

# OAKLAND ART ASSOCIATION

August 2010

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

## Seminar on the Giclée Print Process

The principle activity of OAA is of course to provide members with the opportunity to show their original art in high quality venues in the greater Oakland community. Individual members often have an equally important goal of deriving income from the art they produce, which often involves the commissioning of high

quality reproductions i.e.. Giclée prints . To better understand the reproduction process, OAA is sponsoring a presentation on the process to be offered immediately following the “take in” and judging for the September Chamber of Commerce show at the Park Avenue

Church. Specifically September 17th, 11:15am at the Presbyterian Church, 4101 Park Blvd. in Oakland. This no cost seminar is offered not only to all OAA members, but also to anyone interested in learning more about making the highest quality Giclée prints.

**Continued on Page 2**

### *Inside this issue:*

Giclée Print Seminar	1 & 2
Calendar	1
Chamber Catalog	2
John Muir Catalog	3
Satellite Show Matrix	4
Holiday Art Sale	4
News and Notes	5
Poster Contest	5

## Mark your calendar:

**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.

**August 27th, 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!

**September 17th, 11:15am** Presentation—making **Giclee prints** of your art. Presbyterian Church,

4101 Park Blvd., Oakland. (See article page 1)

**December 4th, Holiday Art Sale** planned at the Park Avenue Church. (See page 4 for details)

# Giclée Prints

The speaker will be Mr. Barry Levin, founder of The Imagery Group. The presentation will include an informative slide show and lecture on reproducing your art, from scanning through the printing process. You will learn about each step, why it's important, and how to tell the good ones from the "not so good". Mr Levin

works with artists in all mediums making Giclées that match their original art. As artists it's important to understand how we make our art and it's also important to understand how to reproduce it properly!

*Editors note: Although Mr Levin makes his living pro-*

## Continued from front page

*viding the described services, he promises that the presentation will be "on point" for its educational value and will not be a "sales pitch". Outside the formal presentation however, Mr. Levin would undoubtedly be happy to discuss how his services might relate to your specific needs.*

<b>Oakland Art Association</b>							
<b>Oakland Chamber Show -- July 2010</b>							
<b>Artist</b>		<b>Title</b>	<b>Medium</b>	<b>Price</b>	<b>Height</b>	<b>Width</b>	<b>Award</b>
Juliet	Mevi	At the Beach	Acrylic	\$300	16	20	1st
Danute	Nitecki	Grass Valley	Watercolor	\$300	19	25	2nd
Gisela	Volkmer	Tessi	Watercolor	\$650	22	28	3rd
Nelda	Booras	A Puppy and A Mouse	Acrylic	\$800	21	17	HM
George	Ehrenhaft	Regatta	Watercolor	\$394	20	26	HM
Bobbe	Anderson	Three Birch Trees	Acrylic	\$350	18	24	
Evelyn	Call	Giraffe	Oil	\$650	36	18	
June	Coy	Collage IV	Watercolor	\$250	20	16	
James	Coy	Long View	Watercolor	\$300	18	24	
Betty	Irvine	Downtown Oakland	Acrylic	\$200	24	36	
Danute	Nitecki	Evolution	Watercolor	\$350	20	24	
Carolyn	Price	Dancing Kelp	Watercolor	\$595	22	29	
Tania	Savine	Sonoma City	Oil	\$400	23	18	
Shirley	Schmalfuss	Sunset in the Sierras	Acrylic	\$500	36	24	
Arlene	Streich	Lucina	Acrylic	\$150	21	17	
Arlene	Streich	Pillars	Acrylic/Mixed	\$650	38	28	
Michael	Topliff	Point Bonita	Oil	\$275	17	19	
<b>Juror: Electra Long</b>							
<b>If you have an interest in purchasing art from this show</b>							
<b>Please call Stan Cohen (510) 533-3003 or</b>							
<b>email: <a href="mailto:stancohen3386@sbcgobal.net">stancohen3386@sbcgobal.net</a></b>							

