Featuring Fine Arizona Watercolor Artists since 1960

Oct 2014 Issue

# ARIZONA WATERCOLOR ASSOCIATION

<u>Website:</u> www.azwatercolor.com <u>Facebook:</u> www.facebook.com/ArizonaWatercolorAssociation

Email: AWA@azwatercolor.com

# **BEV JOZWIAK**

WATERCOLOR EXTRAVAGANZA AWA FALL SHOW AND WORKSHOPS JURIED AND TAUGHT BY THE AMAZINGLY TALENTED BEV JOZWIAK OCTOBER, 8,9,10 AND 11, 2014 WORKSHOPS

Bev Jozwiak will come bursting onto the AWA scene on October 8, 9, 10 and 11, 2014 to be the Juror for our AWA Fall Show at the Peoria City Hall and our workshop instructor at the AAG building ,where we hold our AWA general monthly meetings . The reception for the AWA Fall Show is October 16, 2014 at the Peoria City Hall at 6:30pm. There will be music by the indomitable Jazz Bass Guitarist, Mahlon Hawk, snacks, conviviality and awards. Several of us helped to put up the Fall Show the other day and it is a beautiful show. You do not want to miss this evening spectacular event.

I have not met Bev eyeball to eyeball but her emails paint an artist full of life, humor, ideas and energy. She states she is never bored and she goes with the flow!!. Now... that is the artist for me!! Her paintings are full of excitement, color, splashes, drips and good composition. She aims for strong values and clean design. You are bound to be pulled into her paintings and be mesmerized by their authenticity and their engaging reality. She is a direct painter who uses "some fairly realistic detail near the focal point, with runs, splatter, and bold painterly strokes as she moves away from the center of interest." This type of effect allows the viewer to be a part of the "story." Bev's paintings beg to be examined over and over. One never tires of the domination of color and the profound exhilaration of discovery. She is a storyteller personified.

Bev graduated from Western Washington University with a Fine Arts degree and a minor in Art History. Many members of her family produced art and it was just "something I did." She has a large space in her home for a north lighted studio. She emphasizes that it is important to have a space where you can leave your clutter and art stuff out at your finger tips.

Bev says that she never gets complacent and she "tries to always push the boundaries." She also finds it useful to paint in a series. Presently, she usually paints from photographs. Her busy family and art business is more manageable using images from which to paint. She has signature membership in the National Watercolor Society, American Watercolor Society and many more prominent Watercolor Associations. She is found in numerous galleries and does commission work; as well as teaching. With all of this, she still states that it is important to work at your craft every day. "Work at it" was her advice!! She follows this mantra.

Bev has a book that came out in May, 2014. The title is "Painting Life With Life." It can be preordered at www.chrisunwin.net. She will also have some for sale at the workshops. Her youngest is now a professional ballet dancer, dancing with the Tucson Ballet. She started when she was 4. Bev grew to love ballet and designed tutus, tiaras, sewed pointed shoes and painted backdrops. This labor of love comes through loud and clear in many of Bev's spectacular and richly colored ballet paintings. Many of these images are in her book.

There are many excellent artists in the United States; however, AWA is profoundly blessed to have Bev Jozwiak as our juror and instructor this October. She will bring enthusiasm, clarity of creativity and a unique prospective on the joy of watercolor. Contact Liz Ramsey, at Lizramsey@cox.net to secure a spot in this grand opportunity!! There are only a few spots left. Bev will also be demonstrating at our AWA general meeting, October 9, 2014. Come and meet the artist!! NEWS ARTICLES ARE DUE ON THE THE FOURTH THURSDAY OF THE MONTH FOR THE NEXT MONTH'S NEWSLETTER. THE DATE WILL BE OCTOBER 23RD.

#### **MONTHLY MEETING:**

The Arizona Watercolor Association Board Meetings start promptly at 5:15 PM at the AAG Art Center, 18411 N. 7th Ave, Phoenix (just south of Union Hills Rd) on the second Thursday Evenings of Each Month. Regular Monthly Meetings: Fun Table 7:00 P.M. Meeting 7:30 P.M. to 9:30 P.M.

#### **CALENDAR OF EVENTS**

OCTOBER 8, 9, 10, 2014: BEV JOZWIAK THREE-DAY WORKSHOP.

