

SWA Bulletin

Society of Western Artists
2625 Broadway Avenue, Redwood City, CA 94063
<http://www.societyofwesternartists.com>

July-August 2009
(650) 588-1154

President's Message—SFC

I'm sorry to say that I missed the last artist's demonstration at the SWA Gallery. So, rather than that I want to talk about aesthetics.

“aesthetic : of beauty; sensitive to art and beauty; showing good taste.” *Webster's New World Dictionary*

OK, you say. That's me! But what about those guys and or gals who profess to love works or things that I don't appreciate at all? Where did they get the idea that “that stuff” was good?

Well, back in the last century, in the 1950s, I had the good fortune to take a class at UC Berkeley, from Dr. Pepper, on the subject of aesthetics. He had us read his textbook on the subject! His theory of being an educated person in the area of aesthetics could be understood by understanding cheeses. He said that if you observe how one comes to appreciate cheeses you can understand how one can learn to appreciate various and different forms of expression in the arts, i.e. painting, music, literature, etc.

So, think about it. What was the first cheese you can remember? Good old Kraft American (or its equivalent). Then later you may have discovered Monterey Jack—a little more tangy. And then Cheddar, followed by Sharp Cheddar. Later still, Swiss. And still later, Camembert. And so on, until you come to enjoy the harder to appreciate varieties.

Now, notice that at each new discovery the new cheese is the most interesting. Your old favorite seems a little dull. And furthermore, after you have come to enjoy the hardest to appreciate, it is possible to go back to the easiest to appreciate on your list and enjoy it for what it is in the context of its usual application. (Perhaps on a cheese burger?)

This exercise of experiencing each art form in its own setting, on its own terms, can be applied to all the arts.

Making the effort to understand each art form in its own setting and in the terms of what it is trying to express, and having learned to appreciate each for what it is, you have become an educated person in the area of aesthetics.

So, I hope you can enjoy some new taste experiences!

David McKean

May/June SWA Gallery Show

Congratulations to Award Winners:

1st Place	Decker Walker	<i>Marina in Red</i>
2nd Place	Carrie Drilling	<i>Desert Rose</i>
3rd Place	Tom Ayers	<i>Farm Pond</i>

Thank you to **Diana Jaye, Laura Johnson, Jeanne Nordness, Alisan Andrews and David McKean** for helping with receiving and hanging.

Welcome to New Members Susan Pizzi, Linda Roth, Linda G. Salter, Timon Sloane, Carol Mead, Carolyn Shaw, Lynn Mortensen and Carolyn Jones and returning member Alice Weil.

SCHEDULE OF EVENTS

July

11	Art Walk	7–9 p.m.
15, 16, 17	Alan Flatman Pastel Workshop	

August

1, 2	Ferenc Besze Watercolor Workshop	
8	Art Walk	
9	Annual Awards Reception	1–3 p.m. <i>(Removal of art after reception)</i>
10	SWA Signature Show Intake	
8/12-10/2	2009 SWA Signature Members Exhibit	

Gallery Hours: 11 a.m. – 5 p.m. Wednesday - Saturday

President's Message—SJVC

Spring has sprung and we're looking forward to our Spring Paint Out. As of this writing we have not set a date. We'll keep you posted as to that date. Last year we had to cancel, as weather officials declared our date a bad-air day. Hopefully, we'll have better luck this year.

We want to thank our February presenter, Gary Langdon, for his excellent oil presentation on painting a beach scene. I'm sure we all got some good pointers and insights on painting water, surf and sand. Gary, originally from Los Angeles, has lived in the central valley since 1968. For most of his career, he has worked as a graphic designer and now teaches oil painting classes.

We also want to thank our March presenter, Dean Dallin, for his oil demonstration using a live model. And thank you, Christina Lewis, for modeling. Christina is the daughter of Dennis Lewis, our previous president. Dean's impressionistic demo gave us insight on working Macro to Micro valued shapes while holding back linear detailing as long as possible. As Dean put it..."It's all in the sqinting.." So that's how we develop "crow's feet!" Dean attended art institutes in Oregon and California and retired from a commercial art career in Los Angeles and Fresno. He now gives private instruction and does workshops. Dean, thanks again for sharing.

Reminder: our Annual Bay Area show is coming up soon! Get your paintings ready. It will be at the new SWA Gallery in Redwood City. Receiving is June 13. Also, we are working on two upcoming shows: a spring-summer show at Riverpark Art Studios and a fall Veteran's Day show with the Clovis Art Guild Day and details to follow. As your new president, I want to thank all of our members for your continued patronage.

Rudy Murrietta

The SWA gallery can be rented for meetings and workshops for \$100 per day or \$50 per half-day. Check with Gallery Coordinator Alisan Andrews (650-400-8623) for availability.

SWA CONTACTS

Gallery Coordinator	Alisan Andrews	650-400-8623
Workshops	Sherry Vockel	650/873-0118
Demonstrations	Jeanne Nordness	650-364-5709
Advertising	Laura Johnson	650-591-1595
Hospitality	Moira McShane-Lukas	415/468-2147

Gallery Hours: 11 a.m. – 5 p.m. Wednesday - Saturday

Alan Flattmann 3-Day Pastel Workshop

July 15, 16, 17; 9 a.m. – 4 p.m.

