

# OAKLAND ART ASSOCIATION

April, 2015

[www.OaklandArt.org](http://www.OaklandArt.org)

## Annual Meeting / Potluck set for May 30th:

The annual Meeting this year will incorporate a potluck lunch to be held at the Nelson's home in Walnut Creek on Saturday May 30th between 11 AM and 3 PM. All Members and Friends of OAA (with guests of course) are invited to attend.

Besides being a social time, the first hour or so of the event will serve as the take-in for our Orinda Library show. At about 12:30pm (following Lunch) the art collected for the show will be juried and the judge will walk us through the various observations that were important to the selection of winners, using various pieces of art to illustrate the points.

Finally we will hold a brief meeting as our bylaws require.

The Nelson's address is: 1584 Webb Lane, Walnut Creek, CA 94595.

- 1 - Take 24 (East) to 680 South in Walnut Creek
- 2 - Take first exit "South Main"
- 3 - Turn Right onto "South Main Street"
- 4 - Turn Right at first stop light onto "Castle Hill Road"
- 5 - Turn Right on the third street onto "Lancaster"
- 6 - Travel almost 4/10 mile and turn left into "Webb Lane"
- 7 - 1584 Webb Lane is at the end

*of the lane - Yellow house*

*8 - Park in the court at the end of the lane or in the driveway.*

The "Alpha" system (first letter of your last name) will determine what you should bring to the "pot luck":

**A-G** Casserole/main dish

**H-M** Vegetables or Salad

**N-R** Dessert

**S-Z** Wine or beverage

**Please try to attend and RSVP with what you intend to bring at (925) 256-6849 by Monday May 25th. If transportation is a problem, call the same number and car-pools will be arranged as possible.**

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# Orinda Library Show:

Arguably the best show OAA has on the 2015 schedule is the upcoming Orinda Library Show. Members who know this venue will tell you that it has the best foot traffic, light, and viewing space of anywhere we show. The gallery itself is not in the quiet areas of the library so visitors can take the time to enjoy your art without disturbing the Library patrons. The result is that OAA has generally sold work at this venue.

The other big advantage of the Orinda Library Gallery is that we have not only the large walls which can han-

dle your large work, but we also will be showing in two wall sized display cases for small two dimensional work and sculptures up to about 24". All in all this is really a first class venue with a three year waiting list, so don't miss your chance to show here -- or you'll have to wait a long time for the next Orinda show.

The Challenge for our group however is that this is a big space. Between the small work in the display cases and the larger work on the gallery walls, it will take a lot of art to present a complete show. You'll notice when you read the rules on page 4 that the entry fee has been lowered to

\$5 per entry for this show, to encourage members to enter that extra piece of art to make this show a real success.

Because of the special nature of this show, an hors-d'oeuvre reception is planned at the Library on Saturday afternoon June 13th between 3pm and 5pm. (NOTE: As of this writing the Orinda Arts Council has not confirmed the date, please check the May newsletter for final details.)

On Wednesday July 1st, members will need to pick-up their art from this show at the Orinda Library between 10:30 am and noon.

## OAA'S 2015 JURIED SHOWS

	open	close	venue
1	2/27/2015	4/10/2015	John Muir Hospital
2	3/6/2015	6/12/2015	Oakland Chamber Show
3	5/30/2015	7/1/2015	Orinda Library
4	6/12/2015	9/18/2015	Oakland Chamber Show
5	9/18/2015	12/11/2015	Oakland Chamber Show
6	9/2/2015	9/30/2015	Rockridge Photo Show
7	10/1/2015	11/2/2015	Alameda Law Library
8	11/3/2015	11/28/2015	Rockridge Traditional Media Show
9	12/5/2015	1/30/2016	Alameda Free Library
10	12/11/2015	3/1/2016	Oakland Chamber Show

## Mark Your Calendar:

**May 30th, 11am Saturday Annual Meeting and Pot Luck Lunch.** This event will be held in Walnut Creek at the home of Rick and Tina Nelson. (See article on page 1.)

