



Southern California Artists Painting for the Environment

News summer 2005

P.O. Box 30932 Santa Barbara, CA 93130 www.s-c-a-p-e.org

SCAPE News

Published Quarterly

SCAPE Members: *submit articles for the next newsletter by email to: news@s-c-a-p-e.org. For the next due date, please visit the SCAPE web site.*

President: Susan Belloni

Vice President: Jamee Aubrey

Secretary: Peter Niederer

Treasurer: Lizabeth Madal

**Visit our website at:
www.s-c-a-p-e.org**



Nadya Penoff foreground and Iris Cutler in the distance at a SCAPE saltwater paintout.

Santa Barbara ARTWALK 2005 featuring John Comer and SCAPE 17th Annual Festival of Art September 24 & 25, 2005 Santa Barbara Museum of Natural History

SCAPE members are invited to share the prestigious Featured Artist section of the Indoor Show at Santa Barbara ARTWALK 2005 with accomplished Oak Group member John Comer. All work must reflect the theme "salt water" and be appropriately framed and wired for hanging. Juror John Comer will select approximately 50 works from SCAPE.

If your work is not selected for the Featured Artist section of the exhibit, it may be resubmitted for consideration in the other section of the show: the Open Juried Indoor show, which will be located in the back half of the Fleischmann Auditorium. SCAPE members may participate in only one of the two sections. If your work is accepted in the Featured Artist section, you cannot enter the Open Juried Indoor section the following day. There is a separate ingathering for each section on two consecutive days.

Ingathering Information

Featured Artist section with John Comer

Tuesday, September 20, 2005: Fleischmann Auditorium, 9 a.m. to 11 a.m.

Fee of \$10 per painting to be paid to SCAPE. Accepted SCAPE pieces will remain at the Museum until the end of the show.

Open Juried Indoor show

SCAPE members not selected for the Featured Artist section may resubmit their work for the Open Juried Indoor section during pickup time (5 p.m.) on Tuesday, September 20 instead of on Wednesday, Sept. 21 with everyone else who is not a SCAPE member. The necessary forms will be available and a reduced fee for SCAPE members of \$15 per painting is to be paid to the Museum. Paintings will be left overnight on Tuesday and included in the open jurying on Wednesday for the Open Juried Indoor Show. Artists are required to return at 5 p.m. on Wednesday, September 21 for selection results.

Reception: A Reception for Artists and Patrons will be held on Friday, September 23 from 5:30 to 7:30 p.m.

If you choose to enter only the Open Juried Indoor Show, please follow the ingathering procedures described in the ARTWALK 2005 brochure available at the Santa Barbara Museum of Natural History, 2559 Puesta del Sol or go online at <http://www.sbnature.org/artwalk/>.

Paint-outs: See the full schedule on the SCAPE website www.s-c-a-p-e.org and watch for email updates indicating paint-out dates.

Information: Please direct questions to Kerri Hedden 969-9018 or kerrihedden@aol.com

2005 La Arcada Santa Barbara Botanic Garden Show

We were pleased to have a great turn out for our La Arcada show. We had many beautiful paintings of the Garden and more sold than at any other previous La Arcada show! Over \$8,000 was raised for the Botanic Garden and 40 paintings sold out of 192 which were ingathered.



Glenna Hartmann "Yuccas on the Trail"

We were fortunate to have B. Eric Rhoads, Publisher of *Plein Air Magazine* accept the invitation to jury our show. 'Juror's Choice' was awarded to Glenna Hartmann (who also curated the show) for "Yuccas on the Trail" pastel. First place went to Kim Snyder for "The Old House" acrylic/oil, second place to Kathleen Elsey for "The Nursery" acrylic, and third place to John Williams for "Santa Barbara Garden Walk" oil. Honorable Mentions went to Marcia Burt for "Summer Evening on the Porter Trail" acrylic, Shelly Johnson for "Niobe Spire" oil, Jane Sun for "Spring Meadow – Botanic Garden" pastel, and Ellen Yeomans for "Mission Canyon from the Garden" oil.

Eric's participation was significant in obvious as well as subtle ways. SCAPE was listed on the homepage of *Plein Air Magazine* prior to and during the show, where his participation as juror was announced as well as publicizing our organization on a prominent and well-viewed website. He also gave a welcome speech at the opening of the show and took time to walk the show, meeting some of the artists.

