

FALLBROOK ART ASSOCIATION

Bimonthly Newsletter

November/December 2024

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President's Message



Good day to you all. We just participated in the Harvest Faire on Main Ave. at our Gallery and the traffic into The Gallery was better than expected. Our pop-up with art was placed in the unused entry to the courtyard. A few of us volunteered to draw and

direct more people into the Gallery. It was nice to feel the energy of the crowds.

The Fall cool down is upon us so the beach is not as attractive (I believe it is our biggest competitor) and people are walking the streets more. The important discussions with people outside and inside the Gallery have increased. These interactions brought in several new members who bring new colors and smiles into our space.

I always enjoyed the phrase "since time immemorial" and I think it really applies to artists, designers and humanity. Cave artists put the time and effort into chipping into the stone just to share the art. They may have been given something other than the pleasure it gave them, but I think they just wanted to share their perspective of the things they saw and they had no idea how long it would last. Just like us.

The Gallery for All Artists is *our cave*. Since we moved back to Main Ave., more people have seen your art during just one event downtown than visitors did in one year at the old location on Brandon. We have all heard the phrase the "starving artist". That artist was likely working alone. Together we may lose some weight, but at least we won't be starving. In order to keep The Gallery open, we need more art on the walls of *our cave* for those new potential customers to see and enjoy.

See you soon and have fun.

Thom 

The Gallery Directors' News

Well, the Holidays are here, whether you like it or not. And with holidays come parties, parties, parties. The Board just set into place our Holiday Party. This year we will have the party at The Gallery, on Sunday December 15, 2024 at 12:30. Please bring something to share to make the food table festive. We will provide the drinks.

If you missed the reception for the Fall Show, you really missed out. A good crowd was there, and even welcomed some new members. Speaking of new members, I would like to highlight four new members for having the courage to step up and volunteer.

Cherry Byrne	Ribbons
Christa Way	Wall tags
Karin Zibert	Window Dressing
Julia Gravois	Hanging

Now these new members will be able to hang their work in the member show in January for free. Just a little perk.

The Board is always working to help make your life and The Gallery better. One such opportunity came our way in the form of a small group of members whose work will be displayed for sale in the front room of the Gallery on new glass shelving. At the end of a 6-month trial period, we will evaluate the results. You may remember "The Find" which no longer exists at the Art Center. This showcase will be similar. The jewelry and other objects in the back room on the south wall of the Gallery will go away. This will free up wall space to allow better spacing of 2-D art and create a much better visual *flow* of the art from room to room and around each room. With change, there will be questions. Your Board will be happy to answer any you may have.

Ruth & Ann 

September Show Winners

The Tree Show

- 1st - Ray Fedorchak - Pacific Overlook
- 2nd - Karin Zibert - To Catch a Sunbeam
- 3rd - Susan Frommer - Autumn Forest - Moon Rising
- HM - Carol Reardon - Eucalyptus
- HM - Carol Hardy - A Walk in the Woods
- HM - Al Brandli - Old California Sycamore
- HM - Ann Turley - Rhapsody in the Trees

Main Show

Best of Show

Lisa Martin - Hotel Laguna

Oil/Acrylic

- 1st - Kathy Stradley - Night Fish Market
- 2nd - Karin Zibert - Spring Morning
- 3rd - Julia Gravois - Late Afternoon Summer Light -de Luz
- HM - Toni Funaki - Ocean Sunset
- HM - Carol Reardon - Moody Blues
- HM - Krentz Johnson - Luminants
- HM - Noel Glasser - Brianna at the Festival

Water media

- 1st - Janice Cipriani-Willis - Young Coconuts
- 2nd - Karen Langer Baker - Ethereal Valley
- 3rd - Penny Fedorchak - Canning Jar Flowers
- HM - Sue Morales - Carlsbad Rocks

Photography

- 1st - Hajime Ohno - CA Gray Runaway Chicken
- 2nd - Judith Wicka-Ewert - Ripe on the Vine
- 3rd - Judith Wicka-Ewert - Sedona Winter
- HM - Cherry Byrns - Flyby
- HM - Thom Lingle - Lunar Rings

