



NEWSLETTER FOR FEBRUARY 1ST, 2009

- 1. Membership Renewal**
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1. Membership Renewal

The goals of SCAPE are to promote camaraderie and provide opportunities for exhibition and education among outdoor painters, to raise money to protect open spaces, and to increase public awareness of environmental and conservation issues. SCAPE also provides opportunities for paint-outs and workshops with nationally known artists. Exciting exhibits and sales in collaboration with various environmentally conscious organizations are planned for this year as outlined below.

Renew your membership today! Use the Membership Application Form at the end of this newsletter.

2. SCAPE SHOWS 2009

Four Fabulous Shows are planned as follows:

Casa de la Guerra Annual Reception and Membership Invitational

First Thursday, March 5, 2009 at 5:00 – 6:00 pm

The Annual Reception honors the current and new Board members. A Membership Table will assist new members in completing an application for membership and refreshments will be served. The Show, “No Boundaries” featuring art by the Board members (current and future), will be hung on the Veranda for the evening, coinciding with the downtown First Thursday Event from 5:00 – 8:00 pm. The Santa Barbara Trust for Historic Preservation, beneficiary of sales of art that night, will provide music and refreshments. Co-Chairs: Meggi MacKenzie, Leigh Sparks, Donna Moser, Barbara Underwood and Margaret Nadeau.

Phoenix House Show along Mission Creek, Above the Mission

Sunday, May 24 and Monday, May 25 at 11:00 am – 6:00 pm

The successful 2008 Show is being held again on Memorial Day Weekend to coincide with I Madonnari at the Mission and benefits restoration of Mission Creek. The juried Ingathering is Saturday morning May 23rd on site of the Phoenix property along Mission Creek. Co-Chairs: J.T. Turner, Jerry Martin, Anna Campbell and Leigh Sparks.

La Arcada Show behind Santa Barbara Museum of Art and adjacent to the Public Library

Saturday, July 18 and Sunday, July 19 at 11:00 am – 6:00 pm

SCAPE’s Annual Show at this location is entitled this year as “**On the Wings of Art**” benefiting the Audubon

Society. The emphasis is on preservation of shoreline and bird habitat. The first Paint-Out for the Show is the Second Saturday, February 14 at Coal Oil Point (see below). The juried Ingathering is Friday morning July 17th in the Faulkner Library, 40 East Anapamu. Co-Chairs: Kim Snyder and Susan LeVine

The Sedgwick Show at the Wildling Gallery, Los Olivos, Saturday, September 12 and Sunday September 13

The beneficiary is the Sedgwick Preserve and the Show will continue to be hung after the Show. The opportunity to paint at the Sedgwick Preserve is scheduled for the Second Saturday, April 11th at 9:00 am thru early afternoon. The juried Ingathering is Friday morning September 11th at the Wildling Gallery. Co-Chairs: Gwen Cates and Bob Rowley.

SCAPE looks forward to creating opportunities for all artists to express themselves and be successful in contributing to the environment in 2009.

3. 2009 Workshops

“mARTketing: How to Cash In Without Selling Out” with Bob Burridge

March 7th, 2009 at the Goleta Valley Community Center

Cost: \$125

Learn the "Secrets" from professional painter and teacher Robert Burridge and his Marketing Director, Kate Burridge. This information-packed presentation has been highly praised by successful artists and galleries who really sell art. Even if you have read all the books, get the practical guidelines you need firsthand from the artist and his marketing manager who do this every day. The Burridges have assembled, compiled and distilled most everything that artists should know on how to sell their art. Students will take home preprinted notes of useful and need-to-know information. This "dynamic duo" teaches the same course at Allan Hancock College in Santa Maria, and for national art groups, trade shows and organizations. Partners/spouses are also encouraged to register and attend!

Jammed-packed information includes:

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|---|---------------------------------------|
| ✚ How to get into Art Fairs & Juried Shows | ✚ Slide Documentation of your Artwork |
| ✚ Corporate Collectors & what they look for | ✚ Shipping your Artwork |
| ✚ Promoting Yourself | ✚ Why and How to Copyright |
| ✚ Presenting your Work to Galleries | ✚ What to do with all your Money! |
| ✚ Planning you own Solo Exhibitions | ✚ The Internet - sooner or later! |
| ✚ Bookkeeping for Artists | ✚ Sure-Fire Press Releases that Work |
| ✚ Gallery and Consignment agreements | ✚ Pricing Your Work to Sell |
| ✚ Write your Resume and Artist Statement | ✚ Insuring your Artwork |
| ✚ Commissioned Artwork Contracts | ✚ Designing your Direct Mail Brochure |

The course presentation is based on Bob's actual everyday studio practices and Kate's daily management experiences. Plenty of time for Q&A.

