



Phoenix Artists Guild

VOLUME 84

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Message from the President:

Greetings!

I hope you are all surviving the global warming and coping with the dog days of summer as we experience the Monsoon season. I am eagerly awaiting our first general meeting – I have missed you! One of the goals that I have set for the coming year is to work very hard to get each and every one of you involved and engaged in the workings of this wonderful organization. I have always been a believer in the “you reap what you sow” philosophy. You get out of an organization what you put into it. Every time. How much more excited and satisfied do you feel after you have left a meeting where

- You talked to old friends and met new ones?
- Watched a stimulating discussion or demonstration by a competent artist and learned something new?
- Brought a painting for critique.
- Brought art for Artist of the Month competition.
- Received advice or warm fuzzies from fellow members who admired your work?

Or, do you just show up, have refreshments and go home?

I hereby challenge you to make this the year that you PARTICIPATE! Make this the year you enter every show, take advantage of every opportunity to learn something from a demonstrator, even though the medium may not be something you have ever done or have a desire to do. Bring artist friends or fellow classmates to meetings. Meet and greet new members to make them feel welcome and included.

These are all things each one of you can do to enhance your enjoyment of PAG and it doesn't cost you a PENNY! This includes volunteering of course – people willing to step up to the tasks at hand are the LIFEBLOOD of any organization and PAG is no different.

This leads me to mention that all committee chairmanships are filled EXCEPT TWO:

Membership Activities, a coordinator for paint-outs and specific challenges like paint a portion of the contents of a closet you wouldn't want your mother-in-law to see or paint something in the style of Van Gogh. Things to motivate a group effort.

Publicity Chairman, someone to be responsible for notifying the media of shows and receptions, recruiting new members and soliciting art related businesses to advertise in our newsletter, directory and website.

If you have a desire to become active and to get to know the inner workings of PAG and at the same time help your fellow members to learn and participate, PLEASE – step up to the plate and volunteer for one of these two positions.

“The only thing that ever sat its way to success was a hen.” Leonard Bernstein

I eagerly anticipate this new year.

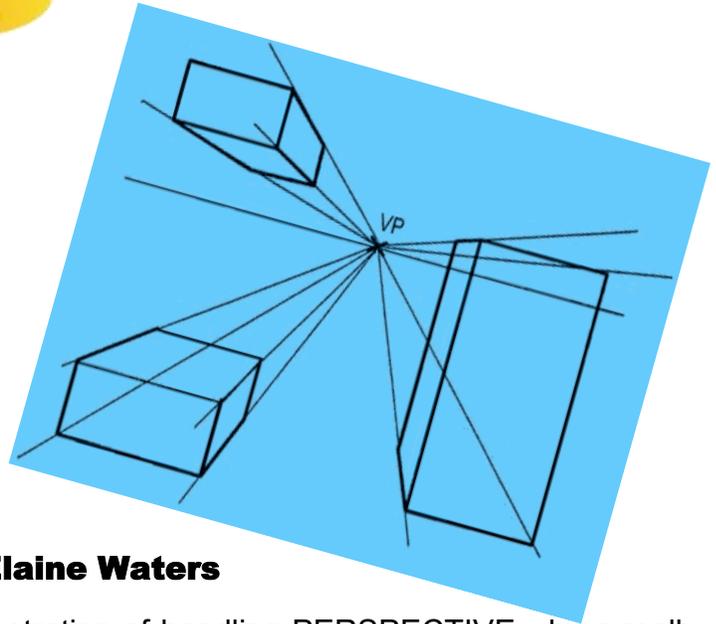
Julie Frye
President



Creative Corner

Perspective

**If We Don't Think About It.... Will It
Just Go Away???**



By Elaine Waters

Once, after watching a very complicated demonstration of handling PERSPECTIVE by a really good artist, I asked him if there was a simple way of handling perspective issues. His response was too complicated for me, so I try to handle them very simply relying on common sense and a good eye. The first thing is, if the perspective in your painting is wrong, you will probably know it.... Even if you are unsure about what the problem is or how to fix it.