**BEV JOZWIAK** WILL DEMONSTRATE FOR THE AWA OCTOBER 9, 2014 MEETING AT AAG, 7:00pm.

November 15, 2014, Jo Toye Experimental techniques in Water Media

JANUARY 10, 2015, SEBASTIAO PEREIRA Mandalas in Water Media

**FEBRUARY 14, 2015, GRACE HAVERTY** WATERCOLOR APPLICATIONS

March 14, 2015, Stan Kurth Expressive Composition

### IN THIS Issue

- \* Bev Jozwiak Workshop
- \* Message from President
- \* Jo Toye Workshop
- \* Fall Membership Show
- \* AZ Art Alliance
- \* AWA Board News
- \* AWA News & Calendar

### MESSAGE FROM THE PRESIDENT

Note from President, Diane Kent

Our September meeting was a good one. Seeing the slide show of our Western Federation show was enjoyable and hearing the cheers for AWA accepted painting entries was even better. The October 9 general meeting promises to be another winner. The accomplished juror of our fall show will be giving her demonstration.

John Erwin gave a fun and informative demo. I'm sure those who took his workshop will be inspired to put some of his ideas into their new paintings.

Our AWA fall exhibit will be displayed from Monday September 29 through October 30. This is a wonderful venue for us and I hope the city of Peoria will invite us to return. I know the show will be filled with wonderful paintings for many to enjoy. Please don't forget to come to the opening reception and awarded presentation on October 16 at the Peoria City Hall Art Gallery.

### Diane Kent AWA President

"How about sharing this month's newsletter with at least one artist friend who is not currently a member of AWA? Just forward this e-mail version to show them what is happening at AWA and how they could become a member."

### AWA 2014-2014 OFFICERS

#### **Executive Board**

 \* = voting board member
\*\* = votes only in the absence of the board member they are under

#### President:

Diane Kent	602-938-3867	
1st Vice President (Membership & Database):		
Ellen Gould*	480-621-6278	
Co-Vice President (Membership/Database):		
Myra Feldman	480-467-4460	
2nd Vice President (Membership Exhibitions):		
Jeremy Jones	480-563-5916	
3rd Vice President (Programs):		
Linda Schooley*	623-388-6255	
Recording Secretary:		
Ann Thorne*	602-992-8365	
Corresp. Secretary (Newsletter Distribution):		
Bettye Aboud	602-971-7264	
Treasurer:		
Donna Eastman Liddle*	480-369-0669	
Financial Secretary:		
Sherry Kimmel	602-439-6846	
Western Federation Society Delegate:		
Kathryn Tartaglia**	480-229-1023	
Alternate: JoEllen Layton*	480-730-9887	
Director at Large ((National Show)):		
Opportunity!		
Co-Director: Opportunity!		

Director at Large (Juror Workshops) Liz Ramsey\* 480-747-7763 Co-Director: JoAnn Matthews\*\* 480-456-3454 President Emeritus: Director at Large (Membership Workshops): Pam Root 602-291-5986 Co-Director: Candice Diaz 602-510-6810 President Emeritus: Sherry Kimmel 602-439-6846 Committees Charitable Fundraiser Chair: TRD Charitable Fundraiser Co-Chair: Sherry Kimmel 602-439-6846 AZ Art Alliance Representative: Judy Delmonico Rolls 480-990-1359 By-laws, Parlimentarian: Diane Parnitzke 623-386-2098 Directory Information: **Opportunity!** Fun Table: Katherine Kurgen 480-636-9130 Historian: Opportunity! Honor Society: Shirley Klein Kleppe 480-585-5699 Merchants Awards: Karen Riehm 480-460-7496 Newsletter Publisher: casey.weber@yahoo.com 480-297-8672

Newsletter Chief Editor and Author: Liz Ramsey 480-747-7763 lizramsey@cox.net		
Overhead Mirror Set-up at Meetings: Opportunity!		
Photographer for AWA events: Karen Riehm	602-318-5387	
Prospectus/Award certificates:	002-318-3387	
Nancy Herbst	480-839-8827	
Publicity: Jane Underhill	602-795-3545	
Student Member Committee:		
Opportunity! Co-Chair: Candice Diaz	602-237-4354	
Scholarship Committee Chair: Janet Utech		
Co-Chair: Carol Matthews	303-550-5215 480-595-0017	
Scholarships/Special Events Raffle:		
Linda Thiel	480-754-9339	
Social Committee:		
Joyce Parmely Social Committee Co-Chair:	623-931-9719	
Gurukirn Khalsa		
Webmaster: www.azwatercolor.com		
Casey Weber	480-297-8672	
WFWS 2014 Hosting Committee Chair:		
JoEllen Layton	480-730-9887	
WFWS 2014 Hosting Co-Chair:	480-229-1023	
Kathryn Tartaglia		
		OD

www.azwatercolor.com

### JO TOYE

### JO TOYE: DOUBLE INSPIRATION NOVEMBER 15, 2014 MEMBER WORKSHOP

There is a lot to be said about someone who is a "Double Inspiration!" Jo Toye is that individual who can stir us as humans on a personal level and equally on an artistic level. The joy of being "twice-stirred" is what Jo will bring to her AWA workshop.