Coordinator: Peggy Buchanan, contact pmbfit@cox.net or 805 879-7632



Arturo Tello Workshop “Being There”

Saturday and Sunday, April 25 & 26, 2009

This workshop is filling quickly – only a few spots are open.

Time: 9 to Noon, 2 hour lunch break, then 2 to 5:PM

\$ 275, oil, limited to 10 serious students of any level of experience

Coordinator/Contact: Kerri Hedden (805) 969-9018, (805) 689-2736, kerrihedden@aol.com

This workshop is designed to sharpen participants' skills in composition (as related to design, value and color). Material list and demonstrations will be limited to oil painting, but other mediums are welcome. Participants will paint 4-8 paintings each. There will be on site demonstrations, group discussions and exercises as well as individual attention, also, an optional wet painting critique after the workshop at the Palm Loft Gallery

ARTURO TELLO is a co-founder of the OAK Group and Gallery Director of the Palm Loft Gallery in Carpinteria. Born on December 5, 1954 in a town near Mexico City, Arturo was raised in a family of painters. He began his formal training as a figure painter, but his innate feeling for the land drew him inexorably toward depicting the shifting light and natural forms of his adopted country's coast line and bluffs. His strong belief in the importance of preserving open spaces led him to help to form the Oak Group. Affiliated around the venerable Ray Strong, this group of landscape painting friends works to celebrate and preserve the natural environment through their paintings. In the words of Ray Strong, “Arturo took the landscape through his chest. His lungs would form words which come out on his canvases speaking to the spirit of the land.”

To secure your place in the workshop, please send a **check for \$275 made payable to SCAPE** to Kerri Hedden, PO Box 1134, Summerland, CA 93067.

An information packet and registration form will be sent upon receipt of your check.



Plein Aire Pastel Workshop with Janenne Behl. Jannene won First Place in the 2008 Landscape/Interior category of The Artist's Magazine competition (see picture at left),

Date: June 14-15, 2009. Limited to 10.

Location: first morning at Bert Collin's Ojai Studio and 1 ½ days at Lake Casitas, Ojai.

Cost: \$225

Jannene Behl is an active member of "The Ventura County Pastel Artists" since 1996. She has won many awards for her paintings, including The "Jack Richardson/Unison Pastels Best of Show Award" in April 2004. Ms. Behl is published in the book "The Best of New York" and "In Pure Color – the Best of Pastels".

Jannene paints and teaches pastel landscape at the studio of Bert Collins, in and around Ojai, CA. She has been painting with Bert for 14 years. Jannene stresses the importance of setting up with a clear idea or vision of what the painting is going to be about, balance, the style of composition, and how to pull it off. When teaching her students, her main emphasis is on her application of pastel to create the softness inherent in her artwork, how to locate the area of interest and placement in the composition; proper use of warms and cools, temperature and tonal values and how to lead the viewer into and around the painting, keeping the focus on the area of interest. The DVD of Jannene Behl's style of painting in pastels will be available this year showing her painting a landscape from beginning to end.

Jannene Behl currently has paintings at The Village Frame and Gallery in Montecito and the Primavera Gallery in Ojai, California.

Coordinator: Meggi MacKenzie, contact meggimac@gmail.com or 805 284-2730



"Traditional Oil Painting Techniques" with Rick Garcia.

October 3, & 10-11, 2009 (over two weekends).

Location: 6816 Shepard Mesa Rd, Carpinteria, CA. Cost: \$350

Join Rick on two separate weekends for the opportunity to start a painting, let it dry, and learn some finishing techniques. This spectacular ranch in the foothills of Carpinteria has panoramic coastline views, a barn, and orchards. To see more of Rick's work visit his web site at www.garciaarts.com

Coordinator: Leigh Sparks, contact princessleighm@aol.com, 570 9195 and 684 2393 or Sharon Dal Pozzo 403-1446.

Note – for all workshops: You will be enrolled in the order your check is received. Cancellations made at least a month before the workshop begins will receive a full refund less \$50; thereafter your tuition will be refunded only if your place can be filled.

SCAPE PAINTERS TAKE NOTE: ARE YOU INTERESTED in a *3-day workshop with Randall Sexton* for approximately \$500? Since it is a bit more expensive than most workshops, we'd like to hear from you soon before we schedule this. If you have a request for a workshop next year please email Sharon Dal Pozzo at dalpozzo@cox.net.

Thank you,

Sharon Dal Pozzo, Workshop Chair, Beth Westen, Co-Chair

4. SECOND SATURDAY PAINT-OUT: COAL OIL POINT



February 14th 2009 from 8:45 a.m. to 2:00 p.m. Sign in with Wythe Platte or Meggi MacKenzie upon arrival. Promptly at 9:00 a.m. the gate will be open to the inside parking lot for a limited time. If you are late, you will be ticketed for parking in the outside parking lot. Coal Oil Point has offered us the inner parking lot, thru the gate and to the right near the cottage, thus alleviating the charge for the outer parking lot.

