Pastel Society of the West Coast exhibit.

[Rita Elkins](#) was one of 6 chosen pastellists for the 2010 IAPS scholarship awards (out of 66 applicants). Her assigned instructor is Clark Mitchell of Sonoma County, CA. We're very proud of you, Rita!

[Julia Patterson](#) is offering a workshop on art marketing with social media sponsored by the SunDust Gallery in Mesa, on Saturday, July 17, 10:00-4:00 pm: *How to Boost Your Art Sales Using Facebook, Blogs and Other Social Media*. Register at www.sundustgallery.com.

[Marsha Wright](#) is teaching in her home on Saturdays from noon to 2:30.....pastel painting: The Massing in Approach. Cost is \$25.00 for

a 2 1/2 hour class or \$90.00 for 4 classes at a time. Call Marsha at 623-340-4261.

The Phoenix Center for the Arts and the Shemer Art Center and Museum have posted their summer classes to view online: www.phoenix.gov/parks/classes. Registration begins Sat. May 1 at 10:30 am. Good news from the Parks and Recreation Dept.: The "out of Phoenix city limits" fee has been eliminated! [Donna Stenger's](#) "Painting with Dry Pastel" classes are listed for both locations.

[Christine Debrosky](#) will be teaching a pastel/oil workshop in NY's Hudson Valley, July 26-30, and would love to see Arizona friends there. More info is at <http://woodstockschoolofart.org>. If you have any questions, feel free to contact Christine directly at s-scape@swiftaz.net.

Christine also has a new look to her website. Take a peek and let her know your comments: <http://www.christinedebrosky.com>.

[Linda Dellandre's](#) painting, "Verde Runoff" was accepted into the 16h Juried Exhibition of the International Association of Pastel Societies at the Butler Museum showing July through August 2010.



Opportunity to Exhibit in Prescott

There is an opportunity for 20-30 APAA members to exhibit one painting each in the Prescott Arts Gallery on Montezuma Street across from the Court House Square. Don Rantz, who will be the juror for our Fall Show, has invited us to display our work in this cooperative gallery. One of Don's paintings has been featured on the cover of the pastel journal; he received Best of Show in the Pastel 100 and has received Best of Show in the pastel division of the

Phippen Exhibit for 2 years in a row. He has several of his pastel paintings exhibited in the Prescott Gallery as well. If you have ever been to Prescott you know the square is busy with people milling around and very picturesque.

Don will attend the APAA September 12th meeting and pick up paintings from our members at that time. The show will begin Tuesday the 14th and conclude Tuesday October 12th. The opening reception is on

September 24th during 4th Friday Art Walk from 5:30 – 9:00 p.m. He would prefer that participants attend this event.

Because of limited space paintings are restricted to 18 x 24. The commission is 40%. If the number of paintings exceeds the wall space a committee at the gallery will select 20 – 30 paintings. This is a great venue and opportunity for our members.



Understanding and Using Creative Thinking

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One “sinkhole” in painting that I see frequently among the broad intermediate range of artists is a difficulty in getting into a creative/intuitive mental state. Yet if there is anything that takes a painter beyond the intermediate into advanced levels, I



Canyon deChelly by Margot Schulzke

believe it is a recognition and understanding of how creative processes function. That’s ironic, because the majority of artists seem to be “right-brained,” intuitive people. I suspect that to recognize the difference between creative and critical thinking requires some “left-brain” analysis. So, let’s go for it! Knowledge is power.

To understand what creative thinking is, we have to understand what it is NOT. Creative thinking and critical thinking are two altogether different processes. Don’t let one get in the way of the other. *Creative thinking is UNcritical, playful, loose, free, whimsical, surprising, intuitive, adventuresome (willing to take risks), irresponsible, humorous, romantic, fluid, may or may not be logical, and is sometimes ambiguous.*

It is considered “right brain” activity.

Critical thinking is *analytical, concrete, logical, rigid, serious, urgent, responsible*, not creative but *necessary* in the development and application of creative thought. It is considered left brain activity.

One clear-cut example of the use of both creative and critical thought is brainstorming – uncritically putting down every idea to solve a problem, no matter how ridiculous, without evaluating its merit, is right brain creativity. It is possibility thinking; you use it in the process of doing a series of thumbnail sketches, based on one subject. After a list of ideas is made, or sketches are done, evaluating–culling the best and discarding the worst is critical thinking. The two thought processes should be done in sequence, not attempted simultaneously, as critical thinking not only puts a damper on creativity. It requires a gear shift. When you are moving forward at high speed, you don’t want to put a car into reverse.

