



Arizona Art Alliance

NEWSLETTER OF THE ARIZONA ART ALLIANCE • October 2010



Alliance Founder and Chairman, John Fontana, presents Louise McCall with Lifetime Achievement Award.

Yes, more art groups are joining as the Arizona Art Alliance continues to grow. Since last month's newsletter, we've added yet another art organization, the Fountain Hills Art League. This brings our membership to 31 with over 4,500 artists represented. Our expansion continues.



During the weekend of October 1-3 we held the Grand Opening for our fine art gallery, "Art Alliance Gallery - Fine Art". More than 500 people visited our location throughout the weekend. Many talented artists provided "live" demonstrations during the three day Grand Opening activities. This alone drew crowds of eager art lovers. During Saturday night's artist reception, we awarded the Arizona Art Alliance Lifetime Achievement Award to world renowned space artist Robert McCall. Mr. McCall's wife, Louise McCall, accepted the posthumous award. Gracious and engaging as always, Mrs. McCall thanked the Arizona Art Alliance on Mr. McCall's behalf and said how proud he was to be affiliated with such an organization. During our artists' reception, we conducted a Silent Art Auction that by night's end had brought in over \$1,000 in donations/bids in less than 2 hours.

My thanks go out to our exhibiting artists who mixed and mingled with the attendees, to our demonstrating artists who generously shared their knowledge, to the Alliance Board and our member organizations for helping us achieve this next level of success and also to DeRito Partners Inc, owners of the Scottsdale Pavilions. Without their support, this gallery would not be possible.

On Wednesday, October 6th we marked the beginning of a new Art Exhibit Cycle at the Gallery, which will run through the end of November. I invite everyone to come view the new art on exhibit. Over 35 artists are exhibiting over 200 pieces of new, never-seen-before art.

Starting October 6, WHAM (What's Happening Art Movement), will have a special two-week featured exhibition at the Alliance Gallery. Their art is on display until mid-month, when Critique Encounters XII will take their turn for the next two weeks of this special exhibition space. Such two week periods and the space within the gallery are given free of charge as a 'thank you' to our 31 member art groups for their continued support throughout the years.

We are busy planning our expanded Holiday Show, which will run from December 3-24. Watch our website for further details. Artists, contact your member representative for sign up information NOW! The Gallery will have special open hours during this three-week period and we will hold an artist reception on December 4th, once again, pulling out all the stops in promoting the event.

We'll shall look to continue the growth of the Alliance and the Gallery with continued promotion and publicity building on our ten years of experience bringing fine art to Arizona.

Yours truly
Alan A. Arne
President

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Ad Pricing for the Arizona Art Alliance Holiday Show Exhibition Guide

- | | |
|---|---|
| Alliance Juried and Non-Juried Members
1/4 page ad \$100
1/2 page ad \$175
Full page ad \$300
Receive a FREE exhibition space in the Courtyard Scottsdale at Mayo Alliance Gallery. *Must reserve ad space by October 3rd to be in Courtyard Scottsdale at Mayo gallery. | Sponsorship Opportunities
Master's Circle Benefactor (\$5,000)
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Steward (\$1,000-\$2,499)
Other: _____ |
| Alliance Non-Members/Corporate/Advertisers
1/4 page ad \$200
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Full page ad \$600
Inside or outside cover: \$800 | Alliance Family:
Saguaro Level (\$500-\$999)
Agave Level (\$300-\$499)
Cholla Level (\$125-\$299)
Ocotillo Level (\$50-\$124) |
| | Contact:
Tammy Romer
info@azartalliance.com
602.503.1686
*Deadline for Ads & Sponsorships: November 9, 2010 |

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Mailing Address: 10810 N. Tatum Blvd., Suite 102-264, Phoenix, AZ 85028
Gallery Address: The Scottsdale Pavilions, 9011 E. Indian Bend • Suite E-1 • Scottsdale, AZ 85258 (next to Sports Authority)
Open Wed-Sun., 11-7pm
www.azartalliance.com info@azartalliance.com

Alliance Celebrates Grand Opening of Fine Art Gallery

Louise McCall Accepts Lifetime Achievement Award for late husband, Robert McCall
Silent Auction Raises over \$1,000 in 2 Hours in Support of Alliance Outreach Programs

The Arizona Art Alliance held its free Grand Opening Friday, October 1, Saturday, October 2, and Sunday, October 3, 2010. We welcomed old and new friends to our brand new gallery at the Scottsdale Pavilions (just East of Sports Authority). During the weekend, many generous artists gave their time to demonstrate their art. Visitors saw first-hand how works-of-art are created. Thank you to our talented artists!

