

687 South Coast Highway 101
Encinitas CA 92024
760-942-3636

The Paint Rag

April 2006



Mark Your Calendar

- **Solana Beach City Hall Show**
March 1- April 13, 2006
Reception: Wed. March 8,
5:30-7:30pm
- **Take-in for new gallery**
Floor renters: Thurs., Mar 30,
9:30am-1:00pm;
Wall renters: Friday, March 31, 2006
- **New Gallery Opening Day**
Sat., April 1, 2006
- **New Gallery Grand Opening**
Reception Sun., April 2, 2006,
2:00-5:00pm/ribbon cutting at 3:00pm
- **Board Meeting** 9:30am Thurs., April
6, Larabee House, Quail Gardens
- **General Meeting** Thurs., April 6,
2006, 7-9PM pm
(Note new evening time.)
- **Carlsbad Street Fair** Sun., May 7
- **Mothers' Day Tour** May 13 & 14
- **City of Encinitas Show** June 1-30,
2006 **Drop off art:** Tues., May 30,
2006 at 10:00 am. **Pick up art:** Fri.,
June 30, 2006 at 9:30 am.
Reception: Wed., June 14, 2006,
5:00-7:00 pm

Environmental Painters

PAINT OUTS - ALWAYS TUESDAY

March 7 Oceanside Harbor,
meet at Jolly Roger

March 14 & 21 Torrey Pines State
Reserve, meet at the parking lot at the
visitors' center

March 28 & April 4 Marian Bear Park,
off of Clairmont Mesa Dr, first exit off Rte.
52 (San Clemente Canyon)

April 11 & 18 Ponto Beach, on Rte.101,
north of La Costa Blvd.
Call Joan Grine (858.481.8783)

April Demonstrator Stephanie Goldman

Note NEW Time

DEMO: 7:00 – 9:00p.m., Thurs.,
April 6, Ecke Hall, Quail Gardens



Through years of studying with distinguished professional artists, I have integrated the insights and influences from the strongest of these into my palette, brushwork and studio ethic. The value scales of Ken Goldman, the color discipline of Wolf Kahn and realist principles of Nelson Shanks have all contributed to my present sense of aesthete and composition. I use modern materials and techniques with contemporary ideas and classical studio skills to create paintings with visual appeal and emotional content. By harmonizing color, line and form with passion, inspiration and focus I strive to bring new textural intensity to pictorial subject matter. The paintings in my new "I Am A Child" exhibition at the Riverside Art Museum push the extremes to exaggerate a particular viewpoint where the observer becomes an active participant. My work can be seen online at www.goldmanfineart.com

Gallery Location

687 North Coast Hwy 101
Just north of the Lumberyard Shopping Center
HOURS: 10AM TO 6PM
Open April 1, 2006

Mothers' Day Tour

We are speeding along with our plans for this year's event. We are pursuing more publicity and courting sponsors to help defray those costs.

The poster and itinerary are nearly completed; the ticket and Web page are being developed and tour hosts are choosing their guest artists.

Tour Docents are the ONE BIG AREA where we need your help. We need about 40 people to volunteer for one 4-hour stint in order to make the Tour run smoothly. You can fulfill your co-op responsibility to the Guild while you get to know some of your fellow artists. **And it's fun!** Please contact Docent Chair, **Joan Grine (858.481.8783)**, her assistant, Lia Kondiillis (858.509.8520) or Faith Fleury (619.794.4333) to be added to the list.

Remember, this is THE big fund-raising event of the year. This is how we will build a reserve fund for operations. **With your help, we will all be successful.**

Faith Fleury (619.794.4333) and Jo Ann Ginepra (858.527.0400), Co-Chairs

Gallery Manager's Corner

I have such a good feeling about our new space. We are alive and growing as a Guild and adding new members. This is going to be our best year yet! We are planning on doing things a little differently in this new location so we are relaxing some of the old rules but may need to make a couple of adjustments to fees, scheduling, and procedures after the first month so bear with us.

One thing that will change will be that the entire gallery will rotate each month.

- If you pay for 3 months in advance, your fee will be reduced. The cost for your first piece is \$15 per piece per month. If you pay in advance, your cost goes down to \$10 per piece per month.
- You may show more than one piece of work each month.
- You may show a framed Giclee on the wall as long as it is clearly marked as a reproduction.
- Calligraphy on artwork is allowed.
- Work may be shown more than one month (we suggest that the artist skips a month to make a fresh show each month).

