

OAKLAND ART ASSOCIATION

July 2010

www.OaklandArt.org

Two Great Shows Going Up In July

Here it is Mid-summer, and as has happened in each of the last few years, OAA has two shows going up this month. First, on July 16th a new addition of our flagship show at the Oakland Chamber of Commerce (475 14th Street in the heart of downtown) will go up. This show has been our most dependable show for years, so much so that some members

tend to pass it up for other venues, knowing it will be there "next time". While it's true a new Chamber shows goes up every two months, it is also a fact that this is our most important show, and we need to populate it with our best work because the continued success of our association is tied directly to these exhibits. This is a first

class venue on every level, from the jurors and the prize money, to the Chamber staff and visitors who view and very much appreciate your art in their space. Please review the rules on page 4 and make plans to join this show at the chamber.

Later in the

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Micaela Marsden

I have been painting and drawing all of my life. I am primarily a naturalist painter, working in oils, acrylics and watercolor. I am a California native, born in Carmel, and raised in California except for brief periods of time in Mexico, New Mexico, and Canada. I discovered every possible inadequacy in clothing

and shoes for three years before returning to sunny, warm California!

Art was something real in my world, something you could touch! My father had started a gallery in Monterey, California in the 1940's featuring abstract expressionism, organic abstractions, and related gen-

res by artists and photographers such as Ellwood Graham, Robert McChesney, Henry Miller, Jean Varda, Edward Weston, and more. Though the gallery was long gone by my time, the paintings, collages, and prints became strong influ-

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OAA Member Profile



Micaela Marsden

ences in my life.

I am primarily self-taught, though in recent years I have enjoyed individual classes at UCB Extension, CCA, local colleges, and independent artist/teachers in Northern California. Other influences have been Asian brush painting and wood-block art, illustrative art, native arts of the Americas and Africa, impressionists, abstractionists, surrealism, arts & crafts-era architecture & design, pop- and op- and psychedelic-art, conceptual and "modern" art — we are so lucky to be exposed to all of these.

I currently paint regularly with the East Bay Plein Air Painters, the Benicia Plein Air Painters, the Plein Air Painters of Mendocino, and the Art on the

Farm painters. I painted for one glorious week on a farm in Italy, and hope to repeat that soon!

Artists Statement:

When starting a landscape, it seems much more harmonious and fun to begin sitting in front of the actual subject outdoors. This gives me an immediate connection to the light, the spirit, and the climate of the place. It's often a debate whether to try to beat the changing light, or go with it and have the painting reflect the different moods occurring over a period of time. I often go back to the same location several times before I get what I want. With invented compositions I sometimes start with a particular feeling or a mood, sometimes with just a color, a shape, or an idea

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and let it "grow". I want the opportunity to explore where the painting takes me as well as where I can take the painting.

My goals are to continue to explore and advance my technique and accuracy in line-drawing, tone/shade modeling, and combining color in what I call "harmonic light convergences". I am interested in loosening my grip on the "real", and embracing the experimental, to get closer to a true expression of the spirit I want to convey. My work ranges from realism to abstraction and I sometimes allow a piece to contain multiple styles. I enjoy the process as much as, or more than the product—it's a connection with the beauty and mystery in our short time on earth.

Mark your calendar:

July 16, Sept 17, November 19, 2010 and January 21st 2011. These are the dates for the upcoming **Oakland Chamber shows.** (pick up previous and enter the new show) See rules page 4.

July 30th, 4pm Board meeting

in the **upstairs meeting room of the Rockridge Library** located at 5366 College Ave in Oakland. All members are encouraged to attend!

July 31st through September

10th, John Muir Hospital Show. See story on page 1 and rules on page 3 for details!

December 4th, Holiday Art Sale planned at the Park Avenue Church.

July Shows

month, comes another great show at the Walnut Creek John Muir Hospital. The show will go up in the Surgery Center opening on Saturday July 31st, and ending on Friday September 10th. The rules for this show are printed on page 3, so check out all the details there. This venue gets a lot of traffic, as the area is bustling with both patients and family members waiting for patients.

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The take in and judging for the show will be done at the Park Avenue Church in Oakland to make it more convenient for members to drop off their art on Saturday morning. Each member can enter up to 3 pieces of art and this large space will hold at least 50 good sized works. As with the Chamber, the John Muir Show will take your support and

participation to be a success.

