



Arizona Art Alliance



Alliance
Events
Artist In
Focus
Workshops
And More...

SAVE THE DATES
March 3-April 3
Celebrate the
250th Anniversary of
Veterinary Medicine
& the Alliance Spring
Show & Sale...
details inside

chairman's message

Have you heard about our exciting Spring Fine Art Event and Sale??

We have collaborated with the Arizona Veterinary Medical Association to celebrate the 250 year anniversary of Veterinary medicine. In addition to our regular juried fine art show, we have added a separate themed competition reflecting the importance of veterinary medicine and how it impacts our daily lives. The competition is open to anyone over 18 in the State of Arizona and entrants will compete for prize money and recognition. A selection of 10 works of art will be reproduced into greeting cards and will be sold throughout Arizona and adjoining States. This animal competition is bound to touch the heart of animal lovers and buyers as well.

The Alliance artists are amazing people, they create, they continue to strive for perfection, and they share!

Our beautiful gallery has enabled art instructors to provide workshops in many mediums to members as well as to the public. Having instructors to share their talents with emerging artists or anyone wishing to hone their skills, or try a different medium is a wonderful example in sharing. Consider taking part in a workshop, see our workshop areas and our beautiful inspiring gallery and be prepared to enjoy a life time experience.

The popularity of the Arizona Art Alliance continues to grow! Currently our family has grown to 32 member art organizations throughout Arizona. The 4,000 plus artists contribute in keeping the Alliance Gallery well supplied with exciting new fine art. We encourage everyone to bring a friend and frequent the Gallery, stop by and visit with our friendly artists and view the new fresh art which is continually replenished. There is something for everyone to be treasured for many years to come.

Come join us, and be part of our dynamic organization by taking an active role in helping to shape the Alliance's future.

You too can experience the joy and satisfaction of "Enriching Life through Art" by donating a few hours per month.

On behalf of our entire volunteer membership, thank you for your participation and continued support.

We look forward to welcoming you at our exciting Spring Show!

John Fontana
Founder, Board Chairman



Mailing Address: 10810 N. Tatum Blvd., Suite 102-264,
Phoenix, AZ 85028

Gallery Address: The Scottsdale Pavilions, 9011 E. Indian
Bend • Scottsdale, AZ 85258 (next to Sports Authority)

Open Wed-Sun., 10-5pm
www.azartalliance.com • info@azartalliance.com

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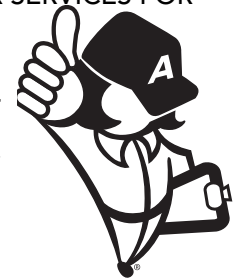
Cover Art: Beth Hyatt-Rapp - Tiger

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RANKING
ARIZONA



ANGIE'S LIST

ARE YOU QUALIFIED TO LEAD A DYNAMIC ART ORGANIZATION?

The Arizona Art Alliance is looking for the right talent to continue its growth as Arizona's premier art organization. The position is supported by an established board, and the past President will help with the transition and provide on-going support. Experience the rewards of "Enriching Life through Art". If you have the qualifications and are interested please contact John Fontana: john.fontana@azartalliance.com.

Talented Painter Brings Animals to Life

Artist in Focus: Beth Hyatt-Rapp

By Alexia Porto – Marketing Assistant



Beth Hyatt-Rapp was born in Jacksonville, Illinois and even at an early age, she knew she wanted to be an artist. She loved art. She would constantly draw and regularly submit her

work to contests. However her love for art was at a constant battle with her love for animals. Which did she want to be more, an artist or a veterinarian? When Beth turned 18 she moved to Chicago, she thought maybe she would go to the Art Institute but wound up chasing a different dream. She became engrossed in the fashion and modeling industry. And in 1988 she and a friend opened “Model Image Center Inc,” where she was a photographer.

On any given day Beth can be found painting from ten in the morning until as late as six in the evening. Her love for animals is what inspires a collection of her work. When first starting a project, Beth will photograph the animal—shooting a very tight shot. Beth explains, “So you can see into the eyes of the animal.” She’s trying to bring awareness to the public in that animals have feelings just as humans do. She then draws her photograph followed by painting. Beth has many favorite works including *Reaching Out*, a painting of a horse, *Life’s Reflections*, a painting of an elderly lion, and *Inquisitive Bobcat*, which is just that. Beth is very much involved in community art groups and is a member of the Scottsdale Artists League and Sonoran Arts League.

Beth hopes her work encourages people to treat animals with more respect. For the hopeful artists, “the first and most important” piece of advice she can give is: “Learn to Draw! Keep a drawing book with you at all times.” Even if your artistic focus is not on drawing, she recommends you start with drawing. Adds Beth, “It will make you a better artist.”

She hopes that by taking her own advice, in five years from now, she can look back at older work and compare it to current work and say that she has much improved.

See more of Beth’s art at, www.beth-hyatt-rapp.com

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Lion

In 2002 Beth decided to leave the Windy City and head to the Grand Canyon State. Her friend is still operating the business they began all those years ago.

Since then, Beth has had a successful career including several articles written about her, appearing on the front page of *The Peak* as well as appearing in *Phoenix Home and Garden*.



Wolf

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Ontario, Canada Artists Apartment Swap

This quaint apartment is located in Meaford, Ontario, on a harbour. It has great vistas of the Beaver Valley and rock outcrops along the Niagara escarpment. One block walk to Georgian Bay. Contact Terry Best at terrybestartist@hotmail.com and visit his website www.terrybest.com.