Over thirty artists displayed their artwork during our Grand Opening throughout the gallery. These artists represent a variety of mediums and many have shown their work throughout Europe. All of the exhibiting artists volunteer their time to the Alliance every month and without them, our gallery would not be possible. Thank you artists for your continued great works and support!

Saturday marked our gala evening with an artists' reception catered by The Gourmet Girls, and music courtesy of Mark Melnick. A good time was had by all. Thank you for your generous support! During the artists' reception, we awarded the Alliance's Lifetime Achievement Award to Robert McCall. His lovely and very talented wife, Louise McCall, graciously accepted the award on his behalf. Mrs. McCall spoke briefly about the Alliance and her late husband's relationship, mentioning how proud Robert was to be affiliated with the Alliance.

Also during the evening a silent auction, benefiting the Alliance's outreach programs, was held. More than 30 original works of art were donated by Alliance member artists along with several Robert McCall-autographed posters and prints. More than \$1,000 was raised in just under 2 hours! Thank you to our generous artists who donated their art, to Mrs. McCall for the autographed posters and prints, and a special heartfelt 'thank you' to our art-loving bidders and winners! Your support will ensure that our outreach programs continue to make a difference in the lives of special needs children, and youth and seniors at risk.

Additional Thanks Go To...
Angles PR, president Ania M. Kubicki, assistant Christina Lundebert, and the intern team from ASU's Walter Cronkite School of Journalism. Their volunteer publicity work on our behalf ensured that our Grand Opening received ample pre- and post-media coverage and increased our overall attendance! Thank you! Kathy McClure, Jaxine Cummins, Glenn Mire are three talented and generous working artists who ensured that we captured the majesty and excitement of the evening in images. Thank you!



Alliance Board Member Cathleen Rainey and Artist Cynthia Jones.



Leanne Park and Silent Auction Bidders in Action!



Artist Donna Levine Gives Acrylics Demonstration!

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member organizations

Arizona Artists Guild (AAG)
www.arizonaartistsguild.org

Arizona CLAY Association (AZ CLAY)
www.arizonaclay.org

Arizona Designer Craftsmen-Central Chapter
www.arizonadesignercraftsmen.org

Arizona Pastel Artists Association (APAA)
www.azpaa.com

Arizona Watercolor Association (AWA)
www.watercolor.org

Art League West (ALW)
www.artleaguwest.com

Chaparral Studio Artists
480-991-5278

Colored Pencil Society of America
602-224-9774

Critique Encounters XII (CEXII)
www.cexii.com

Desert Artists
480-991-4486

Desert Sage Artists (DSA)
602-482-0061

East Valley Art Guild (EVAG)
www.eastvalleyartguild.com

FLAIR (Fine Local Artists In Residence)
623-551-8706

Fountain Hills Art League
www.fountainhillsartleague.com

Gilbert Visual Art League
mozaic@mindspring.com

Havasu Art Guild
www.havasuartguild.com

Laveen Art League (LAL)
www.laveenartleague.org

Mesa Art League (MAL)
www.mesaartleague.com

Northeast Valley Artists League
602-996-5423

Paradise Valley Art League (PVAL)
602-789-1902

Peoria Fine Arts Association (PFAA)
jwndr48@cox.net

Phoenix Artists Guild (PAG)
www.phoenixartistsguild.com

Scottsdale Artists League (SAL)
www.scottsdaleartistsleague.org

Sonoran Arts League (Sonoran)
www.sonoranartsleague.org

Southwest Gourd Assoc.
tocarefree2@hotmail.com

Southern Arizona Watercolor Guild (SAWG)
www.watercolor-sawg.org

Sun City Grand Art Club (SCG)
azemove@juno.com

Tempe Artists Guild
www.tempeartistsguild.org

Westbrook Village Fine Arts Association (Westbrook)
www.westbrookvillagefinearts.org

What's Happening Art Movement (WHAM) - www.wham-art.org

Wickenburg Art Club, Inc. (WAC)
www.wickenburgartclub.org

A full listing is available online at www.azartalliance.com.