## Oakland Art Association

## John Muir Hospital Show - August 2010

Artist		TITLE	MEDIUM	PRICE	HEIGHT	WIDTH	Award
Judith	Mortensen	Still Life with Blue Bowl	Oil	\$265	15	12	1st Place
Rita	Sklar	Generations	Watercolor	\$775	24	30	2nd Place
Stan	Cohen	Concourse at Pebble Beach	Acrylic	\$1,200	38	38	3rd Place
Ikuko	Boyland	Fchsia	Watercolor	\$400	24	36	Merit
Rick	Nelson	Difficult Teenage Years	Photograph	\$100	24	18	Merit
Carol	Sideman	Burst of Spring	Oil	\$850	24	30	Merit
Hallie	Strock	Old Stone Walls	Mixed	\$325	36	18	Merit
Ikuko	Boyland	Dancing in Water	Acrylic	\$500	30	37	
Evelyn	Call	A host of golden daffodils	Oil	\$500	24	18	
Evelyn	Call	Victorian	Oil	\$600	24	18	
Dorothy	Davis (Juror)	Friends around the Fire	Mixed	NFS	44	34	
Marie	Gueld	Let's Go Fishing	Oil	\$275	16	24	
Marie	Gueld	Solitude	Oil	\$600	31	41	
John	Henry	North Coast Fog	Acrylic	\$180	16	20	
John	Henry	White Rocks	Photograph	\$200	20	24	
Jenifer	Kolkhorst	Nagano	Watercolor	\$325	28	21	
Jenifer	Kolkhorst	Nexis	Watercolor	\$550	28	21	
Jenifer	Kolkhorst	Totem III	Watercolor	\$550	28	21	
Yin	Marsh	Five Lohan	Acrylic	\$325	24	20	
Yin	Marsh	Grand Canyon	Acrylic	\$425	24	20	
Yin	Marsh	Turbulence	Acrylic	\$175	16	12	
Julie	Mevi	Flowers at Olypmus	Acrylic	\$300	24	20	
Julie	Mevi	Glencove at Benicia Preserve	Acrylic	\$400	24	28	
Julie	Mevi	High Country Yosemite NP	Oil	\$150	12	12	
Judith	Mortensen	Still Life with White Rose	Oil	\$265	15	12	
Rick	Nelson	Olmsted Point	IR Photo	\$100	18	24	
Rick	Nelson	Race	Photograph	\$100	24	20	
Tina	Nelson	The Engineer	Oil	\$600	24	20	
Tina	Nelson	The Parade Performer	Oil	\$600	24	20	
Danute	Nitecki	Connectivity 2	Watercolor	\$350	20	26	
Danute	Nitecki	Dahlia's 2	Watercolor	\$600	30	27	
Danute	Nitecki	Monte Diablo	Watercolor	\$350	19	26	
Carolyn	Price	Beach 'N' Things	Watercolor	\$595	30	20	
Carolyn	Price	October on the Lake	Oil	\$650	20	24	
Wenda	Pyman	Diablo Sunset, Mitchell Canyon	Photograph	\$295	20	24	
Wenda	Pyman	Lone Oak, Diablo View	Photograph	\$395	17	40	
Wenda	Pyman	Yosemite Chapel & Half Dome	Photograph	\$295	24	20	
Iris	Sabre	Geraniums	Oil	\$500	18	24	
Iris	Sabre	House on the Edge	Oil	\$500	18	24	
Iris	Sabre	The Herbert	Oil	\$500	18	24	
Shirley	Schmalfuss	Irises	Acrylic	\$400	28	22	
Carol	Sideman	Flower Farm	Oil	\$1,100	24	36	
Carol	Sideman	Smooth & Flowing	Oil	\$1,700	30	42	
Rita	Sklar	Dawn at the Dunes I	Watercolor	\$775	24	30	
Hallie	Strock	Floating	Mixed	\$400	24	18	
Gisela	Volkmer	Enfold	Acrylic Linen	\$950	30	24	
Gisela	Volkmer	Flower Power	Watercolor	\$350	20	21	
<b>Juror: Ms. Dorothy Davis</b>							

Satellite Show Matrix						
<b>First Federal Savings</b>	<b>Piedmont Gardens</b>	<b>Salem Lutheran Home</b>	<b>Jack London Square</b>			
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 <a href="mailto:jmontrond@gmail.com">jmontrond@gmail.com</a>	George Ehrenhaft (925) 377-9315 <a href="mailto:wrhotline@aol.com">wrhotline@aol.com</a>	Juliet Mevi-Shiflett (510) 548-0714 <a href="mailto:jmevishiflett@yahoo.com">jmevishiflett@yahoo.com</a>	Rita Sklar (510) 531-1404 <a href="mailto:ritaart@yahoo.com">ritaart@yahoo.com</a>			
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 Schmaifuss	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 Schmaifuss	October Pyman	October Price	September			
November Pat	November Julia	November Christine	October			
December Dahlberg	December Montrond	December Mulder	November			

