

A MESSAGE FROM OUR LAA PRESIDENT

The LAA Art Show and Sale on Saturday, October 14th, went very well. We had as good weather as you could expect under the circumstances of the North Bay fires, a sunny day and mostly blue sky. I'd particularly like to thank Rashmi Rajesh who headed up this show and Karen Thapa who assisted her and all the artists who participated and everyone else who contributed. I will let Rashmi thank her committees so I don't miss anyone.

Save the date and mark your calendars for a spring art show and sale on June 2nd. We have already reserved the date at the same location, the Lafayette Christian Church. The date will be early enough before school is out and people leave town. Consider being a part of this event. We will have more information in subsequent newsletters.

Donna Arganbright
LAA President



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CONVENTIONS FOR LISTING ARTWORK SIZE

Elana O'Loskey shares with us useful information that you may or may not know but is absolutely essential when describing your two-dimensional artwork.

The convention in the art world is that the width or horizontal measurement goes first followed by the height or vertical measurement. That's how everyone knows what end is up (and it is especially important with abstract work!).

When submitting your artwork for consideration or when you are creating labels for your artwork that is displayed, this common convention should be followed.

Curators or anyone who is jurying a show by viewing photographs count on the accuracy of these measurements for figuring out whether a piece of art is square, portrait or landscape. This is very important information for them in allocating space and arranging artwork so that transitions between styles and genres can be figured out in advance.

In addition, a piece that is 18" in width (or horizontal) and 24" in height (or vertical) is known as "Portrait" (taller than wider). A piece that is 24" in width (or horizontal) and 18" in height (or vertical) is known as "Landscape" (wider than taller).

When submitting your artwork for a show, event, competition or this newsletter, you should follow this convention so that everyone is speaking in consistent terms.

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ANOTHER SUCCESSFUL LAA SHOW AND SALE

The 3rd LAA Art Show and Sale held October 14th at the Lafayette Christian Church was, once again, a wonderful event. Although we were concerned about potential smoke from the devastating North Bay fires, the day was clear and mild. Thanks to all of you who participated and made the event such a success! We had visitors throughout the day who stopped by to enjoy all the beautiful artwork of our talented artists - and best of all, they also took home many pieces!



Rashmi Rajesh had a good experience organizing the event with the help of Donna Arganbright and Karen Thapa and thanks them for all their help and support. Thanks also to Carla Gelbaum and Mark Coffey for helping out with publicity and marketing. A special thanks goes to [Michael Granat](#) for providing his live jazz piano music. It was a wonderful addition to the event and made for a lovely ambience!

Thanks to all of you for working together as a team and also for distributing the show postcards far and wide.



RUTH McMILLIN'S LOCAL EXHIBITS

[Ruth McMillin](#) is showing her artwork at a couple of venues through November.

She will be at the Blackhawk Gallery, 3416 Blackhawk Plaza Circle in Danville, through November 26th. Hours are Monday through Saturday, 10:00 AM to 8:00 PM and Sunday 11:00 AM to 6:00 PM.

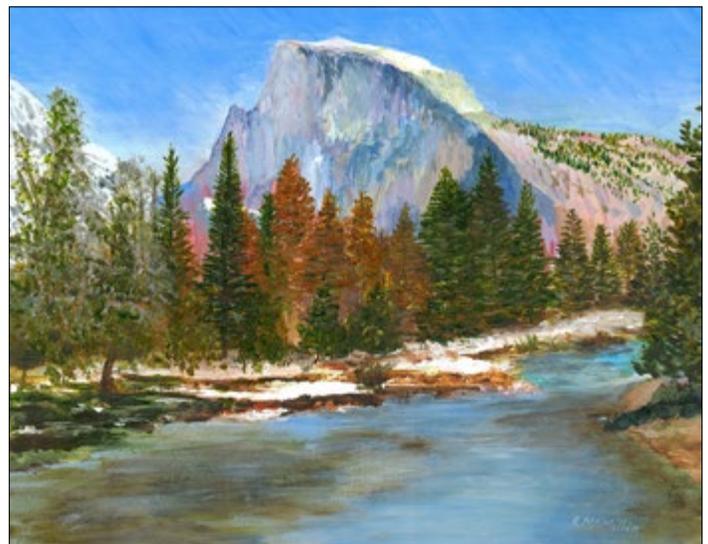
Ruth is also on exhibit at John Muir Hospital, Aspen Surgery Center, 133 La Casa Via # 150, Walnut Creek. The show runs through November 2nd. Hours are Monday through Friday from 7:00 AM to 6:00 PM.