Both processes are usually necessary. Drawing is primarily “left brain”—it is typically analytical, critical thinking. You must use proportion, relative sizes, plumb lines, negative shapes, etc., which are all highly analytical. Design involves some critical thinking, too.

Moving into the intuitive phase of a painting is, for me, a noticeable mental gearshift. I can feel it taking

place. It may not be the same for everyone, but many artists function this way. Once I have a drawing and design on the painting surface, and I have blocked in the dark values and color masses, I am on a roll and in total concentration, moving intuitively. This mode moves further into the right brain as I get to the finishing stages of the work, and if I am not distracted, freewheeling takes over. If someone speaks to me at this point, I’ll jump.

1) Getting ideas: Best ideas come when you get a lot of ideas. That is how thumbnails work when you do a series of them. Brainstorm with yourself regarding a particular subject. What can you do with it to improve it, to make it exciting, surprising? What sounds outrageous to you? Play with it. Don’t settle for the first idea out of the barn door.

2) Roger von Oech, author of *A Whack on the Side of the Head*, a book on creativity, suggests looking for the second right answer.

3) Change the questions you ask. Ask “what if?” and “why not?” Remember there is more than one right answer. You are not doing math; you are creating art.

4) Know the rules so you can break them; then do it. Degas was a champion at this.

5) Start with the view that it CAN be done. Not that it cannot. How did Columbus cross the Atlantic? First of all, by believing he could. Ask: What

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if we look at this backwards?

Can we flip this image? What is missing in the source that I can supply? What color can I intensify to add some zip? Stretch a shadow? Simplify and unify values? Add a figure for scale here? Crop off there?

6) Don't ask what details you should leave out. Ask what details you must leave IN, and eliminate the rest.

7) Think outside the box. Distort, elongate, flatten, reverse warm and cool colors.

8) Decide in advance what mood and color scheme you are going to use, and hold yourself to that, replacing a color that doesn't fit the scheme with one that does.

Are you afraid of taking risks? If so, why? Analyze it. Are you afraid of looking foolish? Making a mistake? Well, would you rather look timid or indecisive? It's a choice. If it is disapproval you fear, whose disapproval is it? Are they qualified to disapprove? If not, politely shrug it off. Write down what it is you are afraid of, and then dismiss it: tear it up. Give yourself approval and permission to be what you want to be and paint what you want to paint.

Invest in an expanded mind. Mentally push your limits; read books that tax your comprehension. Go where you have not gone. Fly standby; I've done it to London and Guatemala. Travel if you can; armchair travel, if you can't. Invite guests to your home from faraway places. Ask them to share their life stories. Go to the ballet or opera. Expose your eyes to

great work. See the best shows. Read great novels. Read great art books. Underline or highlight the text in those books. Make notes in the margins. Make them YOURS. Take the classes you need to take. Do the homework that being a serious artist demands.

While you paint, listen to music that motivates, that loosens you up, inspires and liberates you. I find music without words is usually less distracting—used to paint abstracts to the Tijuana Brass. Whatever gets your juices flowing and is in sync with the mood you want to develop.

Scientific knowledge of the human brain has made incredible progress over the last decade. Given normal equipment, we have the capacity to expand our abilities far beyond where we are now. Putting it another way: old dogs CAN learn new tricks. So get bold. Go with intuition. If you feel you should try something a little different with your painting, do it. Create some visual tension. Don't wait for approval, even your own. Dare!

Happy painting to one and all, Margot

You can become a Fan of *Margot Schulzke Artist and Author* on Facebook where she offers opinions on various art related subjects and review her work at www.margotschulzke.com

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Call for Entries

These listings are from Pastel Journal (www.pasteljournal.com). They are listed in the chronological order of deadline.

[25th Annual National Fine Art Show](#), Louisville, CO. Deadline July 3, 2010. Download prospectus at www.louisvilleart.org.

[44th Mother Lode National Art Show](#), Placerville, CA. Deadline July 5, 2010. Prospectus at www.placervillearts.com.

[Connecticut Pastel Society 17th Annual National Exhibition "Renaissance in Pastels"](#), Waterbury CT. Deadline July 7, 2010. Prospectus at www.ctpastelsociety.com.

[National Society of Artists National Show](#), El Lago, TX. Deadline July 9, 2010. Prospectus at www.nsartists.org or email gaysava@peoplepc.com.