If you have issues with getting your art to or from the shows, please contact the "Show Chairmen" listed on the rule sheets, and they will try to resolve the problems by connecting you to other exhibitors!

Editor.

John Muir Medical Center Show

1601 Ygnacio Valley Road, Walnut Creek, CA

July 31st through September 10th, 2010

Paintings (all Media), Drawings, Photography, Collage, Monoprints, etchings, and woodcuts.

Exhibit Rules**SHOW CO-CHAIRS:** Yin Marsh — nymarsh@sbcglobal.net — (510) 528-0938

Rick Nelson — rixingm@gmail.com — (925) 256-6849

RECEIVING: Saturday, July 31st, 2010 from 10 AM until 12 noon at the Presbyterian Church, 4101 Park Blvd., Oakland. Please enter parking lot from Hempel Street.**JUROR:** Dorothy Davis**ACCEPTED WORKS:** Pick up at John Muir Medical Center, between 1 and 2 PM on September 10th, 2010.**ENTRIES:**

Entries will be two dimensional; 16"x 20" (or 320 square inches) plus frame minimum and 46"x 46" (or 2100 square inches) maximum including the frame.

Up to 3 entries accepted per member, but only 1 of the 3 may be "large" (i.e. over 1000 square inches including frame).

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

All work must be for sale.

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.

John Muir Medical Center reserves the right to refuse to exhibit any work of art which it determines at its sole discretion to be unsuitable for exhibition in the hospital setting. Included in the unsuitable category are nudes and any subject which could be construed as being of a religious or political nature.

ENTRY FEE: \$8.00 per entry.**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" (or 720 square inches) 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. Labels must give: DIMENSIONS, DATE OF WORK AND MEDIUM. **PLEASE TYPE OR PRINT LEGIBLY!****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.**SALES:**

All sales made during the show and/or 30 days following the close of the show (if the work was seen by the buyer at the show) will be handled by the Sales Chairman (Stan Cohen 510 553-3003).

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 9.75% will be added to all sales.

OAKLAND CHAMBER OF COMMERCE SHOW

July 16th , 2010

Paintings (all Media), Drawings, Photography, Collage, Monoprints, etchings, woodcuts

Exhibit Rules

CHAIR: Evelyn Call — evcallarabians@aol.com — (510) 632-7283

RECEIVING: Friday July 16th from 10 AM until 11 AM at the Presbyterian Church, 4101 Park Blvd., Oakland. Enter parking lot from Hampel Street.

JUROR: Electra Long (www.electralong.com)

ACCEPTED WORKS: Pick up at the Presbyterian Church on Friday September 17th, 2010 between 10 AM and 11AM.

ENTRIES: Two entries will be accepted per member, however only a total of 21 entries will be shown due to space limitations. If necessary, the juror will first reduce the field of entries to 21, with the goal that only one art-work per submitting member should be removed. In the event that work is rejected, artists must be available to pick up the overflow pieces at 11 AM.

Entries will be two dimensional; 16"x 20" min. and 36"x 36" max. - nominal size including mats.

Artworks depicting iconic scenes of San Francisco are not appropriate for this venue! If entered, art-work in this category may be rejected at the sole discretion of the show chairman.

Because only 7 "large" (i.e. over 24"X30") works can be displayed in the show space, only the first 7 "large" pieces will be accepted, unless specifically allowed by the Show Chair.

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. The Chamber reserves the right to reject any work from the show for any reason.

Any work shown at a Chamber of Commerce Show **prior to** January 2007 may be shown again at this show. Any work having won a cash award in any OAA show is 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: \$8.00 per entry.

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

Mats must be clean and well cut and 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.

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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.

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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 Chairman Stan Cohen 510 533-3003.

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 9.75% will be added to all sales.

Notes and other news

- **OAA members Carol Sideman and Ginger Papania** are both showing work this month at the “**Visions 21**” show at **Hayward City Hall**. Stop by for a look if you are in Hayward!

