

FALLBROOK ART ASSOCIATION

Bimonthly Newsletter

March/April, 2025

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The Gallery Directors' News

We hope this letter finds you inspired and ready to create. The Gallery just hung a great show. Come and see it if you haven't already.

A BIG 'thank you' goes out to Vicki Vrem who will be writing information on the backs of the ribbons. This was a small but time consuming job she just took over to relieve me. She is now my best friend. Cherry Bryn is helping with computer problems as they arise. She is my best friend, too. Who knew?

There are many tasks done by volunteers that keep the FAA running. Two of these come up every month. The first is assisting with take-in. Some of us volunteer every month for this, but occasionally something comes up so we can't be there on that 1st Monday of the month. There are five basic jobs.

1. Taking care of sign-ups for sitting dates
2. Checking works for relevant information such as creator's name, contact info and price and making sure work, if framed, that the frames, glass etc. are clean and intact. Collecting member and show fees
3. Tagging each work with an inventory number that is transferred to a spreadsheet
4. Placing said work in correct location in preparation for the judge's visit (the 'runner')
5. Logging out work picked up from the previous show.

The second basic task is hanging the show on the Tuesday following take-in. The faithful hanging crew could use help. We'd especially love a TALL volunteer to reduce or eliminate the necessity of using a ladder. Please see Ruth or Ann to volunteer.

The next two themes for Show in a Show are March - Rustic/Decay and April - Running Water.

President's Message



I hope you have been enjoying the Spring Time!

FAA has been focusing on attracting new members for the organization and The Gallery. One way that seems to be working is expanding activities for children and their parents.

We had a spontaneous event at Farmers Market making Valentines Day cards for local heroes and conducting art classes inside the Gallery. We want to thank both Toni Funaki and Valerie Jamison for teaching the classes and Zala, the head of our local Conscious Community group, for helping organize the most recent class that had over 20 + participants. The kids painted Avocados for the Avocado Festival. The next class will be painting abstract Easter eggs (real eggs !)

The Plein Air group went out to Guajome Regional Park this last week. If you are interested in getting out to paint and enjoy the beautiful weather, contact Toni Funaki for future adventures.

I am working with the VFW here in town to find a metal-working artist that could make an eagle to replace one made out of wood. This contact may help them to know we exist and are not the Art Center. So if you know or can think of someone who could do that, my contact info is below.

We encourage you to take advantage of your FAA benefits. One in particular is the General Meeting. A featured artist gives a critique of members works and gives a demonstration. This is FREE. Then the featured artist conducts a workshop for three hours after the meeting for \$30 per person.. Please check out the General Meetings. Give them a try.

Remember to use your artist eye and get inspired by the world around you.

As always please let me know if you have ideas for new activities or programs or would like to help get things done, please put them in an email (thom.lingle@gmail.com) so I can keep track of things and work with you on our projects in the future.

Ruth & Ann

Thom

March Meeting to Feature Dawn Buckingham Painting in Pastel



Dawn Buckingham follows the tradition of American Impressionism by immersing herself in the natural landscape, as a plein air artist, in order to capture

light, color and mood of the area. The need to work quickly in the changing light is reflected in the energy of her mark making and subtle layers of pigment. Dawn feels that becoming an artist has given her the gift of seeing and experiencing the world in a new and enhanced way. She believes that the arts have a major role to play as a tool for raising awareness of the effects of global warming and the consequences of human activity on our planet. (*Ed. note - Remember my recommendation of "Get the Picture?", where-in her obsessive art friends taught the author how to see?"*)

*At the End of
the Rainbow*



As a passionate plein air artist, she participates nationally in plein air events. Her work has been recognized with awards in both local and juried national shows, plein air competitions and Quick Draw events. Her students and collectors include both US and International patrons.

Dawn says, "My art is a visual diary of the places I have been fortunate to visit. As an active plein air painter and traveler, all of my paintings, including studio paintings, begin with an experience at the location. I paint, sketch, write and photograph to gather as much information as possible. My notes include things that can't be seen, the temperature, sounds, smells and feelings about the location. I hope my finished paintings capture the essence of the place and share that story with the viewer."

