

September 2010

www.OaklandArt.org

# Hallie Strock Five Foot Six at the Golden Mean

While helping hang the most recent John Muir show, I got in a conversation with several OAA members and the Hospital Co-coordinator about the proper height to hang paintings. "Look for the horizon, the focal point, or the Golden Mean," I suggested, "Then measure 5 feet, six inches to that spot, and that's where the painting should be hung." Sure enough, we went back and applied that rule to the pieces being hung, and they looked just right! The best part is that, when a variety of kinds of paintings are hung, they are easy to deal with, and are at an eye level that is appropriate for most people. Even better, the eye is drawn most

often right into the painting. Look at your own work; isn't that point often the most interesting part of your composition? Hanging Committee, give this a try!

I didn't make this up on my own; it was something that I learned when I took a gallery design class in Southern California. I was the Cultural Arts Co-ordinator for the City of Newport Beach, and among other duties, I was in charge of selecting and mounting exhibitions at the two city galleries. One was a very grand space at our main public library, and the other at our city hall. They were changed out from a

month to six week periods. Artists submitted their portfolios to me, and at least three times a year we mounted large juried shows.

At that time, I wasn't spending much serious time making art or finding exhibition opportunities for my work. I did however learn a whole lot about the psychology and angst of what artists go through when they try to present

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## Hallie Strock

their work for show, and sometimes sale. The process of going through a juried exhibition was painful for some, and being rejected was terribly difficult for many. The person selecting the pieces simply doesn't have the same emotional investment in the work that the artist does.

These experiences helped me weather all kinds of entries into various shows, accepted or not, because I knew that different judges had very different approaches to choosing work. Some choose work that is close to what they un-

derstand best. Some judges look for excellence in presentation (framing, etc.), while others don't care about that at all. What an artist needs to develop, is an appreciation for their own work even if a particular judge does not award it a place or even include it in the show. Serious artists keep trying, even though it is sometimes very difficult.

For the past six years I have been working to develop my own sensibility, style, and feeling of comfort with various media. I've worked in water-

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color, acrylic, Monoprints, various mixed media techniques, and have most recently been creating "quiltlike" hangings where I begin with painted or printed fabric, collaged with paper, fabric, and paints. I'm experimenting with different substrates, such as muslin, silk, and even Tyvek, which gives a marvelous texture. I must get bored easily, because I'm always looking for the next idea!

Look for my work on an ongoing basis at 4th Street Studios in Berkeley!

## Giclée Print Seminar on September 17th!

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, 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.** You are welcome to bring a lunch or snack to enjoy during the presentation.

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 - it's also important to understand how to reproduce it properly!

*Editors note: Although Mr Levin makes his living providing 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.*

## 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.

**September 10, 1-2pm Pick up art at the John Muir show** 1601 Ygnacio Valley Road in Walnut Creek. Park in the new parking structure, pick up at ground level just off the elevator.

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

Presbyterian Church, 4101 Park Blvd., Oakland. (See article page 2)

**September 30, deadline for Holiday Art Sale poster design contest!** See page 5 for details.

**October 1st, 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!

**November 19th 12:30 PM, Oakland Museum of California gallery tour**

guided by the Art Curator, Mr. Phil Linhares. Please see "Notes and Other News" on page 5.

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



## OAA Holiday Art Sale December 4th

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. The response so far has been good; 14 members have already signed up. The event is open to all OAA members (as space will allow) with each artist paying a simple up front fee of \$15 (no commissions) to help defray the space rental and promotion costs. Artists will handle their own sales de-

tails 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 (only one entry received to date), 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).