Sitting the Gallery

There will be 2 sitters per shift.

This decision was made for the safety of our sitters, to support members who have not sat before and to protect our art since we are showing in several different rooms and one person will not be able to keep an eye on all rooms at all times. We will try to pair an experienced sitter with a non-experience one. This means that we need each person with art in the Gallery (this includes shrink-wraps and cards) to sit each month. If you have never sat before, please do not feel intimidated; you will have someone else with you. If you are not familiar with the computerized sales system, you may just write a manual receipt and the treasurer or a more experienced sitter will scan and enter it into the computer later.

Shrinks and Cards

- Each SDAG member may show two shrinkwrap pieces and may use

one card slot on the revolving card racks. There is **no charge** for showing shrinks and cards but **you must sit the gallery.**

- If a member wants to show cards on all four horizontal slots on the revolving card rack (and there is room available) the fee is \$5 per month.

Sitting hours:

- 10am to 6pm
- (first shift = 10am to 2pm, second shift = 2pm to 6pm)
- Closed Monday and Tuesday unless we have enough sitters to have filled all the other days of the week.
- We will be open evenings when there is an event in downtown Encinitas (6pm to 9pm) if we have sitters willing to sit evenings (remember you will be in pairs).
- Open Saturday and Sunday evenings (6pm to 9pm) if we have willing sitters.
- Sitting days and hours may need adjustments after the first month or two as we monitor traffic flow since we are in a new location.

The student art show, in our new Gallery location, for April will be the work of Capri Elementary's Third Grade Class. Elizabeth Baniadam, parent at Capri, will coordinate with me for this show. However, we really need someone to volunteer to coordinate future student art shows.

Plans for the Future

- **Artist of the Month.** Fees to be determined. Publicity and reception will be provided by the Guild.
- **We are starting something new:** If you have art books or art supplies that you would like to **DONATE** to the Off Track Gallery, we will start a bookshelf in one corner of the Gallery and sell these items to help make money for the Gallery. If you have any of these items you would like to **DONATE**, please drop them off at the Gallery on Friday, March 24 between 9am and noon (or bring them with you at take-in).
- **Calendar Coordinator position still needed.** This

means that you double-check to make sure all artists are sitting, all slots are full and that you (you could have an assistant or designate a different member each month if you want to) take the call each morning when the sitter lets you know the Gallery is open. If no one takes this position, I will be stuck doing it and I will get grumpy.

Grace Swanson

Member Announcements

Susie Ferry featured artist at the Rancho Buena Vista Adobe Gallery in Vista 651 E. Vista Way, 760.639-6164). The show will open May 3rd and run through May 30. Reception - Sunday, May 7th from noon to 2pm. To view her work and to find out more about the artist please visit **www.susieferry.com**. For any questions in regards to the Adobe show or Susie's work feel free to contact her at 858.427.0833.



Artist Opportunity

Any one interested in showing in the upcoming San Diego Hospice & Palliative Care show must fill out an individual application and submit it by April 30th. Guild entries can be hung as a group but each artist has to apply. Application blanks are available from Laura. Any questions about the process or dates, etc., please contact Harriet Shoup 858.756.3635

A Message from Our President

Exciting things have been happening this last month with our little guild. Having closed our doors on December 31, 2005 and thinking we'd be without a gallery for up to a year, we now have a new site opening in Downtown Encinitas. **Beginning April 1, our new location is at 687 South Coast Highway 101, Encinitas.** Just north of the Lumberyard on that same side of the street. It previously was the Redsand Building, a clothing manufacturing company. Further back, it was the *Coast Dispatch* newspaper building. The new location will be a temporary site, as the property is being developed into a wonderful commercial area with small trendy shops, courtyard art, and living lofts above. We probably will be able to stay in this site for up to a year, possibly longer. Being a big project for Encinitas, the permitting process will take time to get approved. To date the Coastal Commission has not given approval, nor has it done any public notification.

The owner/developer, **John DeWald**, would like to incorporate art in the future courtyard with mobile style kiosks that could be pushed into a storage shed and locked when not in use. He would like to talk with anyone interested in this and possibly other ideas to incorporate art into his development.

One of the reasons the board decided to go into this temporary site is that we will be participating in an idea for a future arts center in Encinitas. The newly hired Art Administrator, **Jim Gilliam**, has a vision of bringing many different types of art together in one center. There is already a location slated for a performing arts building in the Town Center on El Camino Real and Leucadia Blvd. So far, no one has successfully taken the necessary steps to get funding to build there.