[Ruth McMillin](#) is a California artist working primarily in water media and sculpture. She began in the late 1990's and formed

her art business, "Watercolor Forest", in 2000. Constant explorations of subject, style and technique are her inspiration. She has exhibited works in juried shows from Mendocino to Gualala to the Bay Area and down to Laguna Beach. She has received recognition and awards in drawing, painting and sculpture.



"Mar Vista Poppies" by Ruth McMillin



"Half Dome from Sentinel Bridge" by Ruth McMillin

“IMPRESSIONS-EXPRESSIONS” AT MORAGA ART GALLERY

The Moraga Art Gallery presents its holiday show, “Impressions-Expressions,” highlighting Asian-accented jewelry by K. de Groot, enticing light-infused paintings by Carol Tarzier and a bounty of artistic gifts for the holidays.

[K. de Groot](#), a Lafayette artist, has mounted a cross-cultural collection of wearable art she calls Asian Accents, a name derived from her innovative use of exotic beads, pendants, and other trinkets gathered during adventurous years living and traveling in Thailand, Nepal, India, and other lands. “I trekked through countless markets and bazaars, bead and antique shops in search of perfect ethnic pieces to make beautiful, one-of-a-kind necklaces,” she says. International dealers keep her continually supplied with new treasures that inspire the creation of fresh, luminous pieces. She specializes in made-to-order necklaces and pendants for customers who would like to have their own unique beads incorporated into personalized designs.



“Teapot with Persimmons” by Carol Tarzier

[Carol Tarzier](#), a painter and sculptor, captures color and fleeting light on shapes and forms found in both still

lives and nature. Her oil paintings combine elements of both realism and abstraction. While delighting in plein air painting, she also relishes studio work with a still life or a model. For a recent show, she assembled several small oil paintings called “pochades,” in which she explored light on trees, water, rocks, fruit in a bowl, flowers, and sky.

As a sculptor of bronze pieces, both figurative and abstract, she specializes in humans: complete figures, torsos, and portraits. The tour de force among her projects may be an eight-foot bronze memorial statue of the renowned civil rights leader, C.L. Dellums, standing outside the Oakland’s Amtrak station.

Carol is an instructor at San Francisco’s Academy of Art University and with the Rossmoor Art Association.



“Copper Glow” by Carol Tarzier

The show, which also includes work by the gallery’s thirteen member artists and several popular guest artists, runs to January 6th. The gallery is located in the Rheem Shopping Center, at 522 Center Street, Moraga. Through November, hours are Wednesday through Sunday, 12:00 noon to 5:00 PM. Extended December hours are from 10:00 AM to 6:00 PM daily. For more information visit www.moragaartgallery.com or call 925-376-5407.

MORAGAARTGALLERY

522 Center Street in Moraga’s Rheem Shopping Center
Gallery hours are Wednesday through Sunday, noon to 5:00PM
Visit www.MoragaArtGallery.com or call 925-376-5407

DEE TIVENAN IN "SMALL THINGS 2017" AT JENNIFER PERLMUTTER GALLERY

[Dee Tivenan](#) is showing in the "Small Things 2017" show at the Jennifer Perlmutter Gallery. Four of her mixed media 6"x6" paintings are exhibited.



The show and Holiday Gift Shop runs November 16th to December 23rd and an artist reception will be held Thursday, November 16th from 6:00 to 9:00 PM when refreshments will be served. If you attend the reception, please bring a can of food for the Contra Costa Food Bank.