The atmosphere at the show was especially festive with music by Jeff Bright, Glendessary Jam, Charles McClintock Quartet, Bruce Goldish, and Robbie Jacobs with his Friends. We also had a reception from 4-6 on Saturday that drew an extra crowd. Thank you to everyone who participated and brought refreshments – great turnout!

Thank you to Nancy Johnson and Don Matsumoto at the Garden who coordinated with us and produced ads as well as set up their information table at the show. We had the added honor of showing in conjunction with the completion of the

installation of "Toad Hall," a willow sculpture by artist Patrick Dougherty.

Many thanks to all of the members that helped with the set up and take down of the show. The names are too numerous to mention them all, but their contribution was what made the show work. Over 50 members gave of their art, energy, and time – many going far over any required time slot; a truly fabulous community effort of which we know we are all proud to be part. We'd like to honor the artists whose paintings sold: Marcia Burt, Sharon Campbell,

Don Crocker, Morgan Green, M. Polly Griscom, Jeremy Harper, Glenna Hartmann, George Herold, Fawn Johnson, Shelly Johnson, Mary Lafond, Jennifer LeMay, Christine Loizeaux, Cree Mann, Linda Mutti, Margaret Nadeau, Marjorie Palonen, John Rowbottam, Sandy Russell, Kim Snyder, Susan Stanfield, B.J. Stapen, Lyra Weber, Beth Westen, John Williams, and Ellen Yeomans.

Members B.J. Stapen, Don Crocker, and Cree Mann set up and painted at the Garden demonstrating and promoting our show while it was in progress. Thank you for that effective publicity.

Each incarnation of our show reveals new challenges and new innovations. It takes a lot of effort to organize a public presentation with a changing crew of volunteer contributors. All new ideas and suggestions are greatly appreciated to shape and refine our successive shows so that we can deliver a quality and unique display of our individual and collective vision. Thanks to all participants in the show, it was a worthy cause for which our beneficiary is truly thankful.

Congratulations to all of the place winners - let's keep up the great work!

Jamee Aubrey and John Rowbottam,
Co-chairs for the 2005 La Arcada Santa Barbara Botanic Garden Show.

"A Strong Influence" exhibit in Betteravia from July 25 – October 15, 2005

The SB County Arts Commission is sponsoring an exhibit to honor Ray Strong, the beloved plein air painter who helped to create the Oak Group and the concept of painting to help preserve the environment. The county has honored Ray in several exhibits during this, his hundredth year.

Members of three groups were invited to participate in the exhibit at the Betteravia County Building: the Oak Group, SCAPE, and SLOPE from San Luis Obispo. Thirty-five SCAPE members submitted paintings and juror Susan Savage selected twenty-three. She was pleased with the overall quality of the paintings. She left messages for the artists whose work was not

selected with the main reasons being that either the theme was not followed, the frame detracted from the work, or that the piece lacked focus or development.

Artists who sell work will donate 30% of the sales price to the Santa Barbara Museum of Natural History in honor of Ray Strong, who created many of the museum's dioramas. The SB County Arts Commission will take 20% sales commission.

The show runs from July 25 to October 15. A reception in September will be announced by e-mail.

The Juried Show... Accepted or Rejected? or Why Your Art Work Didn't Get In!

Creative artists have something in common: They enjoy breaking the rules, going against the grain, stepping out of bounds, standing apart from the crowd.

They also share another trait. When their prize winning artwork does not get accepted into a juried show, they are baffled, disappointed and angry. The confusion is compounded when they know their artwork is brilliantly executed, creative and original. What went wrong?

As a juror, I have discovered, in most cases, the artist broke the rules. "Juried Show Rules." Rules and regulations that have been developed and honed over the years. Fact: For your art to be accepted into a juried show, festival or contest, you must follow the rules on the application form... exactly. I have seen artists filling out applications in very creative ways: cryptic printing, colorful inks, sketches in the border, leaving the entire application blank. This is not the time nor place to show your uniqueness and over-the-top creativity. Filling out forms or applications "creatively" hurts your chances of being accepted. If your artwork truly is unique, it will speak for itself. Put yourself in the place of the acceptance committee: Hundreds of applications come in. The applications that are filled out correctly will get looked at. The ones that are not run the risk of being instantly rejected. A committee that has to spend extra time or give you special attention and consideration, in my experience, simply won't. Remember this. They are volunteers and you're a problem to them already.

