

ARIZONA
WATERCOLOR
ASSOCIATION



FALL EXHIBITION INFORMATION

September 29-November 1 (Hang show on the 28th, Takedown Nov. 2nd)
August 14-Deadline for Entries
Sept. 9th –Artists Notified
Sept. 25th-Shipped Paintings Due
Sept. 28th-Saturday: Deliver Paintings to Venue 10am - Noon
October 9th-juror will tour exhibition and select Award Winners
October 17th-Awards and Reception 5:30-7:30 pm – (Awards @7pm)
November 2-Saturday: Pick up Paintings 10am - Noon

I am happy to announce that we found a great location for the fall exhibition. It took me a while to find a venue worthy of your work, but I think you will be pleased. The Village Square at Dana Park www.danapark.com is a “dramatic Community Lifestyle Center, offering an exciting mix of dining, services, and upscale shopping options. The Center’s charming “Main Street” setting features marble columns combined with...palm lined sidewalks and soothing courtyard fountains ... expansive pedestrian walkways and unique landscape décor.”

I met the Owners (Whitestone REIT) from Houston, TX and the Marketing Team from Blend Marketing based here in the valley www.blendmarketing.com . The entire team is excited to host us AND promote our artists. We have excellent window space to exhibit our show, and they will promote our event(s) as well (on-site throughout the center as well as through social media efforts). In addition, each of you has the opportunity to create your watercolor magic at Dana Park with on-site demonstrations. CONTACT: DONNA EASTMAN LIDDLE, EXHIBITION DIRECTOR 480-369-0669 d.monique1976@yahoo.com

Lian Quan Zhen-FEATURED ARTIST AND JUROR



Lian Quan Zhen is a popular watercolor and Chinese painting artist and teacher in the US and abroad. He is one of the most popular authors of North Light Books.

Lian started sketching and painting in his childhood and continue as hobby while he practiced medicine as a family physician in Canton Province, China. After immigrating to the US in 1985, he obtained a Bachelor of Arts Degree from University of California at Berkeley in 1992 and a Master of Architecture Degree from MIT in 1996. He has many shows in the US, Hong Kong and China and developed an international following. His paintings hang in numerous institutional and private collections including the MIT Museum which has collected 14 of his paintings.

His art teaching credentials include at the University of California at Berkeley where he taught watercolor outdoor sketching for 8 years; watercolor and Chinese painting [workshops](#) nationwide in US, and other countries in Europe, Canada, Mexico, Bahamas, China, South Africa and Australia. Also, Lian has been an invited juror for California, Colorado, New Mexico and Kentucky Watercolor Societies' exhibitions and other local shows. His paintings featured in magazines such as Watercolor 94 Spring, Splash4, Collectors (Hong Kong) and books of Landscape on Watercolor (UK), Finding Your Visual Voice and Painter's Quick Reference books by North Light Books: Flowers and Blooms, Dogs and Cats, Birds and Butterflies, Landscapes and Drawing and Painting Animals - the Essential Guide.

Lian's three books are distributed internationally. The Chinese Painting Techniques for Exquisite Watercolor, published in October of 2000; the Chinese Watercolor Techniques - Painting Animals, published in December of 2004, with demos on video tapes and DVDs made by Teaching Arts in UK; Chinese Watercolor Techniques for Exquisite Flowers published in 2009. They were main selections for North Light Book Club members. In Fall 2013 North Light will publish his fourth book: Chinese Landscape Techniques for Watercolor.

THE BASICS

[View Our Photo Gallery](#)

Directions to Mesa/Gilbert

FROM THE EAST

Take U.S. 60 west to Val Vista, turn left (south) to the next traffic signal at the intersection of Val Vista and Inverness.

FROM THE WEST

Take U.S. 60 east to Val Vista, turn right (south) to the next traffic signal at the intersection of Val Vista and Inverness.