met with Jo at a Scottsdale restaurant. We had a lovely lunch and chat. She is the epitome of a "Purpose Driven Life." Like many of us, Jo has faced challenges in her personal life. Her mettle comes from facing these dark moments and finding in them redemptive value. She considers her heart surgery of a few years ago to be a breakthrough in her personal journey and in her art. It is



this inspirational eloquence that is a joy to behold and to experience.





f one looks at Jo's art and sees stained glasswork; they are not far off the mark. One of her earliest entrepreneur endeavors was а company producing stained glass. She has dabbled in dyed silk clothing and scarves, jewelry, and many other artistic ventures. Her personal story has also been shaped by her master's degree with an emphasis in Pastoral Counseling. Her mantra in life seems to be guided by a strong love of others and a giving nature. Education and a desire to reach-out has always been a powerful force in her life. She is equally successful using both types of inspiration.

Jo stated that she is mostly selftaught. Line is a strong influence in her art work. This is the principle armature that holds her painting together. She has array of techniques that she has developed bringing an excitement to her art and to her teaching. I can honestly say that I have NEVER spoken to anyone who has attended her classes who was not "blown-away" by her originality and her ability to excite.

This is your challenge if you decide to take Jo's workshop on November 15th. Hurry and contact Candice Diaz or Pam Root to place your name on the list. You will be thoroughly satisfied with Jo's "Double Inspiration!!"

## AWA BOARD NEWS

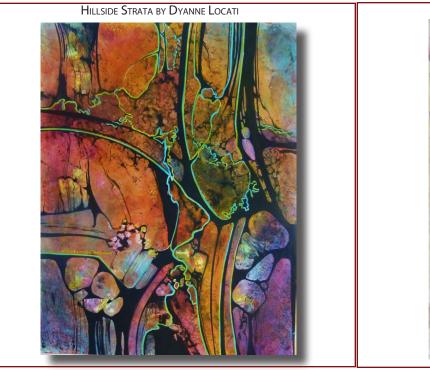
AWA BOARD VOTES TO MODIFY EXHIBITION RULES Jeremy Jones, AWA 2nd VP for Membership Exhibitions

One of the many interesting discussions continuing in board meetings is how to strike a balance between traditional watercolor and use of all the new papers, artificial papers and media. Generally our members favor experimentation with new painting forms because it is fun and allows new forms of expression. At the same time, few want to see basic transparent watercolor disappear. It worked for the ancient Egyptians and continued to be important down the centuries and it is always interesting to see the new ways it is being applied and also fascinating to see many artists continuing to master this approach. Your AWA Board has opted to allow members to find their own way to work within an expanded selection of applications. We will soon be posting the new rules on the website so you have a more complete reference to what can be used in shows.

Since AWA started in 1960, rules were expanded to allow acrylic paint, ink and artificial papers like Yupo. The new rules add some explanations of why some of our established rules persist. For example, it has not seemed to be clear what "white" means when it comes to mat boards. When the rules said "white or off white", we got beige, gray, light green, ivory and pale yellow. That didn't change when we said just "white", so the new rules will list every color in every brand that is pre-approved. If you prefer something else, send the name of the mat color to me and let me know where I can find it and we'll accept it or reject it as soon as possible. Anything accepted will be announced to everyone and added to the list. The intent is to have all of the mats look nearly alike so the emphasis in competitive shows is on the paintings. Yes, we know the painting will probably be re-framed to be more like furniture for sales purposes later.

You can now use various gels and gessos to add texture to your paper prior to painting or for special effects including the use of clear or colored tar gel for line work. It is now clearer that you can include drawn lines in your painting—after all, that was what the explorers did as they expanded the use of watercolor. The idea is to make the work predominantly a painting rather than just a tinted drawing. We'll be fairly liberal in that interpretation. It is also clearer now that pouring, monoprinting the background, spattering, using an atomizer, blotting with rags and using stamps made by the artist are all ok.