Pastel

- 1st - Summer - Ray Fedorchak
- 2nd - Lisa Martin - Evening at a Paris Cafe
- 3rd - Ray Fedorchak - Crystal Lake, Mammoth

Drawing/Printmaking

- 1st - Julia Gravois - Moving While Standing Still
- 2nd - Marsha Gertenbach-Meers - Vintage Beauty
- 3rd - Patty Mangels - Salty Gargoyles

Mixed Media

- 1st - Marsha Gertenbach-Meers - She's The One
- 2nd - Marsha Gertenbach-Meers - Jazzy
- 3rd - Hajima Ohno - Bali the Lab
- HM - Susan Frommer - A Trio
- HM - Al Brandli - The Wonder of Nature

Sculpture

- 1st - Al Brandli - Locust Leaf Platter
- 2nd - Susan Frommer - Western Shigaraki



October Fall Show Winners

Best of Show

Julia Gravois - Venus and White Dishpan

- 1st - Julia Gravois - Rock Mountain in July - de Luz
- 2nd - Patty Mangels - Monserate Winery Pond
- 3rd - Kathy Stradley - Saturday Soccer in Temecula
- HM - Diane Jansen - The Lagoon
- HM - Patty Mangels - Summer Sketching/Grass Valley Barn
- HM - Ariana Ayazi - Dance of Light
- HM - Ruth Parker - Looking Through the Glass
- HM - Marsha Mears Gertenbach - The Dancer

Theme Award

Bonnie Rinier - Sunrise Over Vineyard, in Fall



Holiday Party Set for December 15

Holiday inspiration strikes when we all get together to share food, laughter and best wishes for a coming year filled with art and opportunities for artistic growth. This year we will meet at The Gallery where we will be surrounded by our own inspiring art.

The festivities start at 12:30 and we'll wrap up at 2:30. Bring a favorite dish to share whether it be salad, main, side or dessert. We always have a bountiful table filled with a lot of choices.

It would be a good idea to bring a chair since we store a limited number at The Gallery. We may ask for an extra table or two as we get a better idea of attendance. The Board will provide a sign-up sheet for this purpose at the November meeting indicating your intention to attend. Hope to see you all there.



What Are Oversize Paintings?

Because of limited wall space in The Gallery, we ask that you make a reservation ahead of time for an oversize painting - diagonal measurement - and pay the extra fee.

36" to 48" \$5

49" - 54" - \$15

above 54" - \$20

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

Small Works Show Coming in Nov.

In addition to our regular take-in and show in November, members can bring an additional two works to display in the Small Works Show. "What is a Small Work, you ask?"

It means any work whose dimension, including frame, is 14" or under. These small works will remain on display through December. The December holiday month is often a good one for sales of smaller items that can be considered as gifts, so get to painting!

November Meeting and Workshop

The November general meeting will feature your own newsletter editor, Susan Frommer, showing how a small, cleverly-made book can serve as a template to be filled with just about anything that strikes your fancy. We had a great time in the October workshop printing a plethora of papers using different colors and different techniques including masking, layering, stenciling and drawing to print one-of-a-kind papers that can be used in collage, mixed media or as additions to an existing painting to give it some "oomph"

There are still a couple of openings for the workshop following the demo where attendees will create the basic book then begin the process of filling it with the papers they created in October (or, if they wish, papers from any other source).

Here are a few examples of how the book can be filled:

- * Family ancestry - Family history
- * Small abstract compositions
- * Your favorite flowers
- * Trees of the world
- * Your own poetry
- * Growing up stories
- * Gardening notes
- * Funniest jokes you ever heard
- * Photos of the grandkids
- * Photos from your favorite holidays

I'm sure you will think of many more. In fact, once you learn the trick for constructing the book, you will probably get so intrigued that the workshop book will only be the first of many, because they are just so darn much fun to make. I can see these as very personal gifts to special people during this holiday season,



SITTER SUBSTITUTES
Karen Langer Baker 760-500-0393
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."

More in next issue - Thank you, Jason!