Slide Images

Many articles have been written on the subject of photographing your art. (see Art Calendar monograph, "Successful Slides") Slides need to show only your art. Nothing else. No mats, no frames, no "artistic" set ups. Just your art. If your slides are not perfect, most juries will not even bother to look at your application. The reason is simple: Your slide might be used for publicity purposes or reproduced for the show catalog.

Every application form will specifically state exactly how to identify your slides. Do what they say. Put the red dot exactly where they want it. If you don't, you can be rejected for not following the rules. Computer printed slide labels are beautiful, but generally not accepted. Reason being, adhesive-labeled slides can jam the slide projectors. One final comment: If you are sending more than one slide, it may surprise you to know that you have a better chance of acceptance if your images are all on the same subject, theme or style. It will be a stronger impact. Different themes or a mix of styles weaken your chances of getting in.

Portfolio Presentation

If the juried show requests that you drop off your artwork or portfolio on a specific date or time of day, DO IT. Excuses are not accepted. For the committee, it's crazy enough on drop-off days. The fact that you are hurried and don't have it all together raises the red flag for the acceptance committee. The message you are sending

to them is that you are already a problem for them. Physical pieces of artwork have a better chance of getting in when a professional presentation is made. Ready-to-hang means professionally prepared and ready to hang. Saw tooth hangers, broken or scratched glass, badly cut or dirty mats are entirely unacceptable in all instances. Frames that are cheap, falling apart or spray painted, secondhand "garage sale" frames that sport colorful mats are less likely to get in. Frames of a simple design, neutral colors (such as natural light woods, white or black metal), and not gaudy also have a better chance. Again, the reason is the art organization sponsoring the show wants a professional cohesive looking exhibit. A cacophony of different colors and styles of framing comes off looking like a circus. Artwork such as paintings must be dry. Collages should not be fragile. Sculpture must be displayed on stable, self-supporting bases or pedestals. Hanging committees are fearful of repercussions if your artwork falls apart, breaks or smudges.

"Congratulations, You Have Been Accepted"

For artists, these are sweet words. Rejoice and congratulate yourself for getting in. But this is not the time to relax; now you go to work.

If there is a reception, show up and on time. Be present. Mingle and be outgoing. Do not hide in the kitchen. Wear a name tag and dress so you stand out. Be very visible and approachable. Make arrangements to receive a copy of the guest book. They are your future clients and your mailing list. Have business cards and self promotion flyers available if asked. If your art receives an award or praises, just say "Thank you." A reception is for you to celebrate with your friends and patrons. Enjoy the moment you have worked so hard for.

Not Accepted

Sadly, I have seen gorgeous, beautiful and talented artwork not accepted into juried shows. Why? Poor presentation. The artist did not respect their work enough to consider the whole picture of the art world. Professionalism and talent go hand in hand.

Still not accepted

What if you have done everything right: Filled out the forms impeccably; had professionally photographed slides and marked the slides correctly; and your application fee didn't bounce... And you still didn't get in? In most cases then, the jury or juror had a certain, preconceived image of their exhibit. Your style or subject just did not fit in. It sounds unfair, but this is **their** sandbox... and **their** rules. Having said all this, I encourage every artist to apply to juried shows, festivals and exhibits. It keeps you on your toes, educates you to become a better artist and can share in the profits of making a living as an artist

Robert Burridge is a painter in all media, national juror, college and national workshop instructor and is the President of the International Society of Acrylic Painters. A Signature Member of both the Philadelphia Water Color Society and the ISAP, his honors include the prestigious Crest Medal for Achievement in the Arts and Franklin Mint awards. His work is featured in many books and magazines, on Starbucks Coffee mugs, Pearl Vodka bottles and on eight commercial tapestries. Burridge's paintings are sold in galleries worldwide, including San Francisco, Hawaii and Australia. Burridge's country barn studio is located on California's central coast in San Luis Obispo County.
www.RobertBurridge.com

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El Encanto Hotel SCAPE Exhibit from October 28, 2005 – January 27, 2006

SCAPE artists will be featured at an exhibit at the exclusive El Encanto Hotel on the Santa Barbara Riviera October 28 to January 27. El Encanto became well established as a premier California retreat during the first decades of the century by catering to artists of the Plein Air School and celebrities such as Hedy Lamarr, Clark Gable and Carole Lombard. The paintings will feature local landscapes and must be in gold frames. The hotel will present a reception for the exhibit. The exhibit will be sponsored by SB Visual Arts who will take a 20% commission on sales. Artists who sell will be requested to make an additional donation (percentage will be advised) to an environmental

organization of their choice. SCAPE members are encouraged to paint on the site of the El Encanto Hotel at any time before the exhibit (<http://www.elencantohotel.com>). Call Sally Hamilton at 805-962-1402 for further information and if you are interested in serving as a Chair for this exhibit.

