



Newsletter

QUARTERLY
2012

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- Small to Large
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2012 Juror
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Winners

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Winter



The President's Message

By JoAnn Formia

Here is hoping that 2012 brings as much success as we had in 2011. The 43rd Exhibition was well received throughout the 70 day run. Christina, the Brea Art Gallery Director, was very happy with the turnout for the demonstrations and gallery attendance. I do believe that having the exhibit in the same location each year will help build a reputation of being a "Must See Exhibit". Since the exhibit has closed and the votes have been tallied for the People's Choice Award, I would like to congratulate the winners, 1st Place, John Salminen, "Bryant Park", 2nd Place, Fealing Lin, "A. Kelly Pruitt" and 3rd Place, Helene-Louise-Fallardeau, "A Different Turn". (See the three winning paintings on page 7.)

The 2011 Annual meeting was different than most, in that Jim Salchak presented a program highlighting the four top winners from prior exhibitions, 1983 – 2010. For those who missed this unique program, the images that were discussed are available for you to add to your library of art history on a CD. A big thank you goes out to our secretary, Judy Todd for making this opportunity possible. (See F.Y.I on page three for information on purchase.)

Available, also, is a very interesting book that was compiled some 34 years ago to acknowledge the 10th Anniversary of Watercolor West and to recognize two of the founding members of Watercolor West as well. Information and ordering instructions are on the Website, www.watercolorwest.org.

Work has already begun on the 2012 exhibit. The current Exhibition and Demonstration Directors have lined up the juror and 2012 presenters. I have confidence that 2012 will bring a different view and flavor and that the demonstration series will offer diversity in the presentations. So, my wish for 2012 is for all transparent watercolor painters to give it their best shot and submit entries because 2012 could be your year.

I would like to say THANK YOU to the City of Brea, The Brea Art Gallery and outstanding staff for making this an exceptional year for Watercolor West. The Board of Directors and our members look forward to a long and successful association with The City of Brea.

*“It is the
supreme art of
the teacher to
awaken joy
in creative
expression and
knowledge.”*

Albert Einstein



*“Every truth has
four corners: as
a teacher I give
you one corner,
and it is for you
to find
the other three.”*

Confucius



Calendar

2011 Demonstration Artists



Joseph Stoddard enlightened and entertained the audience.

The demonstration series was held in the City of Brea Council Chambers. It is located right across the hall from the City of Brea Art Gallery where the 43rd Annual Juried Exhibition was on display. The series started with Jerry Stitt's Juror Seminar and Demonstration on September 25th and ran through December 18th with Keiko Tanabe's demonstration. Joseph Stoddard, Sheila Hansberger, Marciano Martinez demonstrated in October, November and December. Thanks to all our 2011 Demonstration Artists!!!

Dates to Remember

44th Annual Juried Exhibition at the City of Brea Art Gallery

April	Prospectus will be available online
June 30, 2012	Entry Deadline– ENTER and PAY ONLINE ONLY!
July 27, 2012	Notification of Acceptance by mail– 100 artists Notification of declined artists will be by e--mail only.
Sept. 23, 2012	Juror Seminar and Demonstration
Oct. 13, 2012	Annual Meeting at 3:30 pm and Opening Reception at 5:00 pm
Nov. thru Dec.	Demonstration Series T.B.A.
Dec. 16, 2012	Close of Exhibit

Small to Large

By Robert Genn

While staying in Whistler, B.C., I was driving the kids up to the chairlift almost every day. Regularly I passed a small, rather inconsequential pond. I pulled over one time to take a few photos. This stop turned out to be one of those happy accidents that led to the discovery of a truly "hot spot." The place was just loaded with simple and effective motifs. There was reference for foreground color, dark and light contrast, subtle variations, and opportunities for pattern. There was mystery in the deep inkiness of the still unfrozen pond.

Over the next week I made a dozen or so small paintings in the knowledge that I would make one or two larger ones when I got back to the studio. Painters sometimes run into problems when they attempt larger works. This goes for artists that transpose smalls into bigs, as well as those who make bigs for their own sake. For many, bigs and smalls can appear to be the work of separate artists. Spontaneity and simplicity in the small stuff gives to tightening up and complexity in the large. In the larger painting we may be trying too hard or trying to give too much. Big paintings can fall into the "mishmash" category with too much

going on. Small paintings rarely have this problem. It's easier to be free and playful with the smalls.