Southwest Gourd Association
www.swgourdpatch.com

We are a member group of the American Gourd Society and the Arizona Gourd Society. We encourage anyone interested in the growing, culture, and designing of fine art on gourds to join us at our monthly meetings held the 3rd Wednesday of each month at the Maricopa County Extension Office, 4341 E. Broadway, Phoenix. The driveway is on the south side of Broadway, and is immediately east of the streetlight at 43rd St. Meetings begin at 7pm and end about 9pm.

JULIE GILBERT POLLARD

classes & workshops watercolor oil acrylic
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JulieGilbertPollard@cox.net - JulieGilbertPollard.com

Scottsdale Artists' School (Mar 8 - Apr 12)

Highland Valley Studios, Ramona, CA (Apr 29 - May 1)

La Romita School of Art in Umbria, Italy (Jun 6 - 20)

Dillman's Creative Arts Foundation in Wisconsin (Sep 18 - 23)

More classes & workshops + details, listed on my website!

Brilliant Color - best seller North Light Book

Watercolor Unleashed! - self-published
"chapter-at-a-time book"

Watch for 2 WATERCOLOR DVDs from
North Light Shop in March!

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602-276-2082 Phoenix, Arizona

The Herberger Theater Center is now accepting applications for inclusion in exhibits for July-December 2011. Send application, bio, and \$20 fee by **April 1, 2011.** To apply, visit www.herbergertheater.org or call 602-254-7399 x117.

International Watermedia XVII, Pikes Peak Watercolor Society Entry Deadline: **April 1, 2011 (receipt of entries)** When: June 24 to July 23, 2011 Where: Cottonwood Center for the Arts, Colorado Springs, CO 80903 Juror: John Salminen, AWS-DF, NWS Cash Awards: \$2,000 Best of Show; \$1,000 Gold Award; \$250 Founders Award; Prospectus at <http://www.pikespeakwatercolorssociety.org>.

WHAM Art Movement and Eureka Grill Present. 2nd Saturday Art Walk in Surprise. 10:00am-4:00pm. 2nd Saturday Art Walk in Surprise. Experience the diverse array of top quality artwork: pottery, jewelry, mixed media, copper, painting, photography and more. Admission is free. The venue is located at 15332 W Bell Road in the Brookside Mall corner of Reems and Bell. **Dates for future 2nd Saturday Art Walks are: March 12.** For more information, call Connie Whitlock, WHAM Founder at 623-640-5229.

Greetings from the California Watercolor Association! We are very pleased to announce our 42nd National Exhibition Water+Color to be held from September 8 through October 9, 2011, at the Marin Art and Garden Center. The Awards Ceremony and Artists' Reception will be held on Sunday, September 18, 2011, from 1:00 to 4:00 pm. We anticipate more than \$15,000 in cash and merchandise awards. On-line entry form on the California Watercolor Association's website, www.californiawatercolor.org. If you prefer, we can mail you a paper copy of the prospectus if you send a SASE to: Prospectus CWA 42nd, 1740 Arlington Blvd, El Cerrito, CA 94530. Online entries only, the **deadline is April 23, 2011.**

Sunnyslope Artwalk Call to Artists - Please help spread the word. Applications are currently being accepted for the April 9th Sunnyslope Artwalk. The event will run from 5-9 p.m. in various locations along Central Ave. from Dunlap south toward the canal. Application is required for consideration and participation is restricted to artists selected by Sunnyslope 2nd Saturdays committee. All work must be original and for sale. No dealers or representatives are allowed. **Application deadline is March 4, 2011.** Download the application and conditions of show at www.sunnyslopecommunity.org. **Apply**

before February 18th to save \$5 on the application fee!

Scottsdale Artists League Celebrates 50 Years of Creating Fine Art Scottsdale Artists League's Desert Botanical Garden Paintout and Sale Celebrating Our Sweet 16 Years at the Garden! SAL members will paintout each Saturday in March 9:00 AM to 4:00 PM. Show and sale days Friday, April 1 from 9:00 AM to 6:00 PM with an artist's meet and greet from 4-6 PM, Saturday April 2 from 9:00 AM to 5:00 PM, and Sunday April 3 from 9:00 AM to 4:00 PM.

Paradise Valley Art League will hold its 13th Annual Art Show February 26th, 11:00am to 4:00pm. For more details, please email nancytroupeartist@gmail.com

Wee Gallery of Fine Art is hosting an Art Competition and Exhibition in November 2011. More information at: <http://www.weegalleryfineart.com/contest.html>

Tito Sebastiani Award winning Copper & Mixed Media Artist: Solo Show

Tito will exhibit a solo show entitled "Innovative, Creative & What's Happen'n" at Birt's Bistro, 16752 N. Greasewood St. Surprise, AZ 85374, (continued on page 6)

Arizona Commission on the Arts, Arts Learning Project Grants are now available!

Arts Learning project grants should focus on making the arts an integral part of your site's curriculum. Projects can engage learners of all ages, both in school and community settings, and focus on building learners' skill and understanding of the arts through artistic collaborations and use of the Arizona State Standards.

The Arizona Commission on the Arts, 2011-2012 Guides to Grants can be downloaded at <http://www.azarts.gov/grants/organizations-and-schools/guides/>.

Please feel free to distribute the following information to your listservs or share with interested staff.

There are two types of Arts Learning project grants available:

1. Artist in Residence

Initiated by Schools and School Districts – this grant provides matching funds to support the fees for artist(s) providing arts learning residencies for students in school, after school, or intersession programs and non-matching funds for travel/per diem expenses for the artist(s) and supplies. These projects focus on student learning and may additionally provide

professional development services for the classroom teacher and administration involved.