Discerning shoppers will find an array of unique hand-crafted gifts from original art to jewelry, porcelain,



wood sculptures and even mixed media shadow boxes. Over 50 regional artists will be selling one-of-a-kind artistic items with a focus on small art to gift for the holidays. Consider starting your art collection with affordable works from local artists. Gift wrapping is available.

OF SPECIAL NOTE:

For the duration of this show, the back wall in the gallery will be hung with donated works by artists that would like to help in the relief effort of the recent devastating fires in Napa, Sonoma, and Mendocino Counties. The gallery will donate 100% of sales from these donated paintings to Redwood Credit Union to help people get back on their feet. Your support is very much appreciated and special thanks to Jennifer for providing the space.



3620 Mt. Diablo Boulevard
Lafayette, California 94549
Wednesday through Saturday, Noon to 6:00 PM
Monday and Tuesday, by Appointment
925-284-1485
www.JenniferPerlmutterGallery.com

"HOME FOR THE HOLIDAYS" AT DIABLO FINE ART GALLERY

November and December, Diablo Fine Art Gallery will be presenting "Home for the Holidays".

For the occasion, they will be having two special events. The first is "Children's Holiday Ornament Making" to be held on Tuesday, December 5th from 3:00 to 5:00 PM.

The second is the "Holiday Cheer Drop-in Reception" to be held Thursday, December 14th from 1:00 to 4:00 PM. Join them for either or both events to help get into the holiday mood.

It is with sadness that the gallery reports that Brian Fowler, the former owner of the gallery, has passed away. He will be greatly missed by the gallery and all who knew him.

DIABLO FINE ART

GALLERY

1535 Palos Verdes Mall in Walnut Creek (at Lunardi's Shopping Center)
Gallery hours are Tuesday through Saturday from 11:00 AM to 5:00 PM
Call 925-933-4278

SAMANTHA McNALLY FEATURED AT BENICIA PLEIN AIR GALLERY

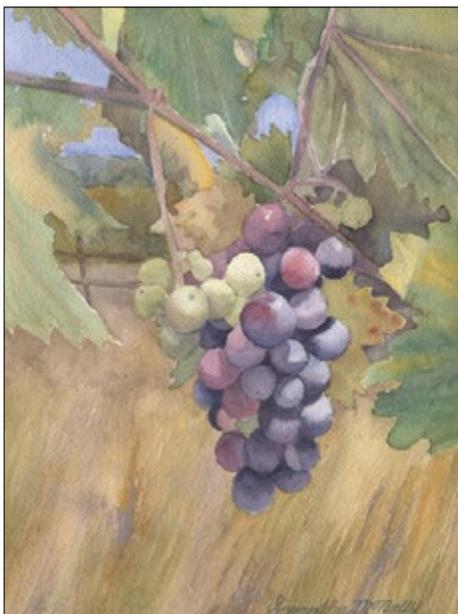
[Samantha McNally](#) is the Featured Artist at the Benicia Plein Air Gallery during the month of November. Samantha invites you to come to the reception on Saturday, November 11th from 3:00 to 5:00 PM during the last Benicia Art Walk of the year.



"Sea Breeze" by Samantha McNally

On November 24th, the gallery puts up the Christmas Tree and all of the plein air gallery artists hang ornaments of mini- paintings for sale.

[Benicia Plein Air Gallery](#) is located at 307 1st Street in Benicia. Hours are Thursday through Sunday, noon to 6:00 PM. Visit them online at www.beniciapleinair.com



"Grapes" by Samantha McNally

ARTIST GETAWAY WATERCOLOR WORKSHOP IN BENICIA

[Artist Getaway](#) is presenting a two-day watercolor workshop by Rolando Barrero November 13th and 14th from 9:00 AM to 4:00 PM.

[Rolando Barrero](#) is an award-winning watercolor artist. He has been active in participating in competitive plein air paint outs and juried shows in Northern California. His passion is painting street scenes, boats and harbors, and county fairs, capturing the light, atmosphere and essence of the place. People and nature are incorporated in most of his works and because he is an architect, he rarely obscures building elements that he thinks have aesthetic value. Rolando believes that a good painting should tell a story.