I try to remember to equate brush size with canvas size: bigger works need bigger brushes. And when looking at work in progress, just as you try to see the big picture in the little picture, you need to see the big picture in the big picture. Joseph Storey said, "Have confidence that if you have done the little thing well, you can do the bigger thing well too." Lao Tzu expressed a similar idea 2600 years ago: "Prepare for the difficult while it is still easy. Deal with the big while it is still small. Difficult undertakings always started with what's easy. Great undertakings always started with what is small. Therefore the sage never strives for the great, and thereby the great is achieved." Lao Tzu, while elderly, is often correct.

Robert Genn is a Canadian artist and author of "The Painter's Keys." He publishes twice-weekly letters on art that are delivered by e-mail. For a free subscription go to: www.painterskeys.com.



*The 2012 Prospectus
will be available
on the website
in April.
Go to
[www.watercolor
west.org](http://www.watercolorwest.org)
for up to date
information.*

*All 2012 entries
will be entered
through the website
and all Payment
will be done online.*



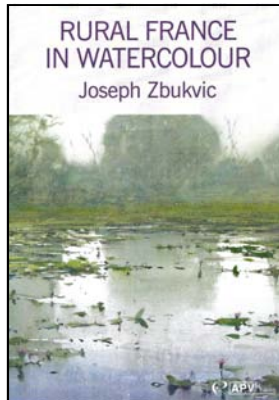
For Your Information *FOR SALE*

Now available for sale is the CD that contains the top four winners of all the Watercolor West Exhibits from 1983 through 2010 as shown in the 2010 Annual Meeting.

If you would like to own this collection, please send a check for \$20 made out to Watercolor West (put "Winner CD" on the memo line of your check) and send it to Watercolor West, PO Box 213, Redlands, CA 92373.



F. Y. I.



Film Review

Joseph Zbukvic never fails to entertain and inspire. His ability to simplify and yet capture his subjects in paintings that are full of mood and atmosphere is wonderful to watch.

APV Films are distributed in North America by The Artists' Place. You can see a preview of this film and purchase it by going to www.artist-videos.com or by calling 800-278-7522.

Rural France In Watercolor, Joseph Zbukvic

A Film Review by Jim Salchak

APV has recently released another DVD featuring one of my favorite artists, Joseph Zbukvic. This time Joseph is painting in plein air in the Dordogne region of France. What I love about this and other DVDs by APV is we get to see a master artist working on site, seeing what the artists sees and how he transforms it into a poetic work of art. This is their fourth film with this world renowned artist that resides in Australia. Watching him paint and commenting on his process is like attending one of his popular workshops. He paints in a direct loose impressionistic style that allows him to quickly capture the essence of the motif before him. In this 95 minute DVD Zbukvic paints five watercolors.

For his first subject Joseph is looking across a farm field at a chateau and out buildings backlit by the early September sun. As he draws he simplifies the scene commenting on changes to improve the design. As the light is rapidly changing he quickly washes in color over the page. For the silhouetted buildings he lets the washes melt together and leaves out many of the details to let the fresh washes tell the story. Trees, walls and foreground texture are added to complete the painting.

Zbukvic's second demo is at Brantone in the late afternoon. The scene is a group of buildings on a river catching the warm sunlight and reflecting onto the water and a stone bridge and trees on the right. He does a fairly detailed drawing and proceeds to lay in the sky and buildings. He decides to put in some shadow shapes on the buildings that are not there to create interest and break up this area that covers a major portion of the composition. He comments that he only needs an impression of the reflections so as not to compete with the buildings. Watching how he does this with just a few strokes is a great lesson in itself.

The next demo has Joseph visiting a farm where he makes a sketch of horse and rider as they trot around a paddock. We watch him draw on a half sheet of watercolor paper as he comments on working from a moving subject and the important aspects of getting horse to look right. Joseph completes this watercolor sketch by adding watercolor and gouache and some loose splashes of color in the background.

