

From the President

The gift of art: If you're giving gifts this season, think about supporting the arts or encouraging creativity. As artists, we can probably all remember an early experience that may have led us to becoming an artist. For me, the Christmas I got professional-quality colored pencils in an array of colors is a wonderful memory. Earlier than that even, I got a Wonder Book entitled: "The Color Kittens." These kittens spilled buckets of paint and made wonderful discoveries as the paints combined to create new colors. I was fascinated. Kids today are bombarded with toy commercials, so they will naturally ask for the latest game or toy. Okay...but include that "something else" to encourage them to appreciate art and their own creativity.

OR...buy tickets to a play, a museum, or musical performance. Buy your neighbor a ticket for the upcoming Verde Valley concert on Dec 19th and take them. Give them a piece of your own art with a note describing your thoughts as you made the piece and why you decided they should have it. Take them to the "Made in Clarkdale" exhibit and buy them something they are attracted to, thereby supporting your local artists and also encouraging the appreciation of art in others. 'Tis the season--make your unique contribution to the world in an artistic way!

Biographies Please!

El Valle has a book of bios for our show events, and this only reflects less than 20% of our membership. At our "Walkin' on Main" event, someone interested in joining expressed disappointment that we had so few members, or so it seemed. Please bring a bio to our next meeting or email your bio to me. Or, mail it to EVAA, PO Box 2864, Cottonwood, AZ 86326.

Upcoming Show:

Your board hoped to announce all the requirements for a new juried show happening real soon, but finalizing the details won't take place until the morning of our Holiday Potluck Meeting on Dec 10th! Nonetheless, here's what we can tell you now:

El Valle will have a juried and judged show for our membership and that of the Yavapai College Art Club and the larger community, approximately one month from now, in mid-January 2010, at Jerona Java Cafe and Gifts, 677 East Mingus Avenue, Cottonwood. The exhibit will be up for two months and will cost EVAA/Art Club members \$15 for one piece or \$20 for two pieces. Entries of non-members will be \$25 for one piece or \$30 for two pieces. There is very little floor space at Jerona, so you are encouraged to enter pieces that can be hung from the wall. While most of it will be in the rear meeting room, some pieces will be hung throughout the cafe/store. Pieces cannot exceed 30" in height or width. Entry forms will be available at the Dec 10th meeting or by contacting me after that date by email: RitaElkins@commspeed.net or by telephone: (928)301-1046.

On a side note, the Yavapai College Art Gallery is fully booked through 2010 until September. In January 2010 we will be invited to submit an application for a show, and we will apply. But that is quite a bit far from now, so we encourage you to get excited by this opportunity at Jerona (across from the post office), and also be thinking of your creations for a miniature show to be held in a cool place in Cottonwood in 2010. More on that later.

OFFICERS 2009 - 2010

President
Rita Elkins
(928) 634-8623

First VP & Workshops
Wayne St. John
(928) 634-7427

Second VP & Membership
Brenda Strom
(928) 649-1705

Third VP & Programs
Gini Goldie
(928) 649-3725

Secretary
Jean Cooper
(928) 634-9600

Treasurer
Janet Baser
(928) 649-0482

November Workshop with Rita Elkins



Sixteen participants enjoyed a day of pastel landscape painting on a sanded surface. (No, we weren't on the beach.) Many participants loved the rich pastels of Terry Ludwig. Here is a link to obtain them: <http://www.terryludwig.com/>. And here's some advice from nationally known pastellist Richard McKinley that is helpful to those working in any painting medium:

What does "simultaneous contrast" mean? posted by Richard.

Simultaneous contrast is a term used to describe a visual phenomenon. Everything in the visual world has a relationship. By understanding these relationships, we'll make better choices and end up with paintings that better relay the natural world around us. The mind makes judgments from the information provided by the eyes, so it's imperative to learn to see with sensitivity.

