



# Phoenix Artists Guild

Volume 94

December 2017



## President's Message - Julie Frye Greetings PAG members!

Have I told you lately how **proud** I am to be a part of the Phoenix Artist's Guild? Have I told you lately how **equally proud** I am of each and every one of you? I was truly busting my buttons at the recent opening reception of our new exhibit at the brand new venue - Thunderbird Arts Center. The work is spectacular - one of the best collections I have seen. (Thank you contributing artists!) It was beautifully hung throughout the facility. (Thank you Jaxine and her team!) Also, a delightful array of goodies on the table. (Thank you contributors and DOUBLE thank you to Sylvia Roberts and her committee for setting it up and serving.) I offer as well a sincere thank you to Carmen and her committee for the well-organized way the whole exhibit process was handled. All pertinent information was presented in a timely manner and we knew without a doubt where we were

to be and when. (This is a difficult job demanding a great deal of time. Please thank **Carmen** next time you see her for all her efforts on our behalf.) Also, I saw quite a few people at the reception who were friends and family of members, some of whom have never attended our receptions. So, a big thank you to those who invited them to see the show. You should all be proud of this effort - I know I certainly am!

It seems that 2017 is nearly behind us - I blinked and it was December! For me it has been extremely busy, productive (in many ways) and profitable - I am grateful for sales of artwork and crafts and eager to create more to fill in the spaces. I hope the same goes for all of you. I will be seeing many of you in the days to come, at WAC and at our annual Christmas Party coming up on Wednesday December 13<sup>th</sup>. **For those of you unable to attend these functions, I wish you happy, Healthy Holidays and all the best in the coming year. May you continue to create beautiful art, continue to learn from our expert demonstrators, and benefit from the friendships you have made in PAG. Your warmth and friendliness at meetings and other functions is well known in the Phoenix art scene - Again I say, I am so proud to be part of you!**  
Julie Frye,  
President



# Creative Corner

## **Painting light** – by Julie Frye

Why do art teachers (the good ones at least) insist that LIGHT – its direction, its temperature, is so darned important in painting???? Well as Elaine and I stress each time we critique, establish your light source at the very beginning and then set about building your composition around it! This applies of course to paintings which depict Nature – Landscapes, Portraiture, Still Life etc. where the light describes the subject and helps us achieve depth on the two-dimensional surface we are working on.

There are some questions to ask yourself when the painting you are working on doesn't look as though it has light in it.

For our general purposes, most indoor situations have too many light sources (windows, lamps, doors, etc.) so be careful of that when setting up a still life. Be sure it is lit properly with a spot-light so you can control where your highlights are. However, in an outdoor situation, say painting a landscape en plein aire, the light source is paramount in the success or failure of what you attempt to depict on your canvas. As mentioned in earlier articles, the light changes rapidly so you need to establish your light source and stick to it throughout the process.

Of course, the color of the light is also important, so ask yourself, “What color is the light?” and “How bright is it?” You're not so much painting a green tree as you are painting light hitting that tree. If the tree is in sunlight, the highlights on the mass of leaves would be warm and of course light in value. In the shadows, you will see cooler and darker values. Note carefully how the light helps describe the cylindrical shape of the trunk and branches. As your light shifts, a preliminary value sketch, quickly done and not detailed, will remind you of the direction of light you began with.

To depict LIGHT, you must adhere to the important rules of good painting outlined many times by your instructors, regardless of medium. Have you indicated a dominant, subdominant and small element in your composition? Are there sufficient value changes to suggest form according to the light source? Does the light flow throughout your painting to lead the eye to your focal point?

Light is key – light is wonderful. Light is color, color is light! Resolve to make diligent and careful observations of Nature in the New Year! You will see your paintings improve –I guarantee it!