Zbukvic's fourth subject is a busy street market that has been happening every week since the thirteenth century. There are buildings and trees behind numerous umbrellas shading tables loaded with products with the vendors and crowds of shoppers milling about. This very complicated scene required a lot of simplification. After completing his drawing he laid some very loose washes for the sky and buildings and proceeded to paint the market signs, tables, umbrellas and people commenting that he is trying to be not too neat. Shadows and some calligraphy completed his painting.

It is a September morning and we are looking at a lily pond in front a row of trees with even more trees beyond. Zbukvic comments that it is not a good subject because the pond is covered with lilies creating spots of lights and darks everywhere. The challenge is to simplify the pond to create a pleasing value pattern. The first wash covers the sky and water then the background trees are added while this is still wet. He adds the lilies keeping the open water as the dominant shape. Tree reflections and a little color for the lily flowers are added. This is a great lesson in simplification. Zbukvic said, "The simpler the language the clearer the message."

The Most Valuable Lesson I Learned was...

From the Studio of Karen Frey



"Gleneden and Piedmont" by Karen Frey

What a wonderful thought to consider at this time of year. Every January I take some time to reflect on the past year with regard to painting. I think about the ways my work has developed over the past twelve months, and set goals for the upcoming year. These aspirations are often associated with both the technical and perceptual aspects of painting.

Even as a young person I considered myself to be an artist. Very early in my practice I would ponder what I wanted the most with

regard to my artwork. The answer was always "I want to be a truly good painter". Naturally, this has proven quite difficult to achieve. Over the years my skills, perceptions and aesthetics have morphed to keep this most ambitious of goals perpetually beyond my reach.

Yet here I am today, a practicing artist for fifty years. I love the process of painting much more than I love my actual paintings. I am at my best when I am working. Each and every painting is a new challenge, a new set of problems to solve, a new technical roller coaster ride. My squirreling mind is quiet, my concentration pure. I experience both utter frustration and supreme satisfaction, often within moments of each other. I am brilliant and am awkward. I have the deepest respect for my beautiful materials and I am in love with color. I am never bored.

I believe that as a career artist, "the most valuable lesson I learned" was that my process is more important than my product.

Sneak Peek!!!

2012 Juror of Awards and Selection

Karen Frey has accepted our invitation to be the 2012 Juror of Selection and Awards for the 44th Annual Exhibition.

She is a Signature Member of Watercolor West, National Watercolor Society, and is a member of the Watercolor USA Honor Society. Karen Frey has been teaching painting since 1984 and has done workshops both nationally and internationally.



"Frank IV" by Karen Frey



Karen Frey



"There are painters who transform the sun into a yellow spot, but there are others who, thanks to their art and intelligence, transform a yellow spot into the sun."

Pablo Picasso





Criteria for Member News

Please note that the following items may be included in this column:

- Awards in Exhibitions
- Publications
- Solo or two artist exhibitions
- Small group invitational exhibitions
- Serving on juries
- Additions to permanent collections

The following items will NOT be included:

- Admissions of an entry to a juried exhibition
- Workshop listings
- Member News items achieved more than six months before submission

Sending the information:

The preferred method is via e-mail for both pictures and text. Use "Member News" in the subject line.

Contact us at web site: Watercolorwest.org/contact

Spring issue deadline is **April 2, 2012**

Thank You!

Member News Congratulations!

Betty Jameson won a 3rd Place Award at The Art Hop, Georgetown, Texas, September 29-November 1, 2011.

Don Taylor won the St Cuthbert's Mill award at the Texas Watercolor Society's 62nd Annual Exhibit. He also acquired signature membership in the Kentucky Watercolor Society, Missouri Watercolor Society, and Louisiana Watercolor Society. He received the Membership Award in the Georgia Watercolor Society 2011 Annual Member's Exhibit and was published in the 2011 Best of America Watermedia and in the 2011 International Contemporary Artists. He won the Silver Award in the 2011 Tallahassee Watercolor Society Tri-States Exhibit and the Creative Catalyst/Jack Richeson award in the 2011 Tallahassee Watercolor Society Brushstrokes Exhibit. He also Won the Winsor & Newton award in the American Artists Professional League 83rd Grand National Exhibit in NYC at the Salmagundi Club (2nd place award in watermedia).