**May 30th, 11am Saturday, Take-in for the Orinda**

**Library Show** which will be held in conjunction with our annual meeting and Pot Luck. (See stories on page 1 and 2 as well as the rule sheet on page 4.)

**June 12th, September 18th, and December. 11th 2015.** are

the dates for the upcoming **Oakland Chamber shows.**

**July 1st, Wednesday 10am to noon Pick up your art from/ at the Orinda Library—24 Orinda Way, Orinda 94563.** (See rules on page 4.)

# News and Notes:

- **Iris Sabre** is the **Featured Artist at the Benicia Plein Air Gallery**, her show will be up until May 7th. The Gallery is located at 307 1st Street in downtown Benicia.
- **S. Newman** will have six of her paintings offered in the **SFMOMA Artists Gallery Exhibition and Sale** (Building A at Fort Mason, San Francisco) which opens with a reception Wednesday evening April 29th between 6pm and 9pm. The Exhibition continues through May 16th.
- **Hallie Strock** has a **solo show** up through April at the **Westside Café** at 9th and Parker in Berkeley.
- **Wenda Pyman** has work at the **Moraga Art Gallery's Group Show "Transitions"**, which runs through May 30 @ 522 Center Street, Moraga.
- The city of Walnut Creek has selected/reproduced one of **Tina Nelson's paintings onto a 6' x 8' canvas panel celebrating the city's 100th anniversary**. The panel, with several others is showing as a sidewalk construction view screen on the **corner of Main Street and Mt. Diablo Blvd.**
- **Sonia Tamez** has coordinated with eight other OAA members (**Evelyn Call, Marjorie Graham, Rohilah Guy, Yin Marsh, Thomas McCort, Juliet Mevi, Judith Mortensen, and Danute Nitecki**) who will all be contributing work to the

- "Celebrate Healthy Aging Art Show"** sponsored by the City of Oakland. OAA member work will be hung together and details about our Association will be available to the public as part of this show. The exhibit will be open for public viewing at City Hall and at 150 Frank H. Ogawa Plaza during May.
- **Rick Nelson, has a number of his infra red photographs hanging on the 3rd floor of the Walnut Creek City Hall** during April and May.
  - OAA's **Satellite show venue at Pacifica Oakland Heights retirement community (was previously called "Salem Lutheran") has been put on hold** for the rest of this year as the facility undergoes

- an extensive remodeling.
- Longtime OAA member **Ginger Papania** would like all of her friends in our Association to know that she has moved to Cardinal Point, a retirement living complex at 2431 Mariner Square Drive in Alameda. Her new phone number is (510) 748-1257.
  - **OAA Membership** is at a critical level; standing at only 49 paid up member artists. **Who can you bring to OAA??**
  - **Contact the editor** as follows with any corrections and suggestions: **Rick Nelson / rixingm@gmail.com / (925)-256-6849**

OAA 2015 Solo Shows			
First Federal Savings		Piedmont Gardens	
6058 College Ave Oakland, CA 94618		110 41st Street Oakland, CA 94611	
Julia Montrond coordinator (510) 841-0688 <a href="mailto:jmontrond@gmail.com">jmontrond@gmail.com</a>		George Ehrenhaft coordinator (925) 377-9315 <a href="mailto:wrhotline@aol.com">wrhotline@aol.com</a>	
March	<i>Yin</i>	March	<i>Danute</i>
April	<i>Marsh</i>	April	<i>Nitecki</i>
May	<i>Judy</i>	May	<i>Arlene</i>
June	<i>Wiener</i>	June	<i>Streich</i>
July	<i>S.</i>	July	<i>Beth</i>
August	<i>Newman</i>	August	<i>Bourland</i>
September	<i>Julia</i>	September	<i>Judy</i>
October	<i>Montrond</i>	October	<i>Wiener</i>
November	<i>Joanna</i>	November	<i>David</i>
December	<i>Katz</i>	December	<i>Silva</i>

**ORINDA LIBRARY GALLERY SHOW**June 1<sup>st</sup> through June 30th, 2015

24 Orinda Way, Orinda, CA 94563

Paintings (all Media), Drawings, Photography, Collage, Monoprints, etchings, woodcuts and small sculpture. Appropriately sized artwork may be displayed in the exhibit case.