Simply put, simultaneous contrast teaches us that everything is affected by its opposite. Something will look lighter when placed next to something dark, and warmer when placed next to something cool, and visa versa. I'm fairly tall (6'3") and in most situations I appear tall, but if I'm on a bus with professional basketball players, I appear short. I didn't change, but my context did. When we paint, areas of shadow and light get us into trouble because we attach black and white to them. But look at the scale of value relationships, and you'll see that what appears to be a highlight in one area becomes a shadow in another. It didn't change, but its relationship did.

Simultaneous contrast also applies to color relationships. A color might appear cool in one setting and warm in another due to the relationship it shares with the adjacent colors. This is why the choices we make when painting have ramifications. It's all about relationships.

"Simultaneous contrast is not just a curious optical phenomenon; it is the very heart of painting."--Josef Albers (German artist/educator; 1888-1976)

Making the Cut for a Show

from Article by Karen Lelean, Artist Magazine March 09

Too often artists with talent get rejected because they don't pay enough attention to the details that sway a jury to say yes or no.

- 1. Apply for Shows that fit your work.** Don't try to force a work, just to fit the theme of a show. It is usually obvious to a jury when the work you've submitted isn't fully developed.
- 2. Consider hiring a professional photographer.** Easy-to-make photography amateur mistakes send the wrong signal to a judge.
- 3. Follow the application instructions exactly.** Send in exactly what the application asks for. If the submission asks for 4 pieces! State specifically the process, dimensions and the medium/media used to create the work.
- 4. Submit works that relate.** It's critical to submit works that relate to each other, everything should relate visually, with similar colors and the same style.
- 5. Carefully craft the order of your images.** Bracket your slides by making the slide that will appear in the lower right-hand spot on the bottom row something that pulls eye in toward the rest of the slides.
- 6. Once you've been accepted.** If you make it to the show, be certain you display your work in a good frame. Presentation really counts!

- Brenda Strom

Workshops for the first half of 2010:

With the college in a break for most of January, our first workshop will occur in February. I have three lined up for February, March and April. The details of each workshop will be given as we get nearer to the actual dates. Prices of the workshops vary, and should be available by the next newsletter.

February: Carolyn Ensley, Encaustics, the ancient technique and its applications in contemporary art.

March: Debbie Gallagher and Vada Lovato, details still being worked out.

April: Rose Moon, Creating Art From Your Imagination. We will learn methods of accessing the sub-conscious mind in order to bring back images to the awakened consciousness/mind to paint, draw or do a collage.

May: Open and still TBD.

Program Announcements

December 10, 2009 - The December program is all about you, the EVAA artist. Please bring a painting, sculpture, jewelry or whatever your art medium is that expresses your values as an artist. We would like all of EVAA artists to share what their art means to them and how they would hope others view it. Also don't forget that our December meeting is our Holiday Party, so bring your favorite pot luck dish and an art materials gift for the Cottonwood Boys and Girls Club (or a check made out to them). HELP - Please give Gini your name if you are willing to help with hospitality.

January 14, 2010 - The January program will feature a lampworking demo by Nancy White. She will show us how to create a glass bead by melting glass rods on a torch.

Announcements

Jeanne Jones will have five paintings showing in December and January at Yavapai College Library, Clarkdale Campus, for the "Art in Public Places" program. Come see the "Verde Autumn Series".

It's Elemental, the fall annual Fine Craft Show at Coconino Center for the Arts runs from November 21 to December 19. Opening night is November 21 from 6 - 8 pm. It is on Fort Valley Rd in Flagstaff next to the Museum of Northern AZ. Check out the website at www.FlagstaffCulturalPartners.org

Northern Arizona Watercolor Society. There are two workshops coming up. *Sue Archer's 'Watercolor: Beyond the Basics'*, March 29 - April 2, 2010 Sign up quick, only 3 spaces left.

Carl Dalio 'Color Power and Composition', May 11 - May 14, 2010

Contact Jill Jepson at 282-2343 or kjjepson1@yahoo.com for further information.

Area Art Organizations

ACTVV meeting is January 19th 2010 at 11am Bldg F Rm 119 at Yavapai College.