Jim has been actively talking with a theater group that may be renting temporarily in the same location as our gallery. Jim's vision is a temporary art center in the Redsand building and then a future location either at the Town Center site or somewhere else in

Encinitas. We, the board, are excited to be involved in this vision and also future opportunities related to Encinitas and Leucadia events. We'll keep you posted!

Another strong force for taking the temporary site has been **Grace Swanson**, our gallery manager. She has been an amazing bundle of energy and an inspiration to us all. Grace is willing to take on putting together our new gallery with lots of elbow grease, imagination and little funds to work with. She has asked for help from our whole membership to do this. We can make a beautiful gallery! We're artists, after all! Grace has asked for some specific help as well as general help with keeping the gallery open. (Please see her column this issue.) Grace has mentioned that she can get us up and running, but without help she'll become grumpy. Let's not let that happen!

Speaking of help, I'd like to announce the addition of several wonderful new helpers. First, **Megan Pierson** has agreed to do our *Paint Rag*. She'll be taking the place of **Faith Fleury**, who needs to concentrate her energy on the Mother's Day event. Thank you to Faith for creating our beautiful newsletter the last 3 years. And welcome on board to Megan! Megan is a graphic artist who works for Jazzercise in Carlsbad. We hope to see some of her artwork at the new gallery.

Secondly, **Darcie Anderson** will be taking over the position of Publicity for the guild. We're excited to have Darcie on the board of directors as well as handling our public announcements. Darcie will be having her lovely knitted scarves and purses in our new gallery.

Thirdly, we also greatly appreciate all the behind the scenes support for publicity that **Barbara Mille'** and Grace Swanson have been providing in the time we have been without a publicity person. Thanks to Barbara's press releases to promote **Kirk Van Allyn's** New Year labyrinth event and the opening of the new gallery, as well as Grace's communications to the newspapers for articles, we've been in the news a lot more lately! Barbara Mille' will be continuing as our Card and Shrink-wrap Coordinator at the new gallery. Hooray!!

And finally, we welcome **Wanda Olson** as the new Show Coordinator for the wall artists. She'll oversee the wall artwork coming into the gallery each month. She will need some solid assistants to help make this job go smoothly on take in day. Please contact her at 760.753.6807 if you'd be willing to help. Wanda does amazing, large watercolors. Look for her hot air balloon watercolor at the City of Solana Beach show.

We had our first evening general meeting on Thursday, March 2nd with demonstrator **Valli McDougale**, president of the San Diego Watercolor Society. We will continue with the evening meetings for another 8 months as a trial. We want to get feedback on how this is working or not working for our members. Please contact Alessandra Colfi at 858.270.3370 or **Alessandra@AlessandraColfi.com** with any feedback or suggestions.

Happy creating to all.

Laura Lowenstein

760.753.32564

llowenstein@adelphia.net



Gallery Quality Printing and Digital Artist's Services

- Gallery quality printing services using state-of-the-art Epson wide format printers and archival inks on fine art papers and canvas.
- Printing available on media up to 44 inches wide.
- Images for printing are custom edited and corrected to the artist's vision with proof approval.
- Digital artist's services, including file preparation (jpegs etc) for submission to shows and galleries, are also available.

Source material can be original artwork, digital files or film from which high resolution scans can be made.

For information call or email:
Scott Graham 858.837.0115
or **scott@sgraham.com**

VOLUNTEERS

Opportunities make a difference. Connect with your fellow artists

Calendar Coordinator

Off-Site Exhibits Coordinator & Assistant to handle Bank of America and other off site shows.

Please contact Laura Lowenstein of any other member of the Board if you are interested.

March Featured Offsite Artists— Bank of America, Encinitas Blvd. & El Camino Real

Featured Exhibitors:

Grace Swanson
Lisa Rheinhardt
Faith Fleury
Sibylla Voll

Contact Lisa Reinhardt 760.753.5152 to get on the list.

The Paint Rag is now delivered via email

Members without email will receive a printed copy via "snail mail" as usual.

PLEASE MAKE SURE YOU'RE YOUR INFO AND EMAIL ADDRESS IS CORRECT AND CURRENT in our directory records. Thanks!

