

# FALLBROOK ART ASSOCIATION

## Bimonthly Newsletter

July/August, 2023

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### The Gallery Directors' News

I hope this newsletter finds you ready for summer with May Gray and June Gloom gone. Thom has fixed the air conditioner just in time for the heat to arrive. Thank you, Thom.

Congratulations to all the winners for our new show. The ribbons are up on the walls ready for viewing.

Another congratulation goes out to Barbara Parish. She was juried into the Watercolor West Show. Good Job. Just two more to go.

Our plein air group is back outside with the return of the sun. Anyone interested in trying Plein Air, contact Toni Funaki ([tonifunaki@gmail.com](mailto:tonifunaki@gmail.com)). She plans where we meet every Wednesday.

A Studio Tour is an upcoming Mini Fund Raiser planned for September 30. Susan Frommer is putting together a flyer to advertise the event well in advance to give prospective attendees plenty of time to put it on the calendar. Good job, Susan.

Enjoy the California sun and don't forget to paint.

*Ruth and Julie* ✨  
*Co-directors*

### Important Note

New works, whether cards, shrink-wrap, paintings or jewelry, are to be brought to The Gallery ONLY on take-in day. Everything needs to be logged in and placed properly by the assigned volunteers. That is their job. Please cooperate to make their lives easier.

*If you truly love Nature,  
you will find beauty everywhere.  
~Vincent Van Gogh~*

### President's Message



Since our last letter, we were involved in two first- time events that we hope will strengthen the FAA's connection to the community at large.

\*\*The Fallbrook Art Walk connected the Downtown businesses with the FAA

resulting in the sales of several pieces of art and got people talking about when to plan for the next one.

\*\*The second event was the Senior Care Faire that had a live band, food and art for the children that Valerie Jamison and Carol Reardon provided (rock painting). Valerie brought a portable power supply that provided power to her glue gun. They showed the kids how to make bugs with eyes, legs and ears that were glued on and the kids really enjoyed them.

I walked the event, spoke to the people in the booths and I hope showed Fallbrook Village that we care and want to share all art.

An exciting event for the fall will be an Open Studio-Art Tour, so save the date - **September 30**. Several folks in the art community have generously offered to open their studios for visitors to see where their art is created. Please see additional information on page 3.

The FAA has been experimenting doing things we have never tried before such as new technologies making the FAA website interactive. Debbie Johnson is adding even more features that will make it less time consuming for her to update and for others to help her (any volunteers?).

Like all new ideas for projects, some fail or are not as easy as hoped, but like making art, the evolution of a group takes time and effort.

During the last meeting at the Womens Club we had a visitor who dropped off a card, a box of chocolates and a Swiss cup from Zana, the Swiss college exchange student who volunteered to help at The Gallery. The gentleman was her boyfriend and he said she is doing well with school and meeting all of her goals. ➡

*President's letter, continued from page 1*

She said in the card, "I'm so glad I was able to meet so many talented and unique artists there. My stay in Fallbrook and the work at The Gallery even inspired me to try to do art myself."

Art is a reflection of you and the things you see. How it traveled from cave paintings to you the artist captures the evolution of humanity, so thank you.

Thank you to the Skylarks for providing a bit of joy by singing for us at the end of the season potluck. The food was abundant and tasty. A good ending to a good season.

Thom ☞

## Money Awards Show

**Best of Show** - Karen Levi - California Sunset

**1st** - Bonnie Rinier - Her Favorite Hat

**2nd** - Noel Glaser - Pot Head

**3rd** Joe Fedorchak - Short Circuit

### Merit Awards

Lisa Martin - Impending Storm - for use of light

Janice Cipriani-Willis - Taken Aback - for gesture of the figure

Shirley Bin - A Storm's A'comin - for mood

Hajime Ohno - Grason - for edgework

### Honorable Mention

Marsha Gertenbach Meers - Love & Happiness

Dunya Shaw - First Bloom

Karen Langer Baker - Peonies

Susan Frommer - Winter at the Vernal Pools

☞

## Fallbrook Library Show

The latest show at the Library will run from July 10 to August 25 and features two artists. "Caravansera: A Look Back" is a photojournalistic journey by Carol Nye. She was awarded first place for her image "Veiled Woman, Kashgar, Zinjiang, China" at the Women In Photography International 20th Anniversary Tea Time Exhibition, October 2001.