The artist who paints abstracts or surreal paintings doesn't have to deal with these things, but if you are painting any THING or THINGS.... **You will be dealing with perspective.** Objects, buildings, simple still lifes with flowers and fruit, scenery, landscapes, trees in the forest, old barns in barnyards, people walking down the street, or a field of cows all need to be in perspective. When you begin your painting, you MUST locate your horizon line or eye line. Are you looking up at something, or down on something... or looking way out on a distant field? We all know that things far away appear smaller than things close up.... that is pretty basic. If you have painted a tree near the horizon line, how large and how tall would that tree be if it were in the foreground, near the photographer of the resource photo or the artist? Think of the simple perspective issue of the receding fence posts and telephone poles that finally get so small at the horizon line that they disappear. What does the land (in a landscape) do to influence how we paint foreground objects? How do we keep a road flat and not let it go downhill? How does the position of the table top and my eye view influence the ellipse of the bottom of the vase AND the top of the vase?

These are questions which I cannot answer in this article, but I will call attention to perspective problems in the future during our critique time. You, the artist, must wake up your perspective awareness and paint what you see.... the size you see it. Don't pretend the problem will go away.... It will haunt you every time you look at the painting and if you can fix it, you owe it to the painting, the viewer, and yourself to do it.

Arizona Art Alliance News

AAA in Action

EXHIBITS

The Vision Gallery exhibit in Chandler has concluded. The Alliance has opted for the same June/July 2017 space though that is not yet definite.

July 24th was the entry deadline for the Holland Gallery exhibit located at 34250 N. 60th St., Bldg B, Scottsdale, scheduled for October 1st through October 27th, 2016. Minimum sale price for any 2D and 3D entries will be \$175, with 30% of any sales going to the Foothills Community Foundation. Jewelry cannot be entered due to lack of jewelry cabinets. Reception is scheduled for October 10th, 4:30 to 6:30 pm. Artwork pickup is October 30th, 8 to 10 am.

Next Alliance exhibit is at the WHAM Gallery located at 16560 N. Dysart Rd., in Surprise, scheduled for March 2017.

JURYING

Congratulations to Diane Black and Lois Miller for successful jurying into the Alliance. Reduced entry fees for future exhibits are available to them. PAG nonjuried artists may opt for possible juried status at any time by submitting up to 3 art pieces under the "entry-thingy" process for \$25,

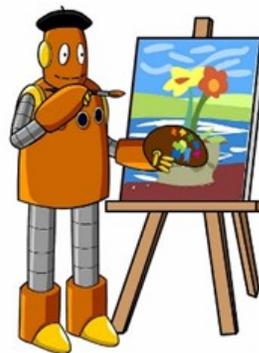
PLANNING/MARKETING

The Alliance has begun a major push to increase content and usage of its Website and Newsletter to member organizations and beyond. Through Emma Duhressen, Website Manager, increased effort will be made through social media including Twitter, LinkedIn, Facebook and YouTube. The ultimate marketing goal is to increase funding revenue through increasing traffic to the Website, Newsletter, and other feasible communications channels directed to the public sector. A 6 month period has been provided to begin this effort.