2. Community Enrichment

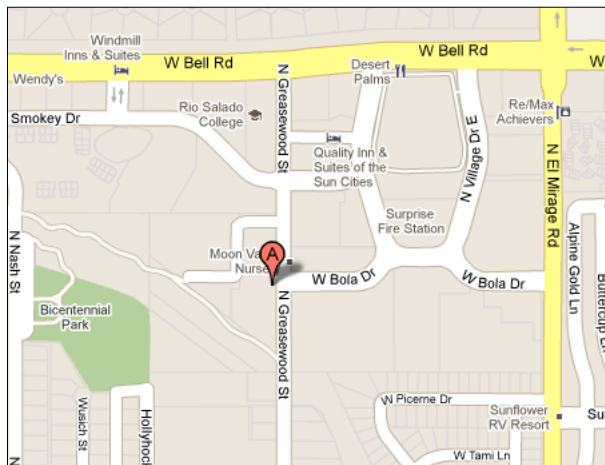
Initiated by Boys and Girls Clubs, parks and recreation programs, neighborhood centers, libraries, social service and community organizations, or YMCAs – this grant provides matching funds to support the fees for artist(s) providing arts learning programs for students, communities, teachers and/or teaching artists and non-matching funds for travel/per diem expenses for the artist(s) and supplies. These projects focus on student learning and may additionally provide professional development services.

Please note: Arts Learning project grants provide matching funds for an array of projects. For information on additional funding resources please visit our website at <http://www.azarts.gov/arts-learning/grants-and-funding/> or contact Arts Commission staff.

Final grant applications are due Thursday, March 17th 2011.

Please visit the website <http://www.azarts.gov/grants/> for further information.

Mandy Buscas, Arts Learning Director - Community Enrichment grants (602) 771-6525 mbuscas@azarts.gov



March 1st - April 29th. An artist reception will be held at the Bistro on March 11th from 5-7pm. Tito's copper work is totally unique both in presentation and technique. Says Tito, "To my knowledge I am the only copper artist using pure pigment to paint on copper as my canvas. I also work with the usual patina chemicals and a torch, but find the paint to be so much more forgiving, while allowing for unlimited color opportunities. I will often include mixed media materials such as recycled leather & furs, turquoise and laster in my pieces."

Tito's mixed media work incorporates found objects. His goal is to have plastic appear as metal in a finished piece, and paper as leather. He finds that people are impressed with his ability to recycle 'land fill' into something they want to display in their homes. He added, "Personally, I love the fact that people generally do not know what it is they're looking at and their reactions when I tell them is almost more rewarding than selling the piece. I am so looking forward to doing this show and am grateful for the opportunity."

Tito will have nine new pieces in various stages of completion to be shown for the first time at the Bistro. Tito adds, "I believe by constantly challenging myself with the media used to create my art, I have been able to recreate myself and grow as an artist."

Pat Beans: Church Artist in Residence

Chandler Presbyterian Church is honoring one of their members with an art exhibit and reception on Friday, March 4, from 5 til 8 pm. Pat Beans is considered their resident artist as well as being the church newsletter editor. Pat will be displaying her art in the church sanctuary located 1500 W. Germann in Chandler. She has invited three of her art friends to show also. Alan Arne, Linda Phillips, and Judy Delmonico-Roll. They are all juried members of AZ Art Alliance. In addition, there will be a few pieces for a silent auction.



Gilbert Visual Art League

Artists Karen Lockhart, a juried artist with the Arizona Art Alliance, and Leona Stachura were chosen by the City of Gilbert

Art Director for a *Special Mother & Daughter Exhibit* at the Gilbert Courthouse in Gilbert, AZ.

Also chosen to exhibit at the Gilbert Courthouse is photographer George Lenz.

The SKYE Restaurant also accepted *The Black Strawberry* by Karen Lockhart into their Juried Exhibit.

Two paintings by Diana Fales were accepted at SKYE Restaurant recently.

Jean Turner Smith has two pieces that will be in the Portrait Artists of Arizona juried show at Gammage Auditorium March and April. One is *Autumn* and the other is *Avery*.

Avondale Civic Center Library to Showcase New Art Gallery

Art League West and the City of Avondale will host a reception on Saturday, February 19 from 4 to 6 p.m. to showcase its new art gallery space within the Avondale Civic Center Library.

"We had some free space at the library, and what better way to utilize it than to showcase the works of local artists," said Christopher Reams, Avondale's Parks, Recreation and Libraries director. "Avondale and Art League West have partnered on the Old Town Avondale Art Walk, and we are expanding this partnership to include the art gallery at the Civic Center Library, as well as a rotating art exhibit in the lobby of City Hall."

The works of more than a dozen Art League West member artists will be installed in the library gallery this week, and a reception is planned for Saturday, Feb.19 from 4 to 6 p.m. Light refreshments will be served and the public is invited to attend and meet the artists. The Avondale Civic Center Library is located at 11350 W. Civic Center Drive. Library hours are 10 a.m. to 7 p.m. Monday through Thursday, and 10 to 5 p.m. on Friday and Saturday.

This initiative with Art League West is in keeping with Avondale's efforts to beautify its public spaces by incorporating art in a cost-friendly manner.

Under the direction of the Municipal Art Committee, the city has taken a functional approach to beautifying its public spaces -- outdoor tables at the Civic Center Library were covered with whimsical storybook-themed mosaics, a library drop box was wrapped to resemble a bookshelf and a pump station was covered in a beautiful garden mural, to mirror the Japanese Garden at Friendship Park.

For more information about Art League West, visit www.artleaguwest.com. Media Contact: Pier Simeri, Public Information Office 623.333.1611

Arizona Clay Members Will Be Involved in the "10th Annual Self-Guided Ceramic Studio Tour"

The event is organized by the Artists' Advisory Committee in cooperation with ASU Art Museum Ceramics Research Center and the ASU Herberger Institute for Design and the Arts. This year, 15 valley artists will open their studios to host fifty (50) local clay artists, each studio will have live demonstrations and refreshments both days.