"Recollections" is by artist Dean Ramos. He explores how figures and abstract forms interact with one another.

Be sure to check out this show curated by FAA member Carol Zaleski.

☞

*Knowing trees, I understand the meaning of  
patience.*

*Knowing grass, I can appreciate  
persistence*

*☞Hal Borland☞*

## Tentative Plein Air Schedule Through August, 2023

Tentative schedule for the plein air outings is as follows. Due to the unpredictability of weather these days, be sure to contact Toni Funaki ([tonifunaki@gmail.com](mailto:tonifunaki@gmail.com)) to confirm locations before setting out to your destination.

**July 11** - Tuesday instead of Wednesday. Susan Frommer's home, 42140 Northland Ct, Murrieta, at 10:00 AM. Susan will provide lunch. Carpool from the Fallbrook Library at 9:30.

**July 19** - Rancho Bernardo Winery, 1333 Paseo del Verano Norte, San Diego 92128. Meet at park-and-ride at Hwy 79 and 15 at 10:30 to carpool. Opens at 11:00.

**July 26** - Oceanside Harbor. Meet at Daniel's Market at 9:30 to carpool. If you drive yourself, meet us in the parking lot by the restaurants and across from the lighthouse.

**August 2** - Guajome Lake, 3000 Guajome Lake Rd, Oceanside 92057. Meet at Daniel's Market at 9:30 to carpool

**August 9** - Agua Hedionda Lagoon, 1580 Cannon Rd. Carlsbad. Meet at Daniel's Market at 9:30 to carpool.

**August 16** - Carlsbad State Beach. Meet at north parking lot by the Harbor Fish Cafe. Meet at Daniel's Market at 9:30 to carpool.

**August 23** - Leo Carillo Ranch, 6200 Flying Leo Carillo Lane, Carlsbad, 92009. Meet at Daniel's Market at 9:30 to carpool

Many thanks to Toni for all the work she does to find and schedule locations for all the enthusiastic plein air painters in our group.

☞

## Calendar for Rest of 2023

July - dark for meeting but Gallery shows continue

August - dark for meeting, Gallery shows continue

September - Regular meetings begin again with Helen Shafer Garcia, demonstrator and Open Studio Art Tour

October - demonstrator TBD

November - Elin Thomas, demonstrator

December - Proposed Holiday Bazaar and Holiday Potluck

## Sitter Substitute

Karen Langer Baker 760-500-0393

## San Diego County Fair Entries and Winners

Once again FAA members stepped up and put a lot of entries into the S.D. County Faire. Their efforts were rewarded with acceptance of their entries and some received awards.

Ariana Ayazi, CharCee Colosia, Penny Fedorchak, Ray Fedorchack, Noel Glaser, Valerie Jamison, Karen Langer Baker, Rosemarie Meis, Hajime Ohno, Anita Placks, Jack Ragland, Rikki Reinholz, and Carilyn Vice all had entries accepted.

Ariana, Penny, Ray, Anita, and Rikki all received Honorable Mentions. Hajime received a second and third place, Anita received a second place. Entries were judged in different categories. Noel Glaser received a special "People's Choice" award.

I sincerely hope I did not miss anyone. The list was so small I had to use a magnifying glass to read it. If I missed you, my apologies.

*Susan* ☞

### Coming in September

Just a heads up for two things coming in September 2023. When we resume our monthly meetings, Helen Shafer Garcia will be our demonstrator and workshop instructor. More coming in the Sept/Oct newsletter.

The big event will be our **OPEN STUDIO ART TOUR ON SEPTEMBER 30**. We have 15 artists participating and those with an accessible studio are graciously offering to host another artist or artists at their studios. This is great - it means less driving for those who purchase tickets for the tour.

We anticipate this to be a large fundraiser for FAA, so we need members to sign up to help either on the day of the tour or to accomplish some task in preparation.