# OAA Holiday Art Sale Details Finalized

A group of OAA volunteers including president Yin Marsh, Tina Nelson, Ikuko Boyland and Gisela Volkmer has been busy planning and organizing a Holiday Art and Gift Sale. The sale will be held at the Park Avenue Presbyterian Church (4101 Park Blvd. in Oakland) on Saturday December 4<sup>th</sup> between 10 am and 4 pm, and it is anticipated that there will be space enough for approximately 20 artists. The event will be open to all OAA members and each artist will pay a simple up front fee of \$15 (no commissions will be collected) to help defray the space rental and promotion costs. Artists will handle their own sales details and will provide snacks and drinks to a common area.

Members are welcome to display in groups so that not every artist needs to spend the entire day “manning the table”. Participants will of course be offering some original art for sale, but unlike other OAA sponsored events, will also offer prints, reproductions and cards. The goal is to emphasize art fairly priced but at the low end of the price range specifically directed toward Holiday gifts. Participants are also encouraged to sell not only 2 dimensional works but also jewelry and any other 3 dimensional works they have produced.

Promotion of this event will of course be the key to its success — posters for neighborhood shops, and a postcard blitz are planned in addition to the more usual newspaper and internet announcements. A contest is being held to select the art and design to be used in the promotional materials, see page 5 for details.

To get on the list of participating artists or answer any questions, please contact Tina Nelson (925) 256-6849 or [rixin2@aol.com](mailto:rixin2@aol.com).

## Notes and other news

• There's a possible opportunity for a new juried show at the Walnut Creek City Hall. To apply for this venue, OAA needs a list of members who have participated in the Walnut Creek city sponsored art programs over the years. If you have ever been involved in these programs, please contact the editor (details below) so that we can move forward in securing this venue.

- OAA member **Hallie Stroock** will be opening a new show with Kyiomi Kubo and Traudel Prussin on **Saturday, August 21, 7pm to 9 pm at 4th Street Studios, 1717 4th Street in Berkeley.**
- **Wenda Pyman** has a large group of photographs

showing at the **Orinda Library Gallery** (20 Orinda Way, Orinda) during the entire month of August. Additionally Wenda has work showing with the **East Bay Artists Guild show** at 105 Crescent Drive in Pleasant Hill.

- **Wenda** also wants us to know that she recently purchased a large discounted quantity of **Clear Bags for artwork** and she is planning to **sell** some to other artists at a **very reasonable price**. If you have a need, please contact her directly (details in the OAA roster).
- OAA Standing Show Chairman **Gisela Volkmer** will be pulling together a small committee to brainstorm and chase down new show leads. The major pro-

pose 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**  
rixingm@gmail.com / (925) 256-6849

## Poster Contest

In conjunction with the Holiday Art Sale (see story on page 4) a contest has been set up to design a holiday themed poster/postcard which will be used to promote the event. Entries need to be delivered by Thursday September 30<sup>th</sup> 2010 to Yin Marsh (510) 528-0938 or nymarsh@sbcglobal.net .

The rules are:

1. Entries should be sized at 16" x 20" (or if created electronically at least 3840 x 4800

## \$50 prize and splash all over town

pixels). Designs should be oriented vertically (i.e. portrait).

2. Entries MAY contain images of the artist's original work.
3. Each OAA member may submit up to two designs.
4. Designs should either contain pertinent details concerning the event, or allow space for the details to be added to the reproductions.
5. Entries may be submitted

for the judging in any one of three ways;

- a. The original 16x20 design.
  - b. An emailed electronic image of the entry.
  - c. A printed photographic image of the entry.
6. The OAA Board reserves the right to reject all entries.

*The aim of every artist is to arrest motion, which is life, by artificial means and hold it fixed so that a hundred years later, when a stranger looks at it, it moves again since it is life.*

*~ William Faulkner*

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