Tour will run Sat. & Sun., Feb. 26th & 27th, 10 a.m. - 4 p.m. 2011. *ART ONE Gallery will have a preview of work included in the tour Feb. 22 - March 4, 2011. For Map and Information go to - Asu Art Museum at www.asuartmuseum.asu.edu. Also Find us on Facebook: Ceramics Studio Tour, www.facebook.com/pges/Ceramics-Studio-Tour/274600532039. If you have any questions, contact, Bo Anderson, Arizona CLAY Rep.

Artists: Know Your Rights!

Phoenix Art Museum, Volunteer Legal Assistance for Artists and Arizona Commission on the Arts are partnering to present a three-part "know your rights" series for artists, collectors and patrons of the arts. The presentations are done by attorneys that specialize in the area discussed. This is an invaluable opportunity to make sure that you are protecting yourself, your art, and your rights as best you can. We look forward to seeing you there!

Free; email education@phxart.org if you plan to attend.

Phoenix Art Museum, 1625 North Central Avenue (NE corner of Central and McDowell), Phoenix, Arizona 85004, www.phxart.org

February 2: 6pm: Copyrights and Fair Use: This session is an overview of copyright law, how it applies to artists and protects them, as well as the way to obtain a copyright.

February 16: 6pm: Tax Issues and Taxes: This session reviews issues that artists and art collectors should know when preparing their taxes.

Contact: Adriana Gallego, Director of Strategic Initiatives, Arizona Commission on the Arts, 417 West Roosevelt Street | Phoenix, Arizona 85003-1326, 602.771.6531 | 602.256.0282 fax, www.azarts.gov | agallego@azarts.gov

The Havasu Art Guild will present its 32nd Annual Spring Show, *Art At the Lake*, on March 12 and 13 at the Community Aquatic Center, 100 Park Avenue, in Lake Havasu City. A portion of all proceeds will benefit the scholarship fund. The show is free and open to the public from 9 a.m. to 5 p.m. on Saturday (Mar. 12), and from 10 a.m. to 2 p.m. on Sunday (Mar. 13). This event showcases fine arts created by artists in the Colorado River region. For more information call 928-855-0979 or 928-855-6799.

Villages of Tuscany: Cultural Journey & Photo Workshop

Join us on this intimate journey into the heart of Tuscany designed for all artists and travelers, May 14 - 21, 2011, For A Limited Time Only: Mention code AZART ITALY and receive a special exclusive discount for you and your companion while also helping to benefit the Arizona Art Alliance. Whether you've dreamed of visiting Tuscany for the first time or never forgot its beauty and want to return, join us for a journey of creative vision and cultural experience with a small-group, un-tourist approach.

For more detailed information visit joelwolfson.com or call 866-965-3766 or 928-526-3726.

NEWLY JURIED

Congratulations to the latest artists to be juried into the Arizona Art Alliance

Sun City Grand Art Club

Loretta Warner
Catherine Follestad
Lorraine Milligan

Havasu Art Guild

Shannon Condie

Arizona Artists Guild

Stan Sisson

Phoenix Artist Guild

Corey Couturier
Marylyn Miller
Evadne Maller
Carmen Timm

Wickenburg Art Club

Janice Johnson
Terrie Grasse
Yvonne Christianson

Southwest Gourd

Association
Heather Kinkade
John Rew

East Valley Art Guild

Jeanne Forsyth

Arizona Watercolor Association

Marilyn Bronsein
Colleen Dixon

Scottsdale Artists League

Donna Leonard
Sally Bailey
Katherine Palazzo
Nicolae Sinu
Cecily Abercrombie

Artists of the Superstitions

Chris Morningforest
David Bacca

Kathy Moss
Deborah Lee
Kim Beesley
David Larson
Kathy Mitchell
Nan Lawrence
Mirjana Mladinov
Marilyn Barton

Sonoran Arts League

Kazu Okutomi
Katie Leinweber

Chaparral Studio Artists

Laurie Sokiveta

Mesa Art League

Diana Kempton
Reed Kempton

Arizona Designer

Craftsmen
Pam Chott
Jackie Kahn

WHAM

Donn Warden
Joyce Ash

Desert Artists

Kat Carpenter

PVAL

Claude Picard

Colored Pencil Society of America (CPSA)

Rose Moon

Westbrook Village Fine Arts Association

Darlene Saucedo

Gift Certificates Now Available at the Alliance Gallery. Available in \$50 and \$100 Values! Give the Gift of Art Today!



upcoming workshops

ArtMatters! Tip of the Week

Ten Things Every Artist Should Know About Images

Whether you want to sell only your original artwork or you plan to offer prints or license your designs, you'll need great images of your work.

The images should be very high resolution, including close-up detail shots.

Most artists should not be photographing their own work. Remember, that image may be the only time a potential buyer sees your work before they buy.

Get the images made as soon as you complete your artwork. You may not have a chance later if you sell the piece or if it's destroyed, damaged, or lost.

Never alter the original high-resolution images. Make "knock-offs" (copies).

Embed copyright info as part of the image.

Get model releases/permission forms if you use images of people, well-known landmarks, other artwork or anything designed or owned by someone else.

Keep a backup disk of your images in case your computer crashes. Seriously. I back up all my images (and my computer) to external hard drives (two of them) and rotate them every couple of days into a fireproof safe.

Keep an inventory of your images. Use a spreadsheet or software designed for that purpose. Include all the information you have about the image that you'll use later (marketing, copyrights, website).