We need in **advance**:

\*\*\*A person to create the map to each open studio

\*\*\*A person to make paper signs with the studio number and directional arrow. The signs will be "real estate" type wire/foamcore signs which the Board will provide. The paper will be fastened to the foam core.

\*\*\*People to distribute the brochure/invitation to the tour to various business who are willing to display them

\*\*\*A person to accumulate small gifts (card packs?, small bakery treats? etc) as prizes for the drawing.

\*\*\*Every member to talk to their friends, relatives business associates etc. to encourage them to come.

\*\*\***On the day before the tour**, a person or persons to place the directional signs.

\*\*\* **Day of the tour**, a person who is not showing to be at each location to help with logistics, parking, packing purchases, covering for artist(s) for lunch or bathroom breaks.....that sort of thing.

We will have a sign up list at the September meeting and encourage everyone who is able to take on one small task. This is an all-hands-on deck event and it will take all of us to make it successful. There may be more tasks that come up later, but for now, that's a start.

### Should You Title Your Artwork?

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Jason Horejs of Xanadu Gallery in Scottsdale received an email from an artist regarding putting titles on your work. In this person's case, he had a series of paintings based on pond scum which he titled "Contaminated Water". The curator of the exhibition said many visitors to the show were intrigued by the pieces, but none sold and wondered if the title itself was the determining factor. He suggested that the pieces were more like Monet's pond in their beauty and thought that should be incorporated into the title in some way. The artist felt that a title like that would interfere with the originality of the work and make it more like a copy of Monet which it certainly was not.

Here was Jason's response, "I have always felt it's important to have a title – just as you wouldn't send a child out into the world without a name, you want to give a work of art **a token of identity through the title**. Can a title hamper sales if it's the wrong title?"

"This is an intriguing question and I am going to admit that I've never really looked at the question that way. My gut reaction is that it is probably best in most cases to avoid words that would have overtly negative connotations unless the meaning of the piece (social or political commentary, for example) is directly tied to the title. Words like "Contamination" or "Scum" are going to land on the wrong side of this line."

"People might be intrigued by the titles, but I think they are going to ask themselves, 'do I want to bring 'Contaminated Water' or 'Pond Scum' into my home?' There are going to be exceptions – some buyers like to have something unexpected, something perceived as negative, in their collection for the little shock value it might bring, but this is going to be the a very small minority. On average it's going to have a small negative impact on your sales. The more important issue for me is that I guess I just don't see the contamination or scum in the pieces you mention – I think the work is beautiful and so the title seems not to fit."

☞

FALLBROOK ART ASSOCIATION  
P.O. Box 382  
Fallbrook, CA 92088-0382

ADDRESS SERVICE REQUESTED

## FAA Membership Application

Membership period is from January 1 through December 31 each year.

Make checks payable to: Fallbrook Art Association

Mail to: P.O. Box 382, Fallbrook, CA 90288-0382

First name \_\_\_\_\_ Last Name \_\_\_\_\_

Address (Full) \_\_\_\_\_

E-mail \_\_\_\_\_

Phone (s) \_\_\_\_\_

FAA is a Non\_Profit run by volunteers. How would you like to volunteer your services?

Please check below to indicate your area of interest.

Board of Directors Position \_\_\_\_\_ Programs/workshops assistance \_\_\_\_\_ Teaching class in

The Gallery \_\_\_\_\_ Planning special events \_\_\_\_\_ Monthly show assistance at take in \_\_\_\_\_

Other - please specify \_\_\_\_\_

Check type of membership status (new or renew), check(#) \_\_\_\_\_ or cash \_\_\_\_\_

Individual - \$75 \_\_\_\_\_ New \_\_\_\_\_ Renew \_\_\_\_\_

Family (Two adults and dependent children under 21 living at same address) - \$95 \_\_\_\_\_ New \_\_\_\_\_ Renew \_\_\_\_\_

Student (with ID)- \$10 \_\_\_\_\_ New \_\_\_\_\_ Renew \_\_\_\_\_

Gallery Membership for 10 monthly shows \$200 + Regular Membership New \_\_\_\_\_ Renew \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_