So what isn't allowed? For our shows, the work is still to be primarily a water media painting. Paintings on canvas and coated or sprayed paintings without glass over them are still not acceptable in shows even though some galleries prefer that approach. You can do them for other purposes of course. So, for all the details, watch for the rules to be posted on the web site and let us know what you think. Some board members have reservations about some of the revisions and we can change if things don't work out as anticipated. AWA continues to evolve with your input.





Sept 2014 Issue AWA Newsletter

### FALL MEMBERSHIP SHOW & AZ ART ALLIANCE

ON SATURDAY, SEPTEMBER 27TH, EIGHT VOLUNTEERS UNPACKED, SIGNED IN, HUNG AND TAGGED 80 PAINTINGS FOR THE FALL MEMBERSHIP SHOW AT THE ART GALLERY IN PEORIA CITY HALL. THIS IS THE 54TH YEAR OF MEMBERSHIP SHOWS FOR AWA!

THANKS ALSO

CONNIE TO AND JACKIE FROM THE WEST VALLEY **ART MUSEUM** WHO WERE ON HAND HELP TO SET UP THE SHOW. THEIR MEMBERS WILL ALSO BE AIMING ALL OF THE LIGHTS.



This is a great gallery and shows the paintings very well. Make sure you get there when you have time to see all of the impressive work. Only half of the 150 submitted paintings made it into the show, and juror Bev Jozwiak was disappointed there wasn't room for more. She will be here to conduct workshops starting October 8th with a one-day workshop still open on October 11th. She will give a demonstration at the monthly meeting on October 9th at 7:30 p.m. On

October 16th, The Gallery Will Open at 6 with Awards at 7 p.m. There will be Lots of fun and Refreshments. You can also see The paintings from 10 to 4 every Monday t h r o u g h Wednesday and from noon to



6 ON THURSDAYS. ON OTHER DAYS, CITY HALL IS CLOSED!

To get to the gallery, head South on the 101 in the West Valley and turn East to Grand Avenue. Take 85th or 83rd Avenue South to Monroe. The entry to the city complex is at 84th and Monroe. Park by the library and come in the front doors of City Hall.

#### AZ ART ALLIANCE "ENRICHING LIFE THROUGH ART"

AZ ART ALLIANCE 2014 HOLIDAY SHOW: DEC. 5 – 14 INSIDE A 10,000 SQ. FT. BUILDING, WITH SPACE FOR WORKSHOPS AND GIFT AREA, AT COSTCO PLAZA SHOPPING CENTER IN TEMPE.

WITH OUR NEW RULES. IF YOU ARE A MEMBER IN GOOD STANDING OF AWA (AN ALLIANCE MEMBER LEAGUE), YOU ARE ELIGIBLE TO ENTER ARTWORK IN OUR SHOWS. YOU NO LONGER NEED TO BE A JURIED ALLIANCE MEMBER TO ENTER. ALLARTWORK WILL. HOWEVER. **BE JURIED. JURYING WILL TAKE PLACE** AT THE SHOW LOCATION RATHER THAN BY CD. **UPON ACCEPTANCE** INTO 3 ART ALLIANCE SHOWS. ARTISTS WILL BE AWARDED JURIED STATUS IN THE ALLIANCE. FOR MORE DETAILS, PLEASE CONTACT ART ALLIANCE REP JUDY DELMONICO-ROLL OR CHECK OUR WEBSITE WWW.AZARTALLIANCE. COM. ENTRY FORM AND JURY FEE WILL BE DUE BY NOV. 14. CASH PRIZES (1ST PLACE IS \$500) AND RIBBONS WILL BE AWARDED.

OPEN HOUSE: ALL AWA MEMBERS ARE INVITED TO ATTEND AN OPEN HOUSE AT THE AZ ART ALLIANCE HEADQUARTERS, 2717 W. SOUTHERN AVE. STE. 6, TEMPE 85282 (SOUTHERN COMMERCE CENTER ON THE SE CORNER OF 48TH ST. & SOUTHERN), ON SATURDAY OCTOBER 11 FROM 4:00-6:00PM. THIS WILL BE AN OPPORTUNITY TO MEET ALLIANCE BOARD MEMBERS AND VIEW THE MULTI-USE SPACE. LIGHT REFRESHMENTS WILL BE SERVED. YOU MAY RSVP TO JDELMONICO-ROLL@COX.NET.