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### *Meeting Agenda for the Holiday Party*

*Wednesday, December 13, 2017*

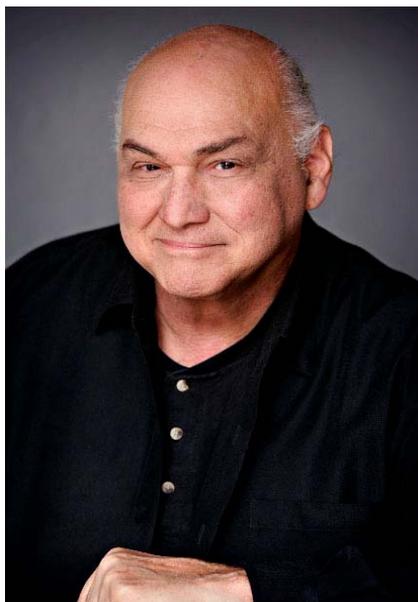
*5:30 pm -Arrive*

*6:00 pm – Dinner*

*Holiday Skit featuring BetteLou Tobin  
Holiday Program – Joe Bousard-pianist, singer*

### PAG Performer for December

Our entertainer for the Christmas party will be our friend and musical genius, **Joe Bousard**. A longtime resident of Phoenix, Joe has been active in the music and drama scene for most of his life. He is a frequent performer at The Herberger Theater, Lunchtime Theater at the Herberger center, Pianist, Singer, Composer, Actor, Bon Vivant extraordinaire! He will entertain you with gusto and put you into the Holiday Spirit!



### **Member Activities- BetteLou Tobin**



– **The January challenge is to create a Logo/Symbol. You are hired to create an artistic design to represent their product. You choose your own fictitious company. Using only two or three colors, see what you come up with.**



## ARIZONA ART ALLIANCE

### GENERAL

The Art Alliance is currently in solid financial condition. The Board of Directors has compiled a growth-oriented business plan covering events and exhibitions, community and veterans outreach programs, and donations and grants development.

### EXHIBITIONS

The call-to-artists is up for the "Interpretations III" show and sale at the WHAM West Gallery in March 2018. The WHAM West Gallery is located at [16560 N. Dysart Rd.](#) in Surprise, AZ. Prospectus is on the Alliance website at [azartalliance.com](#). This exhibit is open to Alliance juried and nonjuried artists through "Entrythingy" The artwork will be juried so those seeking Alliance-juried status can work toward becoming juried (so with lower entry costs in future shows). Deadline for entry is December 20, 2017.

The "Heat Is On" in--house art competition is scheduled for Spring 2018. More information on this will come later.

The "A League of Their Own" special exhibit of Art Alliance member organizations has chosen our Guild to have the #3 17' x 5' wall space for the month of June 2018 at the Holland Gallery located at [34250 N. 60th St., Bldg B](#), in Scottsdale (just north of Carefree Highway). There is no Alliance entry fees and 100% of sales will go directly to the artist. Artists with computers have already had the prospectus emailed (thanx to Carmen). Small works are encouraged due to the limited space and because lower prices are more prone to sell. Our Board will set procedures for determining artists showing due to the space limit. Dr. Carl will take care of procuring the PAG sign that is mandated. It will be ours to keep.

Dr. Carl  
PAG Rep.

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## Updates and Corrections to Member Directory

Julie Frye – new email - [jfrye@noteworthyarts.com](mailto:jfrye@noteworthyarts.com)

Sheri Lee Cahn – new email: [scsc@scscfineart.com](mailto:scsc@scscfineart.com)

John Mansour new phone number [480-664-1106](tel:480-664-1106) (replaces [602-943-9204](tel:602-943-9204))

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It has been brought to the Board's attention that Dan Gellenbeck has paintings of Pat's and quite a few frames are for sale. Please contact Dan if you are interested in purchasing one of Pat's paintings for a very reasonable price. Dan will be happy to set an appointment with you to see the available work. (602) 942-4436

# Congratulations

## Artist of the Month

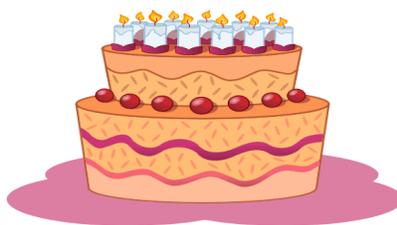
1<sup>st</sup> Place - Eve Maller

2<sup>nd</sup> Place - Jean Morgan

### OFFICERS FOR 2017-2018

President	Julie Frye
1 <sup>st</sup> Vice President (Programs)	Pat Washburn
2 <sup>nd</sup> Vice President (Show Chair)	Carmen Timm
Treasurer	Paula Sandera
Recording Secretary	Jo Allebach
Corresponding Secretary	Cindy Berg