Dr. Carl

PAG Representative

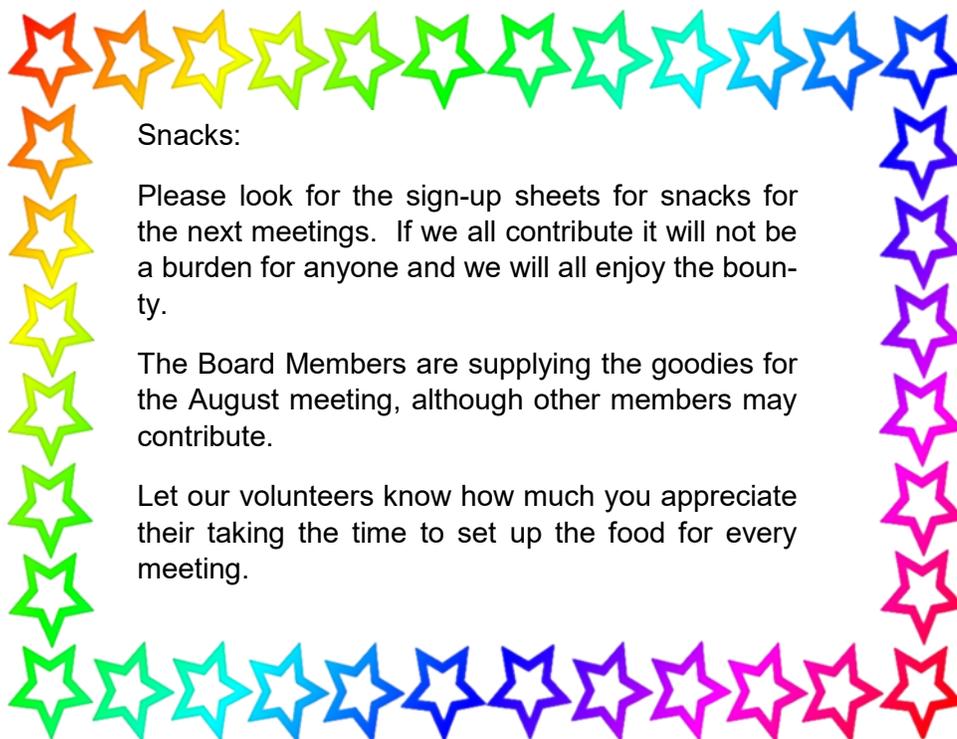
Artists on Display



Each month we will list those artists that are on display. Please send in your information so we can all celebrate your successes.

Grant Washburn: Grant Washburn has four photographs in the upcoming exhibit at the University Center building, on the ASU Downtown Campus, 411 N Central, in Phoenix. The exhibit is entitled "Of Land, Sea, and Sky." The building is open daily 8:00am – 5:00pm, except holidays. The show runs August 15 through December 10."

Your Name Here: send your announcements to maryh@ix.netcom.com for publication



Snacks:

Please look for the sign-up sheets for snacks for the next meetings. If we all contribute it will not be a burden for anyone and we will all enjoy the bounty.

The Board Members are supplying the goodies for the August meeting, although other members may contribute.

Let our volunteers know how much you appreciate their taking the time to set up the food for every meeting.



A Moment of Silence:

It is with great sadness that we announce the passing of Ruth Ebner. Ruth passed away on August 6th. She was laid to rest with her family in Chicago. We will mourn her passing and her talent.



PAG News:

The Glendale Gallery space has been leased commercially. We will not be having the Nov/Dec show at this gallery space. Although this is a blow to our club, rest assured that the Board is working on other display opportunities for this club.

Take advantage of the call to artist email and information that is provided to you. Take advantage of the AAA opportunities. If you hear of any potential exhibit opportunities, please share them with PAG.

If we all work together, we will grow and as we grow, opportunities will arise for more exhibits.



Officers for 2016/2017

President	JULIE FRYE
1 ST VICE PRESIDENT (PROGRAMS)	BETTY PETERSON
2 ND VICE PRESIDENT (SHOW CHAIR)	CARMEN TIMM
TREASURER	PAULA SANDERA
RECORDING SECRETARY	JO ALLEBACH
CORRESPONDING SECRETARY	CINDY BERG

MESSAGE FROM CHUCK!

Promote **YOURSELF** and **YOUR ART** more with **WORLD-WIDE** VISIBILITY!

Get World-wide attention – NOW.

Simply do this:

Be a paid-up member of Phoenix Artists Guild.

Pay just \$25 for a Full Year Link.

Send check to : Our Treasurer

Email to Chuck Cummins; chuckc@lincum.com :

A JPEG image: (300+dpi JPG image); Include name of piece, size and media used;

your name; name of organization(s)

to which you belong;

your contact info., (name, email, and website addresses).

(Listing your pricing is optional - have the observer contact YOU, so you may discuss and negotiate!)

We do not recommend including your phone or home address

GUARD YOUR PRIVACY!

If you have your own website, **please link it BACK TO:** <http://www.phoenixartistsguild.com/>



Meetings:

4th Monday of Month

Beatitudes Church

Britt Chapel

555 W. Glendale Av

Phoenix, AZ

Member of the
Arizona Art Alliance



Contacts:

Julie Frye — President

Grant Washburn—Membership

Membership \$40 per year
May—April