Valley Life is looking for a Watercolor Teacher *Volunteer Preferred*. Mon or Tues, 12:30 - 2:30pm. Contact Erika Schafer 602.789.1902.

"What is one to think of those fools who tell one that the artist is always subordinate to nature? Art is in harmony parallel with nature." --Paul Cezanne

upcoming events

Arizona Art Alliance Gallery
at the Courtyard at Mayo Clinic

New Exhibition starts OCTOBER 2010

If you wish to pay \$100 for an ad in the Holiday Alliance Exhibition Guide, this will allow one of your art pieces to be exhibited in the Courtyard Scottsdale at Mayo Alliance Gallery for **FREE!**

Contact: Tammy Romer
info@azartalliance.com
We will design your ad FREE!



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Mesa Arts and Culture Festival (MACFest) is a FREE event featuring unique artist creations, music and fun for the whole family in downtown Mesa.
When: Every Saturday
October 2 - April 30
10:00 a.m. to 4:00 p.m.
Where: Main and MacDonald Streets in Mesa (check website for details).
More info at: 480-644-6500 or www.macfestmesa.com or email boxoffice@mesaartscenter.com.

Arizona Artists Guild and the Arizona Art Alliance invites all artists to join in the holiday fun with "SMALL PAINTINGS - SMALL PRICE". Just in time for holiday gift giving, we will encourage the public to give original fine art as gifts this year. All paintings will be priced at \$50 each, with monies going to the artist minus 15% commission. Sale and show will be at the Art Alliance Art Gallery at

the Scottsdale Pavilions (101 and Pima Freeway, east of Sports Authority). Dates Dec 11th - 24th. No frames. No wiring.
Entry fee is \$20 for each two paintings entered. No affiliation requirements. Prospectus available at www.arizonaartistsguild.net. For more information contact: goodoldgal@aol.com.

Fountain Hills Artists Gallery participates in a regularly scheduled Thursday Art Walk and Farmer's Market on Avenue of the Fountains from noon to 5pm.

The Town participates in the organization and assists in giving broad publicity to this weekly event.

The Gallery is looking for artists to participate by giving on site painting/craftmaking demonstrations.

Demo space is free for artists. If artist is

also selling work at the time there is a \$30 fee.

WHAT'S IN IT FOR YOU, THE ARTIST?

An opportunity to attract students for your workshops or teaching schedule with all the marketing done by the Fountain Hills Artists Gallery. What's in it for the Gallery?

New traffic may be attracted into the Gallery and 20% of the workshop/teaching fees (after artist's expenses) will be paid to the gallery. For details call or email: Vickie Morrow 602-615-1146 or vickiemorrow@msn.com or Barbara Drake at 602-320-1827.

Frank Williams, a West Valley artist, was selected to participate in the Home Art & Studio Tour, Sunday October 24, 2010 sponsored by the West Valley Arts Council The home tour venue allows attendees to view the artist's (cont'd)

Arizona Art Alliance
**OCTOBER
WATERCOLOR
WORKSHOP IN THE
SPOTLIGHT**



**Carole Hillsbery
Alliance Member
TWSA, WSWF & AWA**

Carole Hillsbery is offering an all-day watercolor class on **Saturday, October 16 from 9am to 4pm** (includes a lunch break).

Cost is \$75.00, location: Alliance Gallery @ Scottsdale Pavilions 101 & Pima Freeway. For more information and to register contact Carole at watercolor@carolehillsbery.com or call 480-654-3248.

Arizona Art Alliance
**OCTOBER
PASTELS WORKSHOP
IN THE SPOTLIGHT**

**Monday and
Tuesday
October 25
and 26**

9am-3:30pm

Learn how to use pastels for the first time, or improve your skills. Try landscape, still life, and floral, in this 2-day workshop.

An inspiring teacher, Dodie Ballantine will help you discover the joys and possibilities of a rainbow at your fingertips! You'll do many small exercises on many surfaces from photo references. Learn about the many makes of pastels, framing tips and more!

Fee \$175. Plus \$10 paper fee. For more information and registration, contact 602-318-3729 dodieb@cox.net, www.dodieballantine.com. At the Alliance Gallery.