Directions: Take US101 north to Storke-Glenn Annie Exit, pass Home Depot/Costco, cross Hollister and continue toward the ocean to the end of Storke. Turn right and follow road, passing the Devereux Slough, to the end of the road and meet in the outer parking lot. All those present at 9:00 a.m. will be able to pass through the gate and park inside, saving quite a walk. Then branch out along the ocean, being careful on the beach not to disturb the snowy plover nests which are cordoned off. There are great views of sand dunes, the estuary and the Coal Oil Beach.

PRE-REGISTER by Email to Wythe@cox.net or call 899-2624

Contacts: Wythe Platte 805-899-2624, wythe@cox.net and Meggi MacKenzie cell: 284-2730, meggimac@gmail.com

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To find the answers to your questions about SCAPE events, be sure to check the SCAPE website: www.S-C-A-P-E.org You may wish to bookmark the website address for future reference

Don't miss your SCAPE email messages! If you are planning a change, reply directly to this email, write the word CHANGE on the Subject line, and tell us your new email address.

Email List Control : Southern California Artists for Painting the Environment (SCAPE).

Sarah Carr, Membership Email: scarr20@cox.net

Sherri Cassell, Membership: Email: cassellcreates@yahoo.com

SCAPE

Southern California Artists Painting for the Environment
P.O. Box 30932, Santa Barbara, CA 93130 - www.s-c-a-p-e.org

Renewal and New Membership Application for 2009

Please complete this form indicating your level of membership and your volunteer preferences and send it with your check to **SCAPE** to the address above. Individual annual membership is \$35. Annual membership is \$50 for an artist and his/her spouse. New members who join after the last major show of the year pay a reduced membership fee of \$20 for that year only. Membership is for a calendar year.

March 31 is the deadline for paying membership dues. If you have questions, contact Membership Chair Sarah Carr. Phone 805-962-3263 or e-mail her at scarr20@cox.net (please write "membership" in the subject line). You may renew or join at the Casa de la Guerra Annual Reception, March 5 at 5:00-6:00pm

Please check one box in each column:

- | | |
|---|---|
| <input type="checkbox"/> \$35 renewing member | <input type="checkbox"/> \$50 husband/wife team |
| <input type="checkbox"/> \$35 new member | <input type="checkbox"/> \$20 yearend - after last Show |

Name _____ Amount enclosed \$ _____
Street address _____ Check # _____
City _____ State _____ Zip _____
Phone (day) _____ (evening) _____
Email address _____ Website _____ Medium _____

Please circle all your volunteer preference(s):

- A. **Board Member:** Chair a committee and attend monthly board meetings
- B. **Exhibit Coordinator:** coordinator for particular shows, oversees committees; committee chairs report to this person
- C. **Publicity Creation:** writes press releases, sends to all media, newspaper and radio
- D. **Graphics:** design & print invitations, coordinate with mail house; design and print posters and ads for media
- E. **Curating:** works with a team to decide where paintings will hang in show
- F. **Ingathering:** team that ingathers paintings and collects fees for an upcoming exhibit or imaging gathering
- G. **Volunteers:** helps find volunteers for committees when needed and signs up workers at exhibits
- H. **Receptions:** helps organize receptions, set-up, drink and food service, shopping and/or cooking
- I. **Hanging:** hangs paintings on panels or on walls in galleries for exhibitions
- J. **Publicity Distribution:** takes "calls to artists" to art classes, galleries, colleges and art stores for several weeks prior to exhibits and to tourist locations and hotels during week of an exhibit
- K. **Setting up Show:** works with a team to load panels on a truck, to set up panels, tents, chairs and other equipment for an exhibit
- L. **Phone participants**
- M. **Entertainment:** finds and schedules low-cost entertainment for exhibitions and receptions
- N. **Workshop Coordinator:** takes reservations for workshops, provides refreshments at workshop, serves as liaison between artist and participants
- O. **Paint-Outs:** finds sites for paint-outs and hosts paint-out days
- P. **Sales:** cashiers at shows and enters sales data in computer
- Q. **Jurying Team:** assists the juror to move paintings in selection of work for a show
- R. **Painting Demonstrations:** demonstrates plein air painting during an exhibit
- S. **Data Entry:** enters artist information on computer during an ingathering
- T. **Take Down:** dismantles tents, panels etc. after a show and delivers to storage garage
- U. **Newsletter:** edits articles and prepares them to be posted on email monthly newsletter & website
- V. **Website:** maintains SCAPE website
- W. **Mailings:** helps stuff envelopes and/or coordinates with mail house
- X. **Hosting Workshop Instructor**
- Y. **Chauffeuring Workshop Instructor**
- Z. **Photographing Events**