SWA Gallery, Redwood City

Join master pastelist, Alan Flattmann, PSA, for an intensive workshop covering fundamental techniques for painting landscapes and cityscapes. He will demonstrate how he creates bold pastel paintings with a multi-layered technique, along with ways to improve drawing/compositional skills, and methods of working quickly on location and in the studio. Students can expect individual attention, informal critiques and discussions throughout each day. One day may include painting outdoors.

See Alan's work at website at: www.alanflattmann.com

FEES: \$300 for SWA Members; \$355 non-members

CLASS SIZE: Limited to 15 students so sign up ASAP

REGISTRATION: Registration forms and information flyers are on our website at www.societyofwesternartists.com or contact: Sherry Vockel (650) 873-0118 Email: mzsherrylee@msn.com

For Sale

11 misc. Society of Western Artists annual exhibition magazines; oldest is the 22nd from 1962 and newest is the 49th from 1999. Jimpupster@att.net

This bulletin is published 6 times per year (Jan/Feb, Mar/Apr, May/June, Jul/Aug, Sep/Oct, Nov/Dec)

Advertise your workshops, classes, etc.

Rates: \$10 per ad per newsletter—50 word maximum; \$20 per ad over 50 words. Make checks payable to SWA.

Deadlines for ads and news is the 5th of Dec (Jan/Feb), Feb (Mar/Apr), Apr (May/June) Jun (Jul/Aug), Aug (Sep/Oct), Oct (Nov/Dec).

No brochures or printed matter accepted. Please type your ad and send with your check to: Laura Johnson, 3408 Beresford Ave., Belmont, CA 94002. You may send info to dollsinmin@sbcglobal.net. Check must be received before your ad can be published.

SWA

SOCIETY OF WESTERN ARTISTS, INC.

Invites you to their 2009 Artist Demonstrations and lectures:

- Jan. 17 – Ferenc Besze – Watercolor – www.besze.com
- Feb. 21 – Suzanne D’Arcy – Oil – www.suzannedarcy.com
- Mar. 21 – Clark Mitchell – Pastel – www.cgmitchell.com
- Apr. 18 – Laura Williams – Oil – www.laurawilliamsart.com
- May 16 – Tom Chapman – Oil
- Jun. 20 – Mike Kirschel – Oil – www.kirschel.com
- Sep. 19 – Karen Frey – Watercolor – www.karenfrey.com
- Oct. 17 – Myrna Wacknov – Watercolor portrait – www.myrnawacknov.com

Changes in programs may occur. For information, call Jeanne Nordness, 650-364-5709.

SWA Gallery Exhibition Schedule

Venues for 2009

59th Annual Exhibition	June 17 – August 9	Receiving June 13
Awards Reception	August 9th 1–3 p.m.	Remove paintings

Art Walk is the 2nd Saturday of every month, April through October, 7–9 p.m.

May/June 2009 SWA Gallery Show	May 6 – June 12	Receiving May 2
Redwood City Open Studios	May 16 & 17	
2009 Signature Member SWA Gallery Show	August 12 – October 2	Receiving Monday, Aug. 10
October/November 2009 SWA Gallery Show	October 7 – December 4	Receiving October 3
December/January 2010 SWA Gallery Show	December 9 – January 29	Receiving December 5

Directions: From 101: Take the Whipple Avenue exit. Go west on Whipple and turn left on El Camino Real. Turn left on Broadway. **From South 280:** Take the Woodside Road exit. Go east on Woodside to El Camino Real. Go north on El Camino. Turn right on Broadway. **From North 280:** Take the Edgewood exit east. At Alameda de las Pulgas turn right. At Whipple turn left. Take Whipple to El Camino and turn right. Left on Broadway. 2625 is on the RIGHT side.

Ferenc Besze 2-Day Watercolor Workshop
August 1, 2; 9 a.m. – 4 p.m.
SWA Gallery, Redwood City

Join Ferenc Besze, SWA, award-winning watercolorist for a workshop that focuses on how to paint loose, spontaneous watercolors with the emphasis on design principles.

Ferenc expresses himself in an impressionistic style, focusing on the essence of the subject. His free-flowing style brings out the beautiful characteristics of watercolor. He accomplishes his unique wide range of color with a surprisingly limited palette.

FEES: \$175 for SWA Members (non-SWA members may sign up so tell your friends or other art organizations)

REGISTRATION: Please register by July 14. Mail registration and payment to SWA at 2625 Broadway, Redwood City, CA 94063. Form is available on the SWA web site or contact Alisan Andrews at 650-368-7714 or alisanandrews@yahoo.com, subject line "Besze Workshop."

Terri Hill Watercolor 3-Day Workshop
October 23, 24, 25; 9 a.m. – 4 p.m.
SWA Gallery, Redwood City

SWA is pleased to announce a workshop with watercolorist Terri Hill. Teri's paintings are known for their rich, saturated color and unusual vantage point. You can view her artwork at: <http://www.designerhill.com>.

FEES: \$175 for SWA Members; \$225 for non-members

Information and registration information are the SWA website at: www.societyofwesternartists.com under New Workshops or contact Sherry Vockel, Workshop Chair, at 650-873-0118 or mzsherrylee@msn.com.

Secretary Needed: We need a secretary to attend board meetings, take notes and prepare the minutes of the meetings. Meetings are held the third Saturday of the month. Please contact Carrie Drilling at 650-692-8998 for more information.

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2625 Broadway Avenue
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