Please contact Walter Berk to add/change your address or to request a "hard copy" instead. (760.942.0696) or wberk@sbcglobal.net

Opportunities for Our Artists

Grace Swanson has begun compiling a comprehensive list of opportunities for artists to show work. To find out more about each event, contact the event directly. If you know of other events that should be added, please contact Grace.

DATE	OPPORTUNITY	COST OF ENTRY and/or commission	DEADLINE to ENTER
April 8, 9	Art Under the Umbrellas (La Quinta)	\$60 + 20%	
April 22, 23	Art Under the Umbrellas (La Quinta)	\$60 + 20%	
Mid April	Bates Nut Farm Spring Fling		
Mid April	Oceanside Days of Art		
April 29-30	Encinitas Street Faire	non-profit = \$50/day	March 29
May 7	Carlsbad Village Faire	\$170	Jan 15
May 21	Escondido Street Faire	\$85 to \$115	April 15
June 24, 25	La Jolla Festival of the Arts	\$520	March 10
August 13	Carlsbad Art in the Village	\$145	July 13 (?)
August 27	Annual LeucadiARTwalk		
Sept 16, 17	Oceanside Harbor Days		
Late Sept	Art Splash		
Begin. of Oct.	Arts Crafts & Collectibles Market		
Begin. of Oct	Mira Mesa Street Fair		
Begin. of Oct	San Marcos Arts Fair		
Mid Oct 16	Escondido Downtown Street Faire		
Late Oct	Bernardo Winery Fall Arts & Crafts Fair		
Nov	Carlsbad Village Faire	\$170	
Nov	Encinitas Street Faire & Poinsettia Festival		

NOTE: You will need a "SELLER'S PERMIT", usually referred to as a **reseller's license** (\$12.00 available from Calif. State Board of Equalization, info at 1-800-400-7115). The license allows you to purchase materials for your artwork without paying sales taxes at the time of purchase, the assumption being – **YOU are responsible to pay the sales taxes based on your sales each year.**

May Demonstrator • Thurs. May 4th, 2006 @ 7 pm

Demo offered by professional artist Chris Cozen, representative of Golden Artist Colors.

This is wonderful - golden! - opportunity to learn the latest in acrylic paints, gels and mediums. It covers information about the different types of pigments, viscosities, and types of paints, grounds and color mixing, iridescent and metallic paints. Various gels and mediums are demonstrated. You will learn how to extend paint to save money, and how to mix paints with gels to create unique textural surfaces. How to use different products to make surfaces for watercolors, graphite, charcoal, colored pencil, oil and soft pastels. The lecture covers light fastness for pigments, proper acrylic priming techniques, and health and safety concerns. www.goldenpaints.com and click on 'working artists'

Be a Mothers' Day Tour Docent

All you have to do is:

- Greet people as they arrive
- Sell tickets at the door
- Make it an enjoyable experience for our customers and yourself.
- Commit to one or two 4-hour shifts over the 2 days.

Please Contact:

Joan Grine 858.481.8783,
Jo Ann Ginepra at 858.527.0400, or
Faith Fleury at 619.794.4333.

RULES FOR MONTHLY TAKE-IN

- All work must be original and for sale.
- Please have your entry slip (below) already filled out.
- Work must be framed unless you use the wrap-around canvas stapled in the back and should have some identification on the back.
- Do not bring in wet paintings or frames.
The wire should be the multi-strand wire, attached approximately one fourth of the way down from the top of the frame, and slack enough to come up to approximately 2" from the top of the frame.
- Please tape the ends of the wire, and please don't put tape or tubing in the middle of the wire. It will not fit our hangers if you do.
- Be sure your work looks as nice as it can, with clean, well put-together frame, clean glass and a well-cut mat.
- The Guild reserves the right to refuse entries that do not meet SDAG standards.