THE AZ ART ALLIANCE MARKETING TEAM IS ASKING FOR SUBMISSION OF ARTWORK TO BE FEATURED AS AN "AVATAR" ON THE AZ ART ALLIANCE SOCIAL MEDIA SITES. IF INTERESTED, YOU MAY SUBMIT AN IMAGE OF YOUR ARTWORK TO LISA GHERARDINI (THE ONLINE NAME FOR OUR MARKETING TEAM) AT INFO@AZARTALLIANCE.COM.

JERREY'S ARRIARAMA     The Artists' Supplier & Resource ™     Show us proof of your AWA membership and get the Jerry's Card Discount10 % off of our already way-below-list prices.     Bring in this ad for 50% off of a complete custom framing order. Imit 1 piece. "fomplete" includes moulding, glass and match. Offer good through April 15, 2009.     Located at the SE corner of Rural Road and hwy 60. Call for specifics: 490-775-6787	WEBSITE: <u>www.AZwatercolor.com</u> Facebook: <u>https://www.facebook.com/</u> <u>rizonaWatercolorAssociation</u>	
ARIZONA WATERCOLOR ASSOCIATION		
WORKSHOP REGISTRATION FORM		
Name:	Name:Date:	
Email:Member: 🗖 Yes 🗖 No		
Address:City		
State Zip		
StateZip     Zip       Home Phone:		
Please complete form and mail with your check payable to AZ Watercolor to the Appropriate Chairperson:		
Juror Workshops are held at the Arizona Artists Guild Building 9am–4pm 18411 N 7th Ave, Phoenix, AZ 85023 Contact: Liz Ramsey 2550 S. Ellsworth Rd #721 Mesa, AZ 85209 480-747-7763 lizramsey@cox.net Fall Juror's Workshop: Bev Jozwiak	Member Workshops are held at the Arizona Artists Guild Guiling 9am-4pm 18411 N 7th Ave, Phoenix, AZ 85023 Contact: Please contact Pamela Root, pamela. root@gmail.com or Candice Diaz, taydiaz@ earthlink.net \$40 Members \$50 Non-members Registration is open for the September and November 2014 one-day workshops. November 15, 2014, Jo Toye Experimental TECHNIQUES IN WATER MEDIA	
3-Day October 8,9, 10,2014 Spring Juror's Workshop: Eric Wiegardt	JANUARY 10, 2015, SEBASTIAO PEREIRA MANDALAS IN WATER MEDIA FEBRUARY 14, 2015, GRACE HAVERTY WATERCOLOR	
1-Day April 11, 2015 3-Day Apr 8,9, 10,2015	Applications	
	March 14, 2015, Stan Kurth Expressive Composition	
<u>3-DAY:</u> \$235 Members \$275 Non-members <u>1-DAY:</u> \$75 Members \$90 Non-members \$40 deposit	Member Workshop:	
Month:	Month:	
Total Amount \$	Total Amount \$	
	Check#	
Check#		

# AWA NEWS AND CALENDAR

### SHARE A RIDE TO THE MEETING

Many of our members do not attend our evening meetings because they no longer feel comfortable driving in the dark. Others come from a distance and some would just enjoy riding with others to the meeting. So, we are going to keep a list of those willing to provide rides to the meeting and those who would appreciate a ride. For now, just send an e-mail to me Jeremy Jones at inigoj@cox.net or call 480-563-5916. This is also potentially a good volunteer job if someone would step forward to take over arranging the rides.

Please note that we now have a new mail box address which is now the OFFICIAL CORPORATE ADDRESS for the Arizona Watercolor Association.

AWA P.O. Box 30693 Phoenix, AZ 85046

THANK YOU TO JOHN ERWIN FOR COMPLETING AN EXCITING AND SUCCESSFUL AWA MEMBER WORKSHOP ON SATURDAY, SEPTEMBER 13, 2014.

EVERYONE HAD A LOT OF FUN GETTING MESSY WITH WATER-COLOR AND INK AND PRODUCING OUR WONDERFUL PAINTINGS OF RENAISSANCE BUILDINGS!

Looking forward to Jo Toye's Membership workshop on Saturday, November 15, 2014.

This one day workshop is currently full but we will still be taking names for waiting list attendees.



### **AWA PROGRAMS:**

WHAT'S HAPPENING ON OCTOBER 9TH?