**Exhibit Rules****SHOW CHAIR:** Jennifer Kolkhorst (925) 254-0451**RECEIVING:** Saturday, May 30th, 2015 from 11 am until 12:30pm at the Annual Meeting and Potluck Lunch 1584 Webb Lane in Walnut Creek, CA 94595**JUROR:** TBD**ACCEPTED WORKS:** Pick up at the **Orinda Library** on Wednesday July 1st, 2015 between 10:30 am and noon.**ENTRIES:**

Two **and** three dimensional art work; No minimum size restriction, maximum up to 36"x 40". This is the venue for you to enter your small paintings, photographs and sculpture.

Up to 4 entries submitted per member, but only 1 may be "large" (i.e. over 900 square inches").

Works restricted to original work – no class work or copies.

Nudes and political statements are not accepted (venue requirement).

All work must be for sale.

All work having won cash awards in any OAA show are not eligible to receive another cash award, but may receive a merit award.

To be entered as a single work, any grouping of 2 or more works must be mounted within a single frame which meets the overall size requirements.

**ENTRY FEE:** \$5.00 per entry (lowered for this show to encourage large number of entries).**FRAMING:**

No wide (may not exceed 3") or elaborate frames will be accepted.

Mats must be clean and well cut.

Frames must be clean, sturdy and no protruding screw eyes or hangers will be allowed.

Works larger than 24" x 30" (if covered) must be under plastic instead of glass.

**LABELS:** Must be filled out completely and affixed to the upper left hand corner on the back of the entry.**AWARDS:** First award \$100; Second award \$50; Third award \$25. Merit awards are given at the discretion of the Juror.**INSURANCE:** A waiver must be signed on receiving day.**RECEPTION:** Tentative date/time Saturday June 13th—3pm to 5pm.**SALES:**

All sales made during the show and/or 30days following the close of the show (if the work was seen by the buyer at the show) will be handled by the Sales Chair (Tina Nelson (925) 256-6849).

OAA policy is that no change will be made in the price (in connection with this show) after the work is accepted. The artist agrees that 30% of the sale price will be taken as a contribution to OAA. Sales tax of 9% will be added to all sales.

# Strategizing the Future of OAA: Sonia Tamez

The Oakland Art Association (OAA), now 58 years old, faces a number of challenges and opportunities like many nonprofit organizations. The OAA Board chartered a team to develop a strategic plan that will help OAA thrive in the future.

The team consisting of Evelyn Call, Judith Mortensen, Hallie Strock, and Sonia Tamez, read your comments, talked with members and others. We had many suggestions on what we could and should do. The Board made some difficult decisions over the past few

months and finalized the following Strategic Plan. We will be keeping you posted on how we proceed with implementing the plan and keeping it current. If you have any questions, please contact Sonia Tamez at [sonic-tamez@gmail.com](mailto:sonic-tamez@gmail.com).

## OAA Strategic Plan

### ***Mission***

The Mission of the Oakland Art Association (OAA) is to promote the enjoyment of the visual arts in the Bay Area communities by developing venues to showcase art, supporting art education programs, and engaging other art community organizations.

### ***Vision***

The vision of the OAA is to perform an integral role in the enhancement and sustainability of the visual arts for the benefit of all communities in the Bay Area.

### ***Goals***

#1. Increase number of volunteers via a coordinator or committee who would recruit/maintain and coordinate volunteer activities.

#2. Expand the number of younger members and foster a more diverse membership by developing appropriate procedures and materials for outreach.

# 3. Attract new members and retain existing members by creating themes and events for our shows and related activities.

## Book Cover Art:

**Ikuko Boyland**

I am happy to inform you that my painting "Snow Patch" by Japanese Technique (Nihonga) was selected for the cover of the "Ribbon", published by Tanka Society of Japan. The following is the site and quote from its publication. The editor of the "Ribbon" contacted me by finding this particular painting on El Cerrito Art Association web site. I believe it was the time when I held a show at Payn's stationery store.