The most creative thing our competition does is make you believe you are spending less!
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*non-sale merchandise

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Courtyard Marriott Lobby Exhibition

at the Courtyard at Mayo Clinic

Exhibition

Oct. 28, 2010 to February 28, 2011

Exhibiting Artists include:

Debra Jones, Pat Beans, Donna Levine, Sherri Aldawood, Beverly Baker, Julie Chin, Sandi Ciaramitaro, Judy Delmonico-Roll, Tito Sebastiani, Willi Waltrip, Frank Biondo, and Liz Kenyon.



Two Meeting Rooms that may be used for a variety of functions. 1270 sq ft total space/On-site catering service/State of the Art Audio Visual Service/High Speed Internet/Custom build a package that suits your needs.



13444 East Shea Boulevard Scottsdale, Arizona 85259
Phone: 1-480-860-4000 Fax: 1-480-860-4308

Westbrook Village Fine Arts
Announcing the 2011

Annual Fine Art Show

Saturday, March 12th
10:00 AM - 5:00 PM

Sunday, March 13th
10:00 AM - 3:00 PM



Located at:
Westbrook Fine Arts & Learning Center
18827 N. Country Club Drive
Peoria, AZ 85382

Light Refreshments provided
Admission is free

ArtMatters! Tip of the Week

Ten Things Every Artist Should Know About Images (cont")

Never use high resolution images on your website. Reality check: It's really easy to grab images off of websites, even if you have them disabled for copying. Really. Thieves can't do much with a low-resolution image. Besides, high resolution = large image file and that will slow your website down and cause it to load slowly. If you make your low-res images right, they'll still look stellar.

If you are struggling with any of this, running into problems or you've tried it on your own and realize that you need some help, I'm here for you. I work with artists and their images every day, and I specialize in creating low-cost business and marketing solutions for creative people just like you.

For a complimentary 15-minute consultation to ask a question and see how we might be able to work together, click here to fill out an online request form. Visit [www. ArtistCareerTraining.com](http://www.ArtistCareerTraining.com) for more information.

The Alliance Can Equip Your Entire Show

High-Quality Show Panels for Rent

Did you know that the Alliance can help you design your next art exhibit or sale? Yes, we can! Our resident exhibit design expert, Alan Arne, has over 10 years of experience in designing and staging small, medium, and large exhibits.



Our panels offer:

- sturdy metal tube framing
- medium gray carpet around both sides
- each panel measures 38-1/2" W x 84" H
- display area of 38-1/2"W x 70-1/2" H
- easy configuration
- light, strong and easy to handle
- comes with or without lighting
- includes bracing and hanging accessories

Low Cost and Affordable

Fee: \$15.00 per panel per day includes all bracing, lighting & hanging accessories.

(Alliance member groups and their artists receive a 50% discount, paying \$7.50 per panel per day.)

Special Show Package:

- large inventory of double sided panels
- lights and accessories

Fee Option 1: \$15.00 per panel, customer picks up/ returns panels from/to our warehouse, conducts assembly/ disassembly. For more information, contact Alan Arne at aaarne@cox.net.

Fee Option 2: The Arizona Art Alliance transports, assembles and disassembles panels for the customer, the same rate of \$15.00 per panel per day applies. Additional service charge applies. For more information, contact Alan Arne at aaarne@cox.net.

Show Tents for Rent

The Arizona Art Alliance also has exhibit tents for rent:

- 10' by 10'
- white, water proof canvas
- 4 zip-in sides
- easy-to-assemble

Fee: \$90.00 per day each. (Alliance member groups and their artists receive a 50% discount, paying \$45.00 per day each.)

To learn more about our hassle-free, economical rentals, contact Alan Arne, at 602-788-6349 or aaarne@cox.net.

upcoming workshops

Arizona Art Alliance
FEBRUARY

Watercolor Workshop: Valerie Toliver

Learn how to: Make your painting look fresh with new techniques. Build a dramatic painting with three basic steps. Create contrast that gives depth to your work.

Apply color to gain instant impact. Remove paint without destroying the paper. Beginners will learn basic painting techniques and intermediate and advanced painters will learn how to stop overworking their paintings.

When: Sundays: 2/27, 3/27, 4/24, 5/29, or 6/26 10am-5pm

Cost: \$85 per workshop

Reservations at: vtoliver@earthlink.net

More information at: www.valerietoliver.com

Arizona Art Alliance
MARCH

Create Sellable Art Workshops: Elli and John Milan

March 6 1pm-5pm

These topics will be discussed in depth:

- Type of artwork that sells Different art markets
- Avenues of distribution Choosing the right galleries that make art sales
- Sell more work at shows and openings
- Submissions using today's technology Publishing and licensing And Much more! We will also have plenty of time for questions

Cost: \$40 per person or \$60 per couple. Register attendance by email: Info@milanfineart.com. Pay at door Space is Limited!

Questions: 480.307.7150

will be more of a lecture and March 20 will be critique

ARE YOU COMING TO THE 2011 MINI SHOWS INSIDE THE ALLIANCE GALLERY?

Feb. 16-27, Sun City Grande

April 6-17, Colored Pencil Society

April 20-May 1, Peoria Fine Arts Assn.

Arizona Art Alliance
MARCH

Art Critique Workshops: Elli and John Milan

Sunday March 20, 2011

1pm-5pm

Create Art That Sells

A Critique Taking You to the Next Level

This is a great opportunity to bring your artwork, finished and in process, to this unforgettable critique to learn how to make your body of work more sellable. Learn tips and insight into what makes artwork sell and what to avoid that will make art not sell.

The purpose of this critique is to empower artists with the knowledge and inspiration to take your artwork to the next level and SELL MORE!