Note: April's demo is TBD. Keep checking the website for the updated information

February Show Winners

Best in Show - Marsha Gertenbach Meers - Maiko

Oil/acrylic

1st - Marjorie Weaver - Olivia

2nd - Hajime Ohno - Two Artists Friends

3rd - Noel Glaser - Paella Man of Rancho Santa Fe

HM - Hajime Ohno - Pug-Beagle

HM- Karen Langer Baker - Lovin' the Afternoon

Watercolor

1st - Penny Fedorchak - Yosemite Reflections

2nd - Ruth Parker - Anita's Garden

3rd - Janice Cipriani-Willis - Havana Chic

HM - Karen Langer Baker - Memories

HM- - Penny Fedorchak - Canning Jar Flowers

HM - Al Brandli - Bird of Paradise

HM - Dobie - Jim Bates

Photography

1st - Douglas Gastelum - Potential

2nd - Tom Lingle - Burned Out! Now I'm Gardening

3rd - Cherry Byrns - Shadow of Greenery

HM - Thom Lingle - A Special Moon View

HM - Judith Wicka-Ewert - Temecula Balloon Ride

Pastel

1st - Ray Fedorchak - Riding the Pocket

2nd - Karen Langer Baker - Resting Nude

3rd - Ray Fedorchak - Verdant Pond

HM - Ray Fedorchak - Lake Cachuma

HM - Carol Reardon - Desert Bloom

Sculpture

1st - Ian Peterson - The Warrior

2nd- Al Brandli - Large Platter With Castor Bean Leaf

HM - Ian Peterson - Personas

Mixed Media

1st - Ariana Ayazi - Wild Meadow

2nd - Al Brandli - with All My Love

3rd - Marsha Gertenbach Meers - Asian Influence

HM - Cherry Byrns - Living in Paradise

Print Making

1st - Susan Frommer- Ghost Print #2



Regular FAA meetings are held at the Womens Club, corner of Mission and Mission on the third Saturday of each month except July and August. Doors open at 9:00AM. After a lunch break at noon, a paid workshop follows at 1:00PM with the demonstrator. Those wishing to take the workshops are reminded to sign up and pay in advance at the clip boards provided at the meetings or by contacting Carol Reardon, Workshops Chair at carol.reardon@sbcglobal.net

Show Within a Show - People in Motion

1st - Thom Lingle - Shadow Walker in the Garden
2nd - Diane Jansen - Skateborder
3rd - JudithW-Ewert - City Streets of Krakow, Poland
HM - Ann Turley - Immigrating Masses
HM - Toni Funaki - Two Monks Walking

Coming in April - Five Day Art Extravaganza

One of several missions with which FAA is tasked is to engage with and provide art experiences for the public. By doing this, our goals are to let people know the organization exists and to encourage folks to participate with us in our art journeys by joining FAA.

This event will take place from Wednesday, April 16 through Sunday, April 20. Each day will feature different art demos in a variety of mediums and hands-on activities for both adults and children. Each day will be divided into two sessions, 10:00AM- 12 noon and 1:00PM - 3:00 PM.

At present the line-up includes painting demos in all mediums, creating small items in air dry clay and polymer clay, the opportunity to sit for a quick-draw portrait, how to cartoon, create an abstract watercolor with just paint and a straw, make a shark pop-up card, print with a Gelli plate, marbling with acrylic paint, spin sheep's wool into yarn, sidewalk chalk art, and origami animals.

Members are volunteering to carry out these various demos/hands-on activities. I still have slots to fill. Even if you do not wish to do a demo (basically you will just be there doing your own thing while people watch) or be the lead facilitator for hands-on activities, we need "sidekicks", i.e. helpers to assist the lead if the numbers of participants overwhelm, help keep supplies organized, help keep space cleaned up after an activity and so on.

We will be sending invitations to all the local art organizations in both San Diego and Riverside Counties to introduce them to FAA and encourage them to attend. Please contact me (Susan) to volunteer and help to keep our organization relevant and in business.
firstwaterlady@verizon.net

SITTER SUBSTITUTES
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Chris Assad - 442-333-5940

Stop Waiting For Your Art To Be "Good Enough"

Jason Horejs from Xanadu Gallery in Scottsdale offers these thoughts:

"Many artists believe that only the very best, most technically proficient artists will get gallery representation and sell their art. If you're waiting for your work to reach some imagined level of perfection before you begin putting it out there, you could be holding yourself back in a big way.

There's a natural tendency for artists to strive for perfection in their work. It's part of what makes you an artist—the desire to create something exceptional. But if you're waiting to achieve perfection before you're willing to share, show, or sell your work, you might be waiting a long time.

When a gallery considers representing an artist, they're not expecting absolute technical perfection. What they're really looking for falls into three categories: marketability, consistency, and professionalism.

Marketability: Galleries need to show work that will appeal to their buyers. Art buyers are an incredibly diverse group of people, and often, a piece of artwork that you or I might have doubts about will be the exact piece a buyer falls in love with. If your work interests you, it's likely going to resonate with others, too. You need to give galleries the opportunity to see your work and share it with their collectors.

Consistency: If a gallery sees marketability in your work, they'll want to know that you can consistently create more pieces in the same style or theme. Consistency is important because collectors often want to follow an artist's body of work over time. If a gallery can count on you to produce cohesive and consistent work, it builds trust and creates opportunities for future sales.

Professionalism: When a gallery represents you, they're entering into a partnership with you. They want to work with artists who communicate well, deliver on promises, and are reliable and easy to work with. Being a professional in the art world is just as important as the work you create. A gallery wants to know that you'll be a good partner over the long term.

If you're waiting to reach some level of artistic perfection before you start putting your work out there, you're missing out on valuable feedback and growth opportunities. Getting your work in front of buyers and gallery owners will help you gain perspective on how your art is received."

(this is a repeat from last year. It bears repeating)