[http://  
www.tankasocietyofamerica.org/home](http://www.tankasocietyofamerica.org/home)

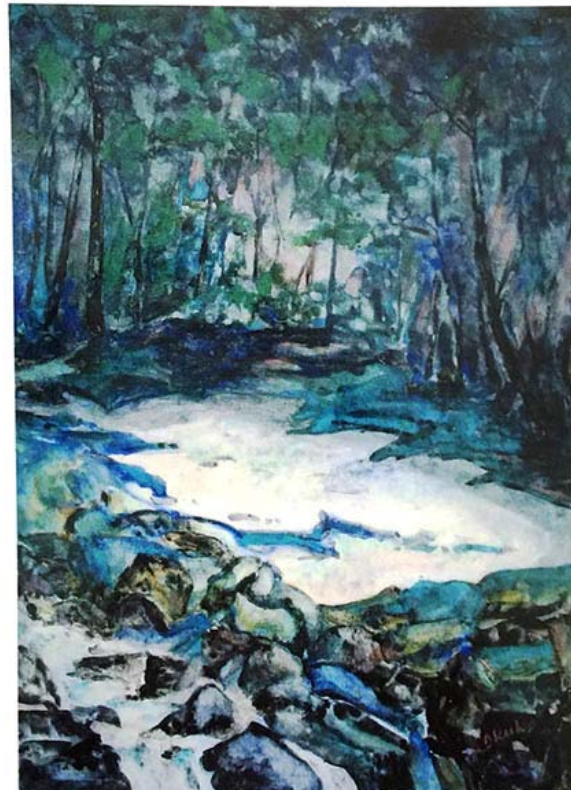
Tanka poetry has a history of more than 1,300 years in Japan and 100 years in English. Originally written in the Japanese Imperial court, when it was known as waka, tanka has grown to be a worldwide genre of poetry written in English on a variety of topics, usually in five lines. Join fellow members of the Tanka Society of America in discovering, sharing, studying, and appreciating this vibrant genre of English-language poetry.

A long time ago, I used to play the "Hyakunin Isshu"

card games (one poem by 100 poets) when family got together on New Year's holidays. These are selected poems written by famous Royal family members, priests and writers....the

style of poem was called "Waka" or "Tanka" composed by 5-7-5-7-7 words while later developed Haiku is composed of 5-7-5 words. The picture shows card box.

## RIBBONS



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## Is Your Art Ready to Display?

Evelyn Call

Our recent take-in for the Chamber Show brought to the attention of the handlers of your works that maybe we all need a bit of a reminder. We have a great show with excellent quality. However, some great artists sometimes need to pay a little more attention to how they prepare their art for hanging.

First, make sure that it can be hung. Through some oversight one was brought in with no hanging wire. We had new people on receiving and this was missed. As a result a very nice work of art could not be shown.

Please, no screw eyes. They stick out and can dam-

age the other works they are stacked with in the car while being transported to and from the shows and on a hand truck up a freight elevator. We try to be careful, putting cardboard between the paintings, but things can shift in a sudden stop. Also screw eyes are not as secure as flat hangers and can also damage the walls of the venue.

If framed, make sure your art is secure in the frame. It's very disconcerting when we pick up a painting and it pops out of the frame. We don't usually have a problem sticking it back in, but would be very sorry if the art or frame gets damaged in the process. Some small, very bendable, retainers are

not adequate, especially if there are only a couple of them.

Is your frame up to being handled in transport and in the process of hanging? Some paintings come in with very flimsy or damaged frames. While we have been trying to accept everyone's works, we can reject paintings that appear not safe to handle or transport.

Everyone is doing a great job in entering wonderful art for all of the OAA shows. Now we need to make sure we are presenting it to best advantage in a way that the art deserves.



An artist's soul is always  
on display.

~unknown

## Oakland Art Association