**OAKLAND CHAMBER OF COMMERCE SHOW**

September 17th , 2010

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

**Exhibit Rules****CHAIR:** Evelyn Call — evcallarabians@aol.com — (510) 632-7283**RECEIVING:** Friday September 17th from 10 AM until 11 AM at the Presbyterian Church, 4101 Park Blvd., Oakland. Enter parking lot from Hampel Street.**JUROR:** Larry Wilson**ACCEPTED WORKS:** Pick up at the Presbyterian Church on Friday November 19th, 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 artwork 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, artwork 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.**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 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

• 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 will have the chance to tour (as a private group) The Oakland Museum of California galleries with it's Art Curator Mr. Phil Linhares. The event is planned for Friday **November 19th at 12:30 PM** just after the Chamber Show take in. Your

Board decided that the **Association will cover the cost** of this event for all members, but guests will need to purchase a \$10 admission ticket. More **details in the next newsletter!**

• **Watch this Space** for details on the next **Breger Critique** coming late October!

• The **Marin Society of Artists** is sponsoring it's annual "**Open Fine Arts Show**" October 10th through November 14th. Entries will be accepted on October 4th and 5th and will be juried on the 6th. Visit:

[www.marinsocietyofartists.org](http://www.marinsocietyofartists.org) or call **OAA Member Iris Sabre** for more details.

• **OAA Standing Show Chairman Gisela Volkmer** will be pulling together a

small committee to brainstorm and **chase down new show leads**. The major purpose 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!**

• [www.oaklandart.org](http://www.oaklandart.org) the OAA website needs a "**make over**"! If you have skills in this field and would like to help, please contact the editor.

• **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 3) 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](mailto: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 your 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.



OAA Satellite Shows									
All beginning/end dates are approximate - please contact the coordinator for exact dates									
<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>			
January	Dee	January	Beth	January	Evelyn	December	Pat Dahlberg	December	
February	Nitecki	February	Bourland	February	Call	January	Julie Mevi, Rita Sklar	January	
March	Rick	March	Ginger	March	Arlene	February	Ellen Zucker	February	
April	Nelson	April	Papania	April	Streich	March	J Mortensen, I Saber, E Call	March	
May	Tina	May	Juliet	May	Shirley	April	B Anderson, Y Marsh, T Savine	April	
June	Nelson	June	Mevi	June	Schmalfluss	May	M Marsden, K Powers	May	
July	Micaela	July	Michael	July	Silvia	June	Carol Torre	June	
August	Marsden	August	Topliff	August	Fones	July	Rick Nelson	July	
September	Shirley	September	Wenda	September	Carolyn	August	Tina Nelson	August	
October	Schmalfluss	October	Pyman	October	Price	September	George	September	
November	Pat	November	Julia	November	Christine	October	Ehrenhaft	October	
December	Dahlberg	December	Montrond	December	Mulder	November		November	
						December		December	

# Jack London Square Satellite Show

Jack London Square has always been a very good venue for OAA artists, as many works have been sold here over the past years. The venue continues to evolve as store windows have come available and conversely are pulled away as new tenants arrive and other civic groups seek to share the space. The one constant has been the willingness of the management company, Mr. Brian Lee in particular to give us every opportunity to promote the art of our members.

Because of the “fluid” nature of this space however, a show slot has opened suddenly and is available to any OAA member who would like to hang approximately 12 two dimensional works of art during the November and December holiday season. The space has excellent exposure, and is located on the corner of the main plaza just as you arrive at Scott’s Seafood Restaurant. Please contact show chairman Rita Sklar for more 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 ( )

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\_\_\_\_\_ SHOW

Artist \_\_\_\_\_ Phone \_\_\_\_\_

Title \_\_\_\_\_

Price \_\_\_\_\_ Medium \_\_\_\_\_ Date \_\_\_\_\_

Entry Fee \_\_\_\_\_ Size: H \_\_\_\_\_ W \_\_\_\_\_

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 \_\_\_\_\_ Date \_\_\_\_\_

Title \_\_\_\_\_ Price \_\_\_\_\_

Artists Receipt

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 \_\_\_\_\_

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 \_\_\_\_\_ Date \_\_\_\_\_

Title \_\_\_\_\_ Price \_\_\_\_\_

Artists Receipt

*There is in every artist's studio a scrap heap of discarded works in which the artist's discipline prevailed against his imagination. ~ Robert Brault*

## Oakland Art Association