Arizona Art Alliance
**OCTOBER
DRAWING/
PERSPECTIVE
Workshop**

**Tuesday, October 19
9:30am-4pm - at the Alliance Gallery**

Topics covered include the four principles of drawing using positive and negative shapes, plumb lines, mapping and proportion, and angles. Basic principles of linear perspective will include measurements, circles in perspective (ellipses), view points, dividing and multiplying spaces. Cost: \$75. For more information and registration, contact Sharon Weiser at 480-451-6603, weiser5050@aol.com www.sharonweiser.com.

**Webinar III: – Developing
the Design; Working with
Materials and Budgets**

**November 3, 2010, 11:00-1:00pm
(Arizona Time)**

**Where: A. E. England Build.,
424 N. Central Ave, PHX, AZ 85004**
**Presenters: Mary Rubin, Brian Laczko,
Amy Trachtenberg, Steven Rodriguez**
Unlike traditional studio materials, public art requires that one look at maintenance, durability, and presentation in a new light. More information and registration at agallego@azarts.gov, with the subject line: Public Art Academy, Phoenix.

Arizona Art Alliance
**OCTOBER
BEGINNING
ACRYLICS Quick and
Easy Workshop**

Saturday, October 23

9am-12noon at the Alliance Gallery

Complete and take home a landscape painting. Fee: \$30. For more information and registration contact Nancy Troupe at nancytroupeartist@gmail.com. Location: Alliance Gallery @ Scottsdale Pavilions 101 & Pima Freeway

Arizona Art Alliance
**NOVEMBER
Chinese Ink & Tea
Stains**

Saturday, Nov 6, 9am-4pm

Nicolae Sinu

At the Alliance Gallery

Introduction to Chinese art, not only a learning experience, but also a relaxing one. The stress of the day is drawn out and you are productive at the same time. Enjoy learning a new process to you, yet an ancient Chinese technique. \$50. Full day class - MATERIALS INCLUDED! For more information and to registered, contact 602-579-4618 or nsinu@hotmail.com.



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Arizona Art Alliance
**NOVEMBER
Watercolor Workshop**

Sunday, November 7, 10am-5pm

Valerie Toliver

All-day watercolor class (includes a lunch break). Beginning, intermediate and advanced painters welcome! Learn how to control over-working areas and dulling color into mud. Create fresh transparent color with vivid depth. Get the training you need - at your level. Don't have supplies? Rent them for \$5 per painting. A supply list will be emailed to you prior to the workshop. Cost is \$85.00. For more information and registration, contact 602-277-2356, vtoliver@earthlink.net. At the Alliance Gallery.

Arizona Art Alliance
**NOVEMBER
Painting/Oil**

Monday, Tuesday, November 8 & 9, 9:30am-4:00pm

Sharon Weiser

Skills and techniques will include color mixing, color perspective, values, and the effect of light on form, and composition. Enjoy and learn from an informative presentation (handouts, examples, demonstrations) that is condensed and simplified. Follow the instructor's step-by-step process to complete 2 or 3 paintings. \$150. For more information and registration, contact Sharon at 480-451-6603, weiser5050@aol.com or www.sharonweiser.com. At the Alliance Gallery.

Arizona Art Alliance
**NOVEMBER
Artwork Submission in the
Digital Age**

Kathy McClure will host this workshop on **November 13th** at the Alliance gallery (Scottsdale Pavilions, 101 & Pima Freeway) from **1-4:30pm**. Fee of \$30.00 includes handouts.

PARTICIPANTS MUST PRE-REGISTER by November 1, 2010! Contact Kathy at mktgwkshop@gmail.com to register.

Hands-on camera and computer work to make digital submissions work for you.

upcoming events (cont'd)

studio and many first time creations. More information at www.westvalleyarts.org or call Frank at 623-203-5096.

SCOTTSDALE ARTISTS LEAGUE UPDATE

We will have a SAL exhibit at the Alliance Pavilions Gallery November 17th - 28th. Jurying will be at the November 2nd SAL general meeting. All eligible SAL members are invited to hang. We have 17 panels available with approximately 2 paintings per panel. There will be an entry fee and one painting per artist will be allowed. Paintings will be juried into the exhibit but no ribbons will be awarded. Size limitations are a half sheet watercolor (matted and framed) or a total maximum 24 x 30 size - canvas gallery wrapped or framed. Nothing larger than a total size 24 x 30 will be accepted with no exceptions.

" My opinion is that the best thing would be to work on till art lovers feel drawn toward it of their own accord, instead of having to praise or to explain it." --Vincent Van Gogh

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