- The **Colored Pencil Society of America** is having their 18th annual **International Exhibition** at the Art Museum of Los Gatos (4 Tait Ave), July 22 thru August 20. The exhibition is in conjunction with the CPSA National Convention, which will be **offering workshops** and other events from July 27 to July 31 at the Biltmore Hotel in Santa Clara. For details contact **OAA member Carolyn Price**

or www.cpsa.org

- During the month of July **OAA Member Wenda Pym** will be exhibiting her fine art photographs in three Contra Costa venues: **East Bay Artists Guild Show** - 105 Crescent Drive in Pleasant Hill, **Moraga Art Gallery Group Show, "Summer Hues"** at 570 Center Street, Moraga, and with the **Lam-orinda Arts Alliance Show** at the Orinda Library Gallery.

- OAA Standing Show Chairman **Gisela Volkmer** will be pulling together a small committee to brainstorm and chase down new show leads. The major propose of OAA is to provide our

members with opportunities to display their work in public and we need more venues to do just that. Please contact Gisela or any OAA officer with ANY ideas you have!

- As all of the **OAA juried shows** will now be presented on the **OAA website**, please take a few minutes to look at our shows: www.oaklandart.org and follow the “gallery of OAA Shows” link.

- **Contact the editor** as follows with any corrections and suggestions: **Rick Nelson / 1584 Webb Lane / Walnut Creek 94595**

rivingm@gmail.com / (925) 256-6849

OAA Holiday Art Sale December 4th

A group of OAA volunteers including president Yin Marsh has begun planning / organizing a holiday art and gift sale. The sale is planned to be held at the Park Avenue Presbyterian Church (4101 Park Blvd. in Oakland) on Saturday December 4th between 10 am and 4 pm, and it is anticipated that there will be space enough for all who wish to participate. In concept members will of course be offering some original art for sale, but unlike other OAA sponsored events, will also offer prints, reproductions and cards. Participants will be encouraged to

sell not only 2 dimensional works but also jewelry and any other 3 dimensional works they have produced.

Specific details are still to be worked out, but it is anticipated that the cost to members will be very low, with a fixed fee and/or a very low commission. Artists will handle their own sales details and will provide snacks and drinks to a common area. As part of the event, the committee has discussed organizing a contest for members to submit the art for a poster and cards to publicize the sale.

Please contact President Yin Mash with ideas / offers to help, and watch coming newsletters for finalized details!



OAA show entry form

Attach this label to the upper left corner on the back of the entry. PLEASE WRITE OR PRINT LEGIBLY!

_____ SHOW

Artist _____ Phone _____

Title _____

Price _____ Medium _____ Date _____

Entry Fee _____ Size: H _____ W _____

This work has already won an OAA cash award ()

Artwork exhibited in these prior OAA shows:

Please mark one of the following:

OK to display image of this artwork online ()

OK to display online, but only with a watermark ()

DO NOT display images of this work online ()

_____ SHOW

Artist _____ Phone _____

Title _____

Price _____ Medium _____ Date _____

Entry Fee _____ Size: H _____ W _____

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Artists Receipt

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DO NOT display images of this work online ()

_____ SHOW

Artist _____ Date _____

Title _____ Price _____

Artists Receipt

Satellite Show Matrix							
First Federal Savings		Piedmont Gardens		Salem Lutheran Home		Jack London Square	
6058 College Ave Oakland, CA 94618		110 41st Street Oakland, CA 94611		2361 East 29th Street Oakland, CA 94606		Foot of Broadway Oakland, CA	
Julia Montrond coordinator (510) 841-0688 jmontrond@gmail.com		George Ehrenhaft (925) 377-9315 wr hotline@aol.com		Juliet Mevi-Shiflett (510) 548-0714 jmevishiflett@yahoo.com		Rita Sklar (510) 531-1404 ritaart@yahoo.com	
April	Nelson	April	Papania	April	Streich	March	J Mortensen, I Saber, E Call
May	Tina	May	Juliet	May	Shirley	April	B Anderson, Y Marsh, T Savine
June	Nelson	June	Mevi	June	Schmalfuss	May	M Marsden, K Powers
July	Micaela	July	Michael	July	Silvia	June	Carol Torre
August	Marsden	August	Topliff	August	Fones	July	Rick and Tina Nelson
September	Shirley	September	Wenda	September	Carolyn	August	
October	Schmalfuss	October	Pyman	October	Price	September	
November	Pat	November	Julia	November	Christine	October	
December	Dahlberg	December	Montrond	December	Mulder	November	

Oakland Art Association