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### BIRTHDAYS

Jo Allebach    Cindy Berg  
Raymond Bartolome



A reminder to start thinking about the Ascension Lutheran Church Show

Exhibit Dates: January 19, 2018 thru February 4, 2018

Drop Off Date: Thursday, January 18<sup>th</sup>, between 10am to 11:30am

Pick Up Date: Monday, February 5<sup>th</sup>, between 9:15am to 10:00am

More info located on the Web site



Community Outreach **Chairman**, Victoria Lansing  
Reports that on Nov. 28, 2017, 21 items with a value of \$33.00. We also  
collected 16 items with a value of \$29.00 for October.

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## Artist on Display

**Jo Allebach** – Jo Allebach is a Gallery Artist at the Herberger Gallery at Arizona Center.

Jo Allenbach recently sold a painting that was entered in a Pennsylvania Show and got a commission to do a painting. Congrats!!



**8 PAG members getting together for lunch to honor the memory of Maxine James.**

New Member — Robin Schweitzer – Oil, Fused Glass Jewelry, and Mosaics



## Artists' Web Links:

### ➤ SHOW YOUR ART TO THE WORLDWIDE WEB!

Promote **YOURSELF** and **YOUR ART** with **WORLD-WIDE VISIBILITY-**  
**ONLY \$25.00 A YEAR!**

**Simply do the following:**

- Be a paid-up member of Phoenix Artists Guild.
- Pay just \$25 for a Full Year Link; send your check to PAG Treasurer.
- Email to Chuck Cummins; [chuckc@lincum.com](mailto:chuckc@lincum.com):
  - A JPEG image: (300+dpi JPG image);
  - Include name of piece, size and media used
  - Your name, and name of organization(s) to which you belong;
  - your contact info., (name, email address); 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/Links.htm>. This makes our links more favorable to Google, Yahoo & other search engines and gets us more traffic!
- Good Luck!



### ➤ COMPUTER CORNER:

#### **Beware scam popups:**

You're cruising the Internet when suddenly a scary looking window pops up telling you that your computer has been infected. It may look a lot like a regular Windows screen, or the dreaded "blue screen", so as recommended by the message, you click on 'OK' clean up my computer button' and they've got you!

The scam popup will take over and keep you from doing anything, while offering to fix your problem if you will just enter your credit card number! They'll also disable firewalls and virus protection programs.

These very ominous but convincing scams are tricking people all over the world, and increasing with malware attacks.

They can use official sounding names like Windows Ultimate Booster or Windows Safety Master, and if you click on anything, even the cancel button, they'll do their damage.

If you see anything strange pop up on your screen, don't click on anything no matter how convincing it looks. Instead, use the "three-fingered-salute" (Ctrl-Alt-Del) to start your Task Manager which allows you to end the process altogether.

You can THEN select your virus/malware protection software, to clear out any "remnants".

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# ART

We are looking for contributors for script, sketches or pictures of art for the Back Page Art page of the **newsletter**. If you have artwork you would like featured, please send the work to [tees2others@gmail.com](mailto:tees2others@gmail.com) for publication.

## Sketch by Jeannette Sprague



**Arizona Art Supply**  
The largest Fine Art Supply Retailer in the Southwest  
Serving Arizona Artists for over 65 years.

**Is a proud supporter of Phoenix Artists Guild.**  
**PAG Members Receive 20% Off All Non-Sale Items!**

**[www.arizonaartsupply.com](http://www.arizonaartsupply.com)**  
**Phoenix—Tempe—Scottsdale—Sun City—Tucson**

Meetings:

Contacts:

4<sup>th</sup> Monday of Month  
Beatitudes Church  
Britt Chapel  
555 W. Glendale Ave.

Julie Frye – President

Grant Washburn – Membership

Membership \$40.00 per year/May-April