### 5:15 BOARD MTG.

#### SOCIAL FROM 7:00-7:30

ENJOY CAMARADERIE AND SNACKS WHILE PURCHASING RAFFLE TICKETS TO RAISE FUNDS FOR OUR SCHOLARSHIP FUND. KATHRYN FROM ARIZONA ART SUPPLY WILL HAVE A FUN TABLE WITH ITEMS TO EXPLORE. VIEW THE SATURDAY WORKSHOP BOARDS AND SIGN-UP FOR THESE CLASSES FROM 9A-4PM AT THE AAG BLDG.EXCELLENT CLASSES. 9-4 AT THE AAG BLDG.

#### GENERAL MEETING BEGIN. 7:30-9:30

ACKNOWLEDGEMENTS/REMINDERS/ANNOUNCEMENTS/ RAFFLETS/REMINDERS/ANNOUNCEMENTS/RAFFLE DRAWINGS.

#### SHOW TIME

DEMONSTRATION: BEV JOZWIAK LINDA SCHOOLEY, PROGRAM CHAIRWOMEN

### HELLO FELLOW ARTISTS;

This is a friendly reminder that it's time to submit photos of your paintings for entry in the 2015 Western Federation of Watercolor Societies. The deadline for entering is November 15, 2014, which is fast approaching.

We are requesting only emailed digital photos rather than CDs, which will make the process easy and painless for everyone. There is a Prospectus on the AWA website http://www.azwatercolor.com/, which can be downloaded and printed. The Prospectus and your entry fee must also be received by November 15th.

IF YOU HAVE DIFFICULTY SIZING YOUR PHOTOS, PLEASE READ THE DETAILED SIZING INSTRUCTIONS, WHICH ARE ALSO ON THE WEBSITE.

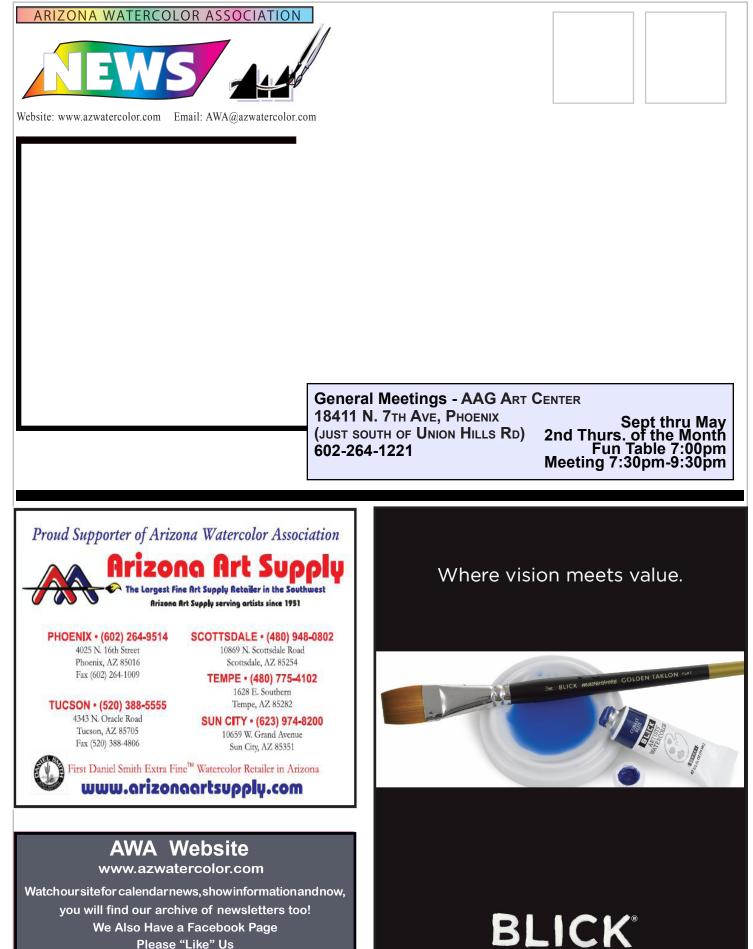
PLEASE TAKE A FEW MINUTES TO READ THE PROSPECTUS THOROUGHLY AND SUBMIT YOUR ENTRIES AS SOON AS POSSIBLE.

GOOD LUCK TO EVERYONE!

Kathryn Tartaglia WFWS Delegate 2015 ktartaglia@yahoo.com 480-229-1023

JOELLEN LAYTON WFWS ALTERNATE DELEGATE 2015 JOLAYTON@COX.NET 480-730-9897

Sept 2014 Issue AWA Newsletter



https://www.facebook.com/ArizonaWatercolorAssociation

800•828•4548 DickBlick.com