Cost: \$40 per person or \$60 per couple. Register attendance by email: Info@milanfineart.com. Pay at door Space is Limited! Questions: 480.307.7150

Arizona Art Alliance
MARCH

Mixed Media Workshop: Kathleen Hope

During this exciting and informative Mixed Media workshop you'll learn how to apply plasters with an assortment of tools, integrate collage with textures, antique to create that aged look, attach many different materials to canvas, board and paper, create fossil-like impressions and raised graphic designs. You'll also find out the secrets of using avant-garde materials used in mixed media, how to use cement, asphalt, metallic and other plasters (not found in art stores), create textures with an assortment of Golden products, where to find all these unique products, and how to save money by using these unconventional products.

Dates: Wed March 9, 2011 -

Time: 9AM - 4PM

Dates: March 10, 2011

Time: 9AM - 3PM

Location: Alliance Gallery

Cost: \$200, supply fee of \$20 paid to instructor (this includes use of all plasters and collage material)

Bring a lunch for both classes

For additional information and registration, please call Kathleen Hope at 480-270-2416, 651-295-4990 or e-mail at hope@coloure.net. Sample work at www.kathleenhope.com

Arizona Art Alliance
MARCH

Silk Painting Workshops
Christine Sutherland

Design your own Silk Scarf with Black & Metallic Resist on Silk!

3 Day Basic Workshop
Tuition \$240 + Materials Fee \$65 (includes all materials)
Date: March 11,12,13 Fri-Sat-Sun
Time: 10 am – 4:00 pm Fri - Sat, 10am -1pm Sunday
(Bring a lunch or go out)
Location: Scottsdale Pavilions,
9011 E. Indian Bend, Suite E-1 (next to Sports Authority),
Arizona
For beginners with no experience or knowledge of painting on silk. Be inspired to create your own design, bring in a drawing you would like to use, or use an existing outline drawing from any art book, stained glass books are great for this purpose. No drawing experience required. send check or money order no later than March 14 to: Christine Sutherland, 13835 N Tatum Ste 9 - #449, Phoenix, AZ 85032, or call to use Visa or MC:
Christine Sutherland 602-284-4388; email: info@csutherlandart.com www.csutherlandart.com

Design your own Silk Scarf with Black & Metallic Resist on Silk!

2 Day Intermediate Workshop
Tuition \$160 + Materials Fee \$45 (includes all materials or bring your own)
Date: March 25, 26 Fri-Sat
Time: 10 am – 4:00 pm each day
(Bring a lunch or go out)
Location: Scottsdale Pavilions,
9011 E. Indian Bend, Suite E-1 (next to Sports Authority),
Arizona
For silk painters with basic knowledge of painting on silk. Be inspired to create your own design to fit an 8”x 54” silk scarf. Any subject matter! We will be learning how to use and design with black and metallic resists. send check or money order no later than March 21 to: Christine Sutherland, 13835 N Tatum Ste 9 - #449, Phoenix, AZ 85032, or call to use Visa or MC: Christine Sutherland 602-284-4388 Email: info@csutherlandart.com www.csutherlandart.com

Why Van Gogh is Entering his Brown Period

Paints in the artist’s most famous works are losing their lustre, writes Steve Connor
Tuesday, 15 February 2011

A type of bright yellow pigment used by Vincent van Gogh in some of his most famous paintings turns brown in the presence of sunlight, because of a previously unknown chemical reaction, a study has found. Powerful X-ray images of chrome yellow, a toxic industrial pigment used by many artists at the end of the 19th century, revealed that the chromium atoms at the heart of the pigment’s complex chemical structure can be changed in a way that causes the colour to turn from bright yellow to dull brown.



Scientists believe the discovery may explain why some of van Gogh’s most famous works, including his Sunflowers series, no longer appear as they were intended to look when the Dutch post-Impressionist composed them more than 100 years ago, during a period when he deliberately chose bright colours to convey mood and emotion.

Even van Gogh realised that the chrome yellow he used in his paintings was subject to discoloration, but what has confused art museums is the fact that not all paintings made with chrome yellow seem to be affected. But this latest study may explain why, according to Professor Koen Janssens of Antwerp University in Belgium.

“Van Gogh intended to make his paintings more yellow, but nature is making them more brown. If you want to contemplate turning them back to their original state, you first need to understand why they are turning brown,” Professor Janssens said. The study found that the chromium ions in the pigment went through a “reverse oxidation” in the presence of sunlight.

The chemical reduction occurs when electrons are taken from the oil base used in paint oil and passed on to the chromium, but the transfer seems to take place only when a second, white pigment – barium sulphate – is also present, Professor Janssens said.

“Everything tends to oxidise as its gets older, but here it is not oxidation but reduction that is the problem. Normally when you have oxidation something gets burned up and oxygen takes the electrons.

“What is happening here is that the chromium is taking the electrons from the oil,” he added. The reaction, however, needs the white pigment used by van Gogh to make the chromium yellow lighter.

Read this article in its entirety at <http://www.independent.co.uk/>

member organizations

Arizona Artists Guild (AAG)
www.arizonaartistsguild.org

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

Arizona Designer Craftsmen
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

Artists of the Superstitions
www.artistofthesuperstitions.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.



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Sue St. John has a New E-book and DVD for Artists

The ebook and DVD is titled *A Walk Into Abstracts — How Did They Do That?*. This book and DVD is filled with 58 abstract artists from various states. Each artist has one or two images with their working process written in their own words on how they painted the work of art from beginning to end.