Participants in the workshop will meet at the Benicia Plein Air Gallery at 9:00 AM for a lecture, demonstration and painting. Coffee and bagels will be provided in the morning. Bring a sack lunch or get lunch from a nearby deli or cafe during the half-hour lunch break at about noon.

For additional information about this two-day workshop or to register online, visit [Rolando Barrero Workshop](#).



"Red Baron" by Rolando Barrero

Happy Holidays

ELANA O'LOSKEY SHARES TIPS FOR ARTIST'S WEBSITES

After years of working with artists and writing about them, Elana O'Loskey has learned a few things about how an artist should manage their website. Here, she shares some of her insights for LAA members.

1. Create a PRESS TAB that you update with changing information. Don't let it sit there untouched while you are busy creating, showing, working, teaching, or volunteering - otherwise, "who knew?" Keep in mind that bloggers, print and online media writers, and many others, will be viewing your site. Give them something engaging to write about you and your artwork, not a snooze fest.

2. Include a WHAT PEOPLE ARE SAYING or MEDIA tab with PDF's of articles, links to articles, blogs or anything that is about you or a group you are involved with.

3. Include a PHOTO TAB for photos of all kinds - artwork, activities, events, anything that will promote you and your artwork.

To identify the file and size of an image you are going to upload to your website, find the name of the image and next to it, or in the properties, you will see the size listed in KB/kilobytes or MB/megabytes. For example: Filename - 1500DCS.jpg, Size: 4,137 KB. Make sure your file is named with a description that is recognizable by anyone. For example, instead of 1500DCS.jpg, rename your image to your name plus a description, like JaneDoe-MorningSunrise.jpg

Clearly identify both a low resolution photo for internet use (under 100 KB to 600 KB) and a high res (300 dpi or greater) photo for print media. The file size for print media should be 700-800 KB to over 1 MB (1000 kb = 1 MB) or more. Copyright your image.

4. Include one or more photographs of yourself (or your group). It can be black and white or color. The size and resolution should be as described above. Make sure all photos have captions identifying "who, what, when, where, why and the name of the artist."

5. For artwork that is for sale, consider offering pricing for the original work as well as pricing for an archi-

val giclée print. Include for each iteration: artist name, title, dimensions and media.

6. Include an ARTIST STATEMENT TAB or, if you are a group, a MISSION STATEMENT TAB.

7. Include a COMMUNITY PARTNERS TAB showing affiliations with studios, workshops, teaching, benefactors, cooperative ventures, etc.

8. If you are a nonprofit group, clearly identify yourself as such with a tab providing a PDF of your IRS 501c3 letter.

9. Include a separate CALENDAR TAB showing upcoming exhibits or activities with links that you/your group will participate in, or at least a LIST of events and activities.

10. Provide a CONTACT TAB with a phone number and/or email address where a live person responds within 24 hours. This means someone must CHECK IT DAILY!

11. Include a COMMENTS TAB. Read the comments regularly and respond to them. Include options for people to connect with you through Facebook, Twitter, etc.

12. Include a GIVING BACK TAB. People like to see how generous artists are, how much they contribute to their community and how important their contributions are to the community. If you contribute to nonprofit(s) of any kind, consider stating something like: "A percentage of proceeds from every art sale is donated to"

If you have gifted works of art or volunteer time to nonprofits, schools, places of worship, etc. LIST the works by artist, title, media, size and location. Include loaned and donated works.

I offer these suggestions because I so believe art and artists are a vital part of our community and I want to encourage more celebration of media of all kinds.

My frustration comes from having to meet a deadline with slow turn-around time from artists and groups who are sluggish or unresponsive to email and phone calls and who have minimal information on their websites. It can so easily be corrected!

CALIFORNIA WATERCOLOR ASSOCIATION WORKSHOPS

California Watercolor Association has announced workshops for 2018. They include “Watercolor Techniques” with Michael Reardon, “Painting Light and Color in Watercolor” with Steve Rogers, “Figurative Design - Character is More” with Jeannie McGuire, “Weigardt’s Painterly Watercolors” with Eric Weigardt, “Painting Light in Watercolor” with Iain Stewart, “Painting the Figure from Photographs” with Ted Nuttall, and “Free and Fun - Color Pouring and Paint Around with 3 Watercolors” with Lian Quan Zhen.