Northern Arizona Watercolor Society (NAWS) Meets the 4th Fridays at 9 AM September - April. www.NAWS-az.org.

Sedona Visual Artists Coalition (SVAC) Meets the 3rd Thursday at 6:30pm in Sedona. www.sedonaartistscoalition.org

COMMITTEES 2009 - 2010

Promotion

Nancy Carlzen
(928) 451-2722

Fundraising

Sheri Bordcosh
(928) 646-5118

Newsletter & Website

Nancy White
(928) 274-0187

Library Exhibit

Benton Henry
(928) 639-1570

Telephone Chair

Carol Ward
(928) 254-8663

Photography

Judith Robinson
(928) 634-7048

Hospitality

OPEN

GENERAL MEETING

Located at the Evangel Worship Center: on Mingus & 14th, Cottonwood AZ

DECEMBER 10, 2009

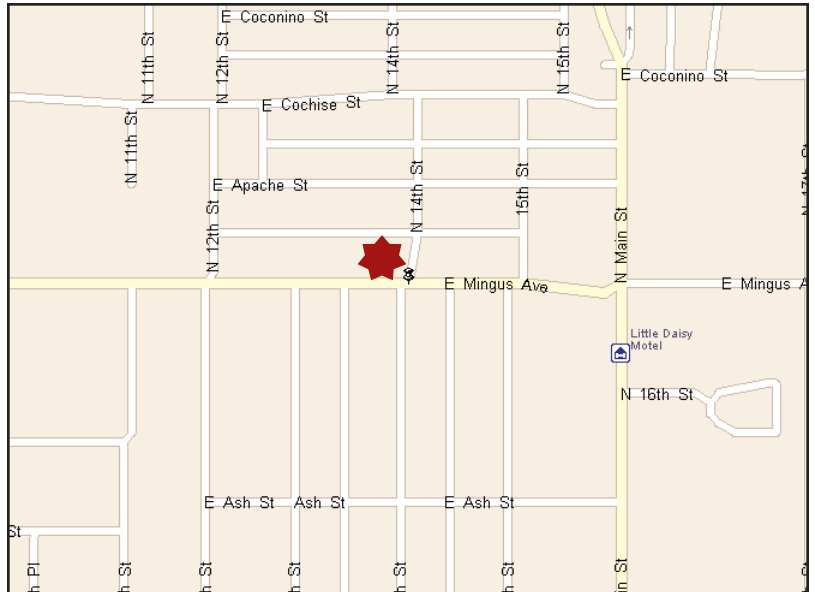
12:30 PM

Holiday Potluck Party and Show and Tell

January 10, 2009

12:30 PM

Glass Lampwork Demo with Nancy White



EL VALLE is a Member of the Cottonwood Chamber of Commerce

Opportunities to Show Your Art

Cottonwood Public Library El Valle members have been hanging their artwork in the library for many years. There are 9 spaces available each month. Contact Benton Henry (928) 639-1570 if you are interested. Benton asks that you drop off your work between 11am-12pm. on the same day as the General Meetings

Northern AZ Rehabilitation & Fitness We also have the privilege of hanging 3 paintings a month at the Northern AZ Rehabilitation & Fitness, the change out day will be the Wednesday before each meeting. For further info call Brenda Strom at 649-1705 or email bren@surfmk.com.

Call to Artists - Community Art Projects For Cottonwood Old Town Association (OVA) Opportunities have been identified, briefly described below. Details are available through the Old Town Association: Structural Art, Old Town maps, Event submissions, General: Art Walks, Chocolate Walk, Film & Art Fest, Cruiz-Ins and More. Contact Hezekiah, Cottonwood Parks & Rec Dept. (928) 649-0676.

Art Walk is happening the second Saturday of the month. Contact Barbara Donahue at Wind Dancer/Smoke Shop for details of how to show your art free of charge.

P.O. Box 2864 - Cottonwood, AZ 86326