The corresponding DVD is also available and allows you to start and stop at any point of the working processes. This will have a positive effect on every artist's working process. This book is able to present an enormous amount of art works and information on "how they did that" in a small space. This book also allows for the observation of many different styles, techniques, colors and applications. The number of beautiful abstract images in this book and DVD is stunning. For more information go to: www.awalkintoabstracts.com



The Alliance Spring Show & Sale

MARCH 3 – APRIL 3

Celebrate the
**250th Anniversary of
 Veterinary Medicine**
 with The Alliance and The
 Arizona Veterinary
 Medical Association

The Alliance Spring Show & Sale

Join Us in Celebrating the
 The Alliance Spring Show & Sale and the
 250th Anniversary of Veterinary Medicine

The Alliance and AzVMA are collaborating to host a
 statewide art competition themed for World Veterinary Year.
 A special exhibition and event, the *Friends of the Arizona Veterinary Community*, will
 showcase contest artwork in celebration of the
 250th Anniversary of Veterinary Medicine.

MARCH 3 - APRIL 3
ALLIANCE SPRING SHOW & SALE
VETERINARY ART EXHIBITION
 Wed-Sun. 10am-5pm
 At The Alliance Gallery
 Contest Artwork on Display During
 4-week Gallery Show & Sale

SATURDAY, MARCH 5
SPECIAL EVENT
Friends of the Arizona Veterinary Community
 5pm-8pm @ The Gallery
 Artists' Reception with Refreshments
 Contest Award Ceremony
 Artwork Available for Purchase

More information at: www.azartalliance.com



Arizona Veterinary Medical Association
 100 W. Coolidge St.
 Phoenix, AZ 85013
 602.242.7936
www.azvma.org



www.vet2011.org



The Scottsdale Pavilions
 9011 E. Indian Bend, Suite E-1
 (Next to Sports Authority)
 Scottsdale, Arizona 85250
 602.870.7610
info@azartalliance.com
www.azartalliance.com

Marketing Your Art

Robin Sagara - Creative, low-cost business and marketing solutions for visual artists.

Keeping Good Company: Learning From Successful Artists

It's one of the busiest areas of the A.C.T. website and I'm glad! Why? Because lots of our readers are benefiting from the wisdom of those who have gone before them. It's the Featured Artist area. There you will find interviews with successful artists who were very generous in giving their time and knowledge so that YOU can succeed faster and easier:

If you Twitter you probably know Lori McNee, a Twitter powerhouse and accomplished painter. She commented on how she handles obstacles: "Rejection is a common occurrence and usually unavoidable for any artist. Learning to deal with rejection is important and a necessary step in the pursuit of success."

Huguette May, very successful with her representational still life drawings, has art marketing strategies she wants to share with you: "My strategy has been to build one step at a time - in other words, select a task, do it to completion, then move on to the next - or do things in coordinated pairs or groups that support each other."

As a photographer, Scott Erb values professionalism and knows how critical it is to a successful art career: "I believe that being professional and having yourself organized speaks volumes to a potential gallery or art dealer. Sometimes it's not enough just being an amazing artist. They want to know that you are committed to your craft and art career for the long haul."

There is soooo much more there. Please do take advantage of it and spend some time letting successful artists share their secrets of success with you.

Then, when you want to get going on your art marketing, e-mail me, Robin@ArtistCareerTraining.com to book a free 15-minute conversation about how I can help you grow your art business. I am passionate about creating low-cost business and marketing solutions for artists and I want to help you succeed.

P.S. Here are a couple of related learning products where you can learn from the pros about marketing your art:

"What I Have Learned As A Gallery Dealer That I Wish I Had Known As An Artist"

Online gallery dealer and artist Kathy Swift turned down

75% of the artists who asked her to show their work in her gallery. The reasons had nothing to do with the quality of their art. Find out how you can be part of the 25% who do get shown. (Digital recording and PDF file from this wonderful class.)

"Sell My Art! Finding & Keeping Effective Representation"

Join A.C.T. Art Business Mentor, Margaret Danielak, art rep and author of the popular book, *A Gallery Without Walls: Selling Art in Alternative Venues*, for a riveting TeleClass on finding and keeping effective representation. (Digital recording.)

Find more resources at the A.C.T. website and at the A.C.T. Art Business Library. www.artistaareertraining.com

BECOME KNOWN WORLD WIDE

Do you want to increase your exposure??

Here's an affordable opportunity!! The Arizona Art Alliance has negotiated a special rate for a HD DVD produced by Quicksilver Consortium, a full-service video production company! This affordable offer is a powerful communication tool allowing your organization or artists to reach out beyond their normal boundaries. And, it's so easy!!



The DVD production would be an "interview" type and edited in a "documentary" style. The interview can include; mission, background, major influences, and sources of inspiration. The filming would be done in the Alliance Gallery, where the art will be hung and lighted professionally. The artist or art organization spokesperson will be interviewed and videotaped using two (2) HD cameras, allowing for multiple shot angles. The interview footage will be edited along with photos and images into a three (3) to five (5) minute mini-documentary. .

The DVD is an invaluable marketing tool – it can be posted on any website, used as part of a promotional packet, or for insertion in a grant application. Take that next step in marketing your art – **get a professionally produced DVD at a special Alliance rate, only \$300.00!**

For more information call Stephen Nebgen 480. 215.6305.