For additional information and to register, visit the website at [California Watercolor Association](http://CaliforniaWatercolorAssociation.com).

MIRA WHITE OPEN STUDIO AND ART SALE



“ART, NATURALLY” AT VALLEY ART GALLERY

From objects found to impressions visualized, the artists of the gallery have been busy creating the new Fall 2017 show of more than 300 works of art for sale or for rent. Demonstrating a wide range of motifs, styles, media and prices, and representing the best of the best from more than 100 East Bay artists, the exhibition is a must-see show for residents of the Diablo Valley! In addition, there are beautifully crafted, ceramic, wood and glass pieces, and original designer jewelry.

The show runs through November 11th. Hours are Tuesday through Saturday, 11:00 AM to 5:00 PM.

BG CRAFT FEST 2017 AT BEDFORD GALLERY

On Saturday, December 2nd and Sunday, December 3rd, the best of the Bay Area’s crafters and artisans will share their wares at the popular Bg Craft Fest, now in its tenth year. This carefully curated marketplace is a holiday season staple for Bay Area shoppers in search of unique handmade gifts, from jewelry to food to home goods. Held inside the Bedford gallery, visitors can shop the Craft Fest and experience the current exhibition, “About Abstraction: Bay Area Women Painters”. Craft Fest is free and open to the public.

Visitors can also purchase snacks and drinks while they shop, making the Bg Craft Fest the perfect holiday shopping destination. And, back by popular demand, this year’s Craft Fest features hands-on crafting workshops. This year’s workshops are “Seasonal Wreaths with Home Sweet Flowers” and “Modern Calligraphy with Leigh Wells”. Last year’s sessions sold out quickly! Links to purchase workshop tickets are on the Bedford Gallery website. www.bedfordgallery.org/craftfest.

The Bedford Gallery is located at 1601 Civic Drive in Walnut Creek.



EVENT CALENDAR

November 1	Doug Heine Presentation
through November 2	Ruth McMillin at John Muir Hospital
November 4 - 5	Paula Riley Workshop
through November 11	“Art, Naturally” at Valley Art Gallery
November 11	Reception for Samantha McNally
November 13 - 14	Rolando Barrero Workshop
November 16 - Dec 23	Dee Tivenan in “Small Things 2017” at Jennifer Perlmutter Gallery
through November 26	Ruth McMillin at Blackhawk Gallery
November 16	Reception for “Small Things 2017”
through November	Samantha McNally at Benicia Plein Air Gallery
December 2 - 3	Bg Craft Fest at Bedford Gallery
December 3	Mira White Open Studio and Sale
December 5	Childrens Holiday Ornament Making at DFAG
December 14	Holiday Cheer Drop-In Reception at DFAG
through December 17	“About Abstraction: Bay Area Women Painters” at Bedford Gallery
through December	“Home for the Holidays” at Diablo Fine Art Gallery
through January 6	K. de Groot & Carol Tarzier in “Impressions-Expressions” at Moraga Art Gallery
June 2	LAA Spring Art Show & Sale
Ongoing	Various Artist Getaways Mira White Workshops California Watercolor Association Workshops

THE COFFEY CORNER

Remember that one of the benefits of LAA membership is the ability to have your own gallery page hosted on our website. It's not there automatically, you have to ask for it. If you do want to have your own gallery, request it from Webmaster@laa4art.org.

Share information about upcoming shows, exhibits, events and art projects. E-mail information of interest you would like to share to the editor, Mark Coffey, at Editor@laa4art.org.

The Lamorinda Arts Alliance Newsletter is published six times a year at the beginning of odd-numbered months. The deadline for submission of articles and images is generally the 20th day of the month prior to publication.

Check out our [Facebook page](#). “Like” us, share and post your events. Use the [Events Page](#) of our website to post your shows, exhibits, awards, workshops and seminars as well as other items you think may be of interest to our members.


 LAMORINDA
ARTS
ALLIANCE

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