[2010 Richeson 75 International Competitions](#). "Landscape" entry deadline: July 14, 2010. "Pastels" entry deadline: November 8, 2010.

[Pastel Society of New Hampshire, National Juried Exhibition](#), Portsmouth, NH. Deadline July 20, 2010. Prospectus at www.pastelsocietynh.com.

[Sierra Pastel Society 8th International Exhibition](#), El Dorado Hills, CA. Deadline July 31, 2010. Prospectus at www.sierrapastelsociety.net.

[Southern Appalachian Artist Guild 2010 National Juried Show](#), Blue

Ridge, GA. Deadline July 31, 2010. Prospectus at www.blueridgearts.net/saag.cfm.

[Wynne Home Arts Center National Juried Pastel Competition](#), Huntsville, TX. Deadline August 5, 2010. Email for prospectus at patsyann11@gmail.com.

[Degas Pastel Society Thirteenth Biennial National Exhibition](#), Hammond, LA. Deadline August 7, 2010. Prospectus at www.degaspastelsociety.org.

[Appalachian Pastel Society's 2nd National Juried Exhibition](#), Waynesville, NC. Deadline August 11, 2010. Prospectus at www.appalachian-pastel-society.org.

[Pastel Society of New Mexico 19th Annual National Pastel Painting Exhibition](#), Albuquerque, NM. Deadline August 14, 2010. Prospectus at www.pastelsnm.org.

[Oil Pastel Society of Maine](#), Biddeford, ME. Deadline August 20, 2010. Email for prospectus at artbyclara@roadrunner.com.

[17th Bieninual National Show for Pastel Society of Oregon](#). Deadline August 27, 2010. Prospectus at www.pastelsocietyoforegon.com.

[Pastel Society of the Southwest](#). Deadline August 31, 2010. Prospectus at www.pssw.info.

[42nd Annual Juried ViewPoint 2010](#) from the Cincinnati Art Club, W. Harrison, IN. Deadline August 31, 2010. Prospectus at www.cincinnatiartclub.com.

[Alabama Pastel Society Juried National Exhibition, "You've Got the Magic Dust,"](#) Birmingham, AL. Deadline September 1, 2010. Email for prospectus: rtstwrtr@yahoo.com.

Classes/Workshops

Workshop with Allen Garns

Show Low, August 27/28, sponsored by the Northeastern Arizona Fine Arts Assoc. at the Northland Pioneer College, Show Low campus. In the two day program, there will be still-life session, painting from photos, and live models. The cost will be \$150 for non-members of NEAFAA. www.allengarns.com

Life Drawing Classes

George Palovich, the former curator of the West Valley Art Museum, is now offering Life Drawing classes every Tuesday at 6:30 pm. Email him at tripal42@cox.net for details.

Arizona Artists Guild is offering Open Drawing Sessions, Thursdays beginning June 3rd. 9:30-12:30 AM, 10.00 fee for members and non-members, 5.00 fee for college students with ID. The Guild is also offering Open Studio Sessions with a \$5 suggested donation for artists who wish to work on paintings in a studio setting. AAG Building is on 7th Ave. just south of the intersection of 7th Ave. and Union Hills.



Other Opportunities

West Valley National Bank in Avondale is currently looking for artists to display their work in its lobby. Contact Robin at rtakeno@wvnb.net and send a few samples of your work if you are interested.

AESTHETICA CREATIVE WORKS COMPETITION 2010

The competition is internationally recognised for identifying new artists and writers and bringing them to global attention. Entry to the Creative Works Competition is £10. The

entry fee allows the submission of 2 images, 2 poems or 2 short stories. The deadline for submissions is the 31st August 2010. More guidelines on how to submit can be found online at http://www.aestheticamagazine.com/submission_guide.htm

UNITED STATES MINT

Call for Artists! United States Mint invites artists, designers, and illustrators from all over the country to apply for a paid position as a contracted, Associate Designer in the Artistic Infusion Program (AIP). This final deadline will be July 6th, 2010. Visit <http://www.usmint.gov/artists> for more information.

UTRECHT ART COMPETITION

Apply to the 2nd annual Utrecht Art Supplies National Art Competition. \$15,000 in prizes. Grand Prize Winner will receive a 6-week scholarship to study at The Grand Central Academy of Art located in New York City. Entry form at <http://contests.interweave.com/utrecht/rules.aspx>.



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The Upcoming Year

MONTH	ACTIVITIES	PROGRAM
July	Hiatus	
August	Hiatus	

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