Solana Beach City Hall Awards March 06 • Judge Dot Renshaw		
Artist	Title	Comments
Best of Show		
Peter Fay	First Light	Holds well as strong abstract design besides realism. Wonderful subtle variation of blue in shadows. Contrast of light tiny textures in contrast to bold shadows. Technically outstanding.
Oil/Acrylics		
1 st Faith Fluery	Blues Man	Risktaker, innovative and free confident strokes. Nice juxtaposition subtle neutrals of face plus bold background.
2 nd Lisa Reinhardt	South on Moonlight	Tells a story in every area.
3 rd P. Sarkar	Mountain trail	Good depth.
Watermedia		
1 st Nancy Bruce	Poppies on Sunnyhill	Clean, luminous shadows on flower petals. Just enough detail-you knew when to stop to keep it fresh.
2 nd Laura Lowenstein	Riding the Line	Loose, confident contour sketch of person adds to motion. Good framing-neutral to offset strong colors and action.
3 rd Sue Kessinger	Fletcher Cove	Luminous water - not overworked.
Photography		
1 st Peter Fay	First Light	
2 nd Jo Ann Ginepra	Presidio Jail Door	Great variety of textures and clean pure color pops.
3 rd Isabella Breasted	On A Clear Day	Interesting composition with strong object and tiny textures
Honorable Mention Carole Larsen	Bicycle Amsterdam	Engages viewer to see a story and travel to background
Other Media & Mixed Media		
1 st Joan Grine	Desert In Bloom	Complementary color scheme grabs attention. Subtle color variations in mountain recede and play off of bright pure colors in foreground of flowers.
2 nd Harriet Shoup	In Remembrance	Wonderful strong focal point with light on face rich textural dark background.
3 rd Dot Dodds	Angel Unaware	Draws viewer in - see more hints of images.
Honorable Mention Marjorie Morgan	Trio	Nice use of mix media texture - plenty of movement.
Honorable Mention Ray Balbes	Floral	Good use of neutral color vase to offset electric colors.
Honorable Mention Alison Christler	Big Sur Cliffs	Water motion leads viewer into scene.

MONTH : APRIL 2006

ARTIST NAME _____

ITEM # _____

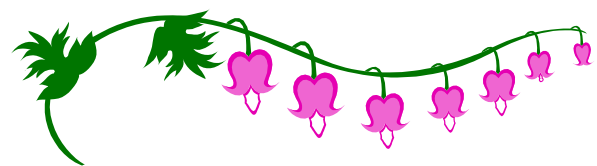
ENTRY TITLE _____

DEPARTMENT # _____

VENDOR ID _____

PRICE _____

MEDIUM _____



Welcome new SDAG member:
Karla Nederlof

In this issue:

- ◆ **New gallery space for SDAG!**
- ◆ **Mothers' Day Tour update**
- ◆ **Volunteer Opportunities**
- ◆ **Results from March Take-in**

Paint Rag Information

Send relevant information via email to: Megan Pierson at 760.944.7956 or meopierson@yahoo.com

Newsletter info due on or before noon, **1st SATURDAY** following SDAG Board Meeting, **APRIL 6.**

Advertising Rates Members receive 2 lines free. \$5 over 2 lines, payable to "SDAG" due by 1st of the month. Non-members \$15.

Membership Info Contact Walter Berk with any address changes, at 760.942.0696 or email changes to: wberk@sbcglobal.net

April 2006

The Paint Rag

San Diego Art Guild
& Off Track Gallery
687 South Coast Highway 101
Encinitas CA 92024
760-942-3636
www.offtrackgallery.com

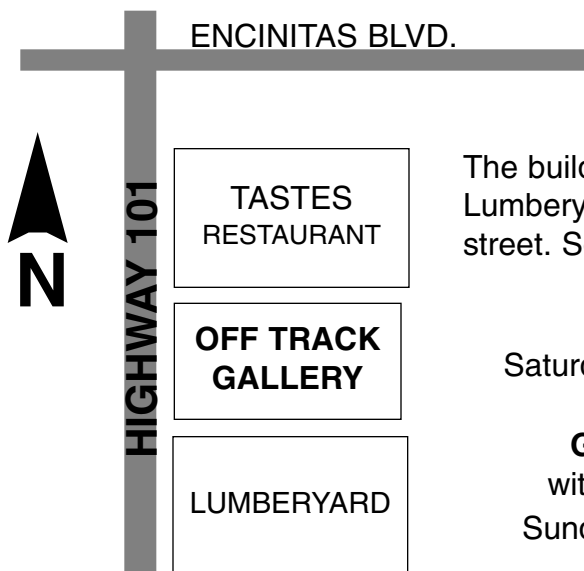
NEW LOCATION

Off Track Gallery

687 South Coast Highway 101, Encinitas
760-942-3636



SIGN PERMIT PENDING



ENCINITAS BLVD.

TASTES
RESTAURANT

OFF TRACK
GALLERY

LUMBERYARD

The building is North of the Lumberyard, same side of street. South of Encinitas Blvd.

Opening Day

Saturday, April 1 • 10 to 6

Grand Opening

with Ribbon Cutting
Sunday, April 2 • 2 to 5