Announcement:

All SCAPE members are invited to attend the Board meetings to find out about new and exciting artist opportunities and to give us your ideas and input. Contact info@s-c-a-p-e.org for more information on dates and locations.

Yosemite Renaissance Artist-in-Residency Program

Deadline for receipt of application: September 2, 2005. Yosemite Renaissance invites established visual artists in all fine art media (including photography and video) to apply for its residency program. Between 2-8 artists will be selected for 2006 residencies and provided with lodging in or near Yosemite National Park for up to one month.

Interested artists need to send between 10-30 slides or JPEG images (no larger than 150 dpi), a resume or CV, and

plan of work, and any related material, including letters of recommendation or press clippings to Yosemite Renaissance, P.O. Box 1430, Mariposa, CA 95338 for receipt no later than Sept. 2, 2005.

There is no entry fee. For additional details, please go to www.yosemiterenaissance.org or send an SASE to the address above.

Yosemite Renaissance XXI Competition Exhibition

Deadline for receipt of submission(s): October 28, 2005. Yosemite Renaissance announces the submission deadline for its twenty-first annual juried competition/exhibition. Submissions must focus on the environment, people, or wildlife of Yosemite National Park or the Sierra, and can be in any fine art media, including painting, printmaking, photography, sculpture, and textile. The deadline for entry (35 mm slide or JPEG) is October 28, 2005. Winners will share \$3000 in cash awards, and the exhibit will travel for one year to locations in California's Central Valley. Entry fees are \$15 for the first submission and \$10 for subsequent submissions.

For full details or to obtain an entry form, please go to www.yosemiterenaissance.org or send an SASE to Yosemite Renaissance, P.O. Box 1430, Mariposa, CA 95338.

Yosemite Renaissance is a non-profit organization established in 1984 to encourage contemporary fine art interpretations of Yosemite and the Sierra.

Opportunity To Have Paintings For Sale Displayed On The Santa Barbara Botanic Garden Website

The Botanic Garden has kindly offered to exhibit our paintings of the Garden on their website in exchange for a 20% donation of the price of any painting sold as a result of it being seen on their website. The artists will therefore keep 80% of any sales and be responsible for sales tax and all aspects of the sale.

Send pdf or jpg painting images of approx. 6x4" at 150 dpi, of the Botanic Garden, to Don Matsumoto at dmatsumoto@sbbg.org along with the title, size, media and price of the painting. Please contact him to remove your painting from the website, if it is no longer available.

ALSO, send your contact email, which will be shown on their website, so that buyers will contact the artist directly to discuss price, method of payment, shipping or any other concerns. Commissions of the Garden would also fall into this 20% to the Garden category but commissions of anything else would not.

The location of the Gallery on the Garden's website (www.sbbg.org) is under Resources and then Gallery.

Artists should send their 20% donation, payable to the Santa Barbara Botanic Garden, to 1212 Mission Canyon Road, Santa Barbara, CA 93105 Attn: Bob Sherwood

Reminder to members:

You have the opportunity of providing a link to your website which will be published on the SCAPE website in the Member Directory section. Contact info@s-c-a-p-e.org



Garden Landmark
artist: Cree Mann



Through the Dark and Sunny Woods
artist: Susan Belloni

“Quotation Corner”

“We all know that art is not truth. Art is a lie that makes us realize the truth, at least the truth that is given to us to understand.”

Pablo Picasso

“A Gesture that embraces space.

Every picture should have one big controlling gesture.

Things should all be moving toward the expression of the great idea.”

Robert Henri

“Art is a kind of innate drive that seizes a human being and makes him its instrument. The artist is not a person endowed with free will who seeks his own ends, but one who allows art to realize its purpose through him.”

Carl Jung

scape

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