Arizona
Commission
on the Arts



NATIONAL
ENDOWMENT
FOR THE ARTS

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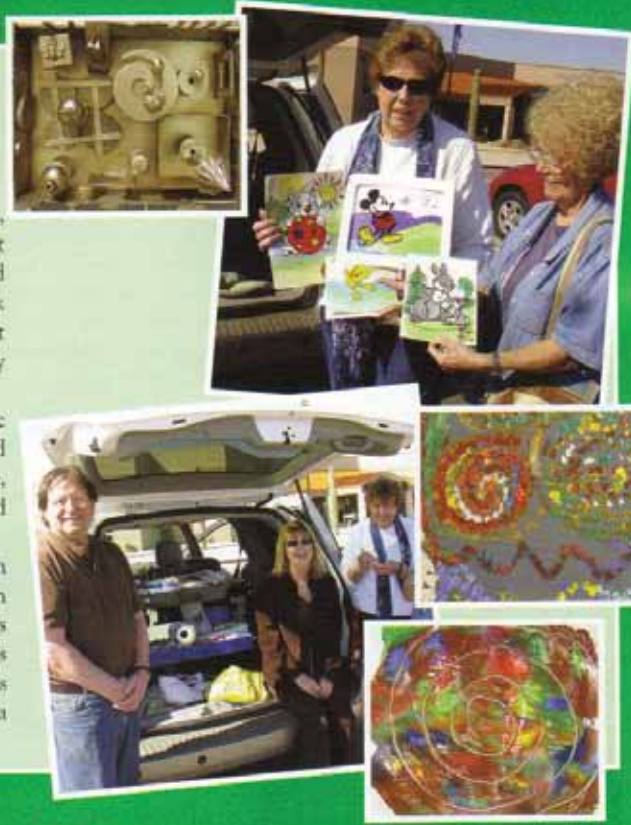
middle school

Extra Special Art

Every week, Desert Artists Mike Brady, Loretta Queene, Julie Wadsworth and Lee Anne Park unload a cart packed with an incredible array of art supplies and head for Jean Marie Jacoby and Patsy Heberle's classroom to work with the PLC and Lifeskills students. The classroom environment is always changing, because a new project is introduced every two weeks.

The students work with an interesting variety of artistic media, creating visually exciting works like copper embossed pieces, Aztec masks, holiday ornaments for the Capitol Tree, medicine sticks made from saguaro ribs, African masks, and calligraphy.

Next on the art class agenda is the creation of animation art cels, similar to the ones used by Disney and other cartoon studios when the artwork is drawn by hand. A character is outlined on the front of a clear plastic sheet, with the character's details painted in on the back. A separate piece of artwork is created for the background and the two placed together for a completed cel. **Z**



Black Mountain

elementary school

Tour d'Art



Take a visual art tour at Black Mountain Elementary School with the new art teacher Kayla Tracy sharing a few highlights of the year. Kindergarteners created line variation pieces, zig zags of crayon and water color resist. Each first grader made a clever "Elmer the Elephant" with its own unique character. "celebrating our differences," said Ms. Tracy.

Second graders approached the weaving assignment with determination. "It's super hard," Ms. Tracy confirmed. Watercolor variations on a theme, "Under the Sea," allowed their imaginations to soar. The third graders produced beautiful and

insightful "Crazy Hair" self-portraits of vibrant colors. The details said a lot about each artist's personality.

Fourth grade students learned there is more to blocks of color than meets the eye, when they created "Petite Mondrians." And then they were blindfolded for "blind self portraits," which turned out to be strong works of art. The fifth graders tackled one point perspective with success!

Every piece of artwork is carefully scanned so that parents are able to log onto Artsonia.com to view their child's complete portfolio of artwork for the entire year. **Z**

MAYO exhibit

Congratulations
Liz Kenyon!
The latest Artist to Sell
at the Courtyard Mayo
Revolving Exhibit!

A COMFORTING REVOLVING EXHIBIT

The Courtyard by Marriott, next to the Scottsdale Mayo Clinic, has very generously allowed the Alliance to exhibit paintings throughout their bar, lobby, reception, and business center. The new exhibit began October 2010 and will run through January 2011.

Exhibiting artists include: Sherri Aldawood, Bev Baker, Pat Beans, Frank Biondo, Julie Chin, Sandi Ciaramitaro, Judy Delmonico-Roll, Tito Sebastiani, Willi Waltrip, Mesa Art League, and Scottsdale Artists League.

The Courtyard Scottsdale, Arizona hotel by Marriott provides a soothing environment for patients, families and business travelers with our compassionate staff and comfortable rooms. The Scottsdale hotel is located next to the Mayo Clinic.

Courtyard Scottsdale at Mayo Clinic
13444 East Shea Boulevard · Scottsdale, Arizona 85259



SKYE exhibit

Congratulations
Isabela Huin
&
Rita Brusso!
The latest Artists to Sell
at the SKYE Revolving
Exhibit!

AN ENTERTAINING REVOLVING EXHIBIT

The 6th Phase of the Arizona Art Alliance Fine Art Gallery revolving exhibit at SKYE Restaurant & Live Music in Peoria (www.skye-restaurant.com), began its 6-month run January 31 and will continue through August 1, 2011.

SKYE Restaurant and Night Club features world class entertainment and Five Star dining. Exhibiting artists include: Sherri Aldawood, Pat Beans, Rita Brusso, Linda Budge, Kathleen Connard, Anthony DeNunzio, Diana Fales, John Fontana, Nancy Gunn, Mary Guy, Donna Heslip, Barbara Hurley-Peterson, Pam Jonas, Shirley Jonas, Sharon King, Phil Koerper, Barbara Lacy, Madeline Linsley-Smith, Karen Lockhart, Judy Magid, Joan Milman, Paul Nemiroff, Tito Sebastiani, Monique Spinabella, Bruce Stam, Alyce Tartell, Nancy Troupe, Carlton Van Deman, Willi Waltrip, Elaine Waters, and Maret Webb.

SKYE Restaurant is located at 16844 N Arrowhead Fountain Center Drive, Peoria, AZ 85086 West of 83rd Avenue and South of Bell Road.