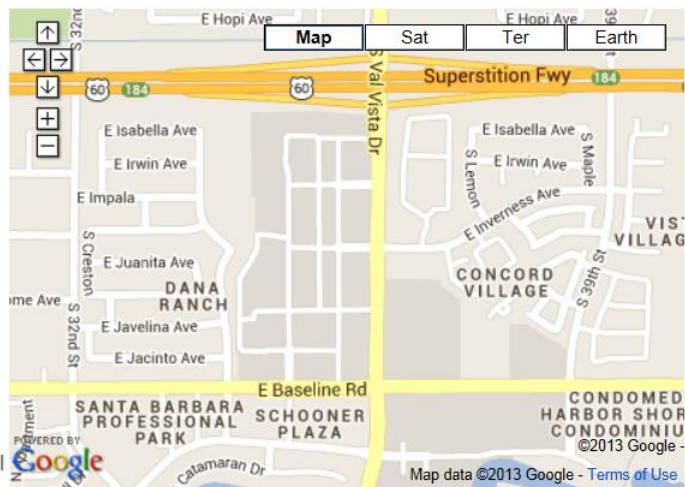
FROM THE NORTH

Take I-10 or U.S. 101 south to U.S. 60 east to Val Vista, turn right (south) to the next traffic signal at the intersection of Val Vista and Inverness.

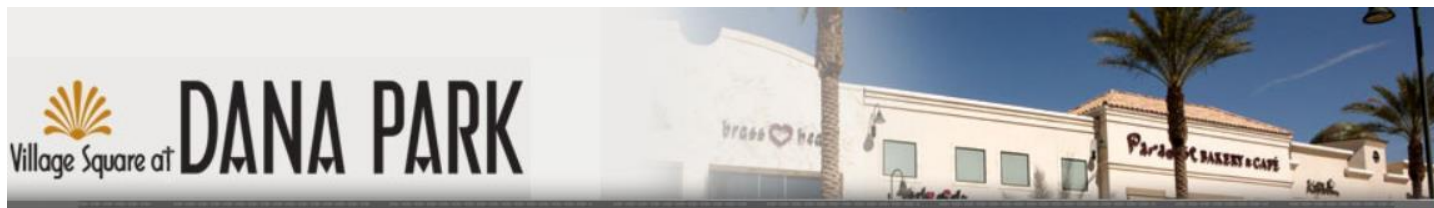
FROM THE SOUTH

Take I-10 or U.S. 101 north to U.S. 60 east to Val Vista, turn right (south) to the next traffic signal at the intersection of Val Vista and Inverness.

"Park your car and have fun!"



[View Larger Map](#)



The site has great demographics, and I would suggest going to their website to get a feel for the area! We will be hanging the exhibition next to the brand new Pita Jungle Restaurant going in by September. There is a wonderful huge fountain right outside the windows where we will display our work, and the marketing team would like to know if anyone is interested in doing any Plein Air Painting under their shady areas. Of course fall and winter will be the season for that, but please be thinking about it. Some opportunities are:

- They have a wonderful green Park right in back of the property between their buildings that is gorgeous. We could utilize our tent and art walls for an outdoor AWA exhibition...possibly contact a group that does these outdoor shows and invite them to have it here??
- They own several upscale properties all across the valley, and they want us to advertise our EVENTS with big posters in the windows-so I thought this would also be a great chance to start promoting the WESTERN FED show coming up next year.
- Let me know if any of you artists are interested in doing a Plein Air paint out any time in the future. We need to schedule things in advance so they can promote your event(s).
- I will let you know what other properties they own and they want to promote the idea of having year-round exhibitions at their properties

The Marketing Team called Blend Marketing is a dynamic group well versed in the social media and website promotion. They would like to show the exhibit on the Dana Park website and this will be a wonderful addition to help sell our work and build interest in our Association. I feel really good about the location, and I hope Jeremy can help me with the technicalities of hanging it beautifully!

Donna Eastman Liddle, Exhibition Director