Linda Fullmer was promoted to Watercolor West's Juried Membership status when her painting was accepted into the 42nd annual exhibit. Her name was inadvertently left out

of promotion list last issue. Congratulations Linda, and sorry about that!

Robin Berry's second book, *Watercolor Secrets*, published by Reader's Digest (Quarto in London), was released Dec. 10 in the US. The UK version is titled *Compendium of Watercolour Techniques*. Her first book, *How to Paint Watercolor Flowers* has now been published in the UK as *Painting Watercolour Flowers from Photographs* and in French, *Aquarelle Peindre les fleurs d'après photos*.

Kathleen Alexander, W.W., Mark Me-haffey, Carol Carter, Thomas W. Schaller, Keiko Tanabe and Nicholas Simmons are exhibiting their artwork at Strathmore in Bethesda, Maryland from January 7 – February 4, 2012. The group formed North American Watercolor Artists in 2010 and have exhibited in international exhibitions in Mexico City, and Madrid. This will be their first group show in the U.S.

Grace Swanson was featured in the article "Explore the Power of Complements (Tips for Still Life)" in Watercolor magazine's Winter 2012 issue.

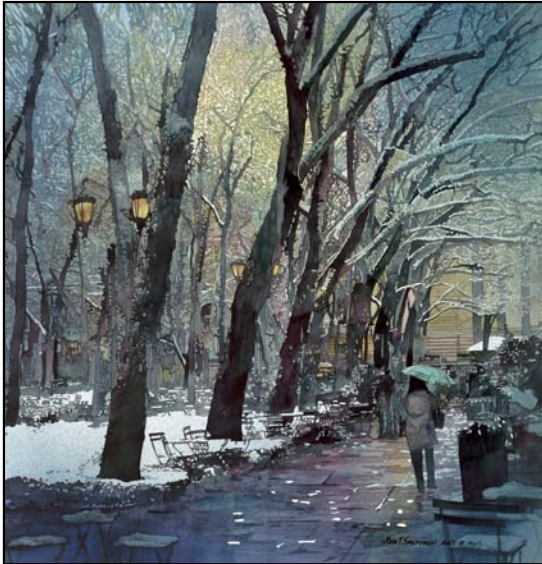
New Members Welcome!

New Associate Members:

Sandra Camp, Litchfield Park, AZ
 Steve Ellison, Yorba Linda, CA
 Felicia Hazelton, La Verne, CA
 David Massey, Glendora, CA
 Fredrick Porter, Beaumont, CA
 Janet Takahashi, Tustin, CA
 Gretchen Oh, Brea, CA
 Hsin Chang, Costa Mesa, CA



2011 People's Choice Awards



1st Place- "Bryant Park" John Salminen



3rd Place- "A Different Turn" Helen-Louise Fallardeau



2nd Place- "A. Kelly Pruitt" Fealing Lin

While the exhibit was on display at the City of Brea Art Gallery, visitors were invited to vote for their personal favorites. On closing night the votes were tallied. Congratulations to the winners!

Each winning artist was sent a winner's medallion in the mail.

Important Information for All Members

Watercolor West Dues are payable on February 1st and delinquent on April 1st. Please return your dues notification with your check when you receive it in early January.

Thanks Very Much!



Watercolor West Membership

Sustaining Associate requires only an appreciation of purely transparent watercolor and the payment of \$35 annual dues.

Juried Member requires at least one painting accepted and exhibited in WW Annual Juried Exhibit and the payment of \$35 annual dues

Signature Member requires three paintings accepted and exhibited in WW Annual Juried Exhibits and the payment of \$35 dues.

Dues are payable February 1 and delinquent April 1. Watercolor West will send out a dues notification on approximately January 1.

All member categories receive the newsletters and catalog of the Annual Juried Exhibit. Only Signature Members may use the name or initials of the society in the signing of their paintings.

Contact us at web site:
watercolorwest.org/contact



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Rikki Reinholz, Exhibition Screening Co-Chair	Kathleen Ballard, Member at Large
Angela Chang, Member at Large	Kathy Dunham, Member at Large

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Contact us at www.Watercolorwest.org/contact