

# artistic endeavors

The Newsletter of the Beaufort Art Association

*Chartered in 1957 to promote community interest and education in the visual arts.*

January / February 2013

## Southern Scenes

Gloria Dalvini will be Beaufort Art Association Gallery's featured artist from January 6 to February 16. A reception to meet the artist will be Friday evening, January 11 from 5:30 to 7:30 at the Beaufort Art Association Gallery 913 Bay Street.



For many years Gloria has been exploring and painting the area, always looking for new images and interpretations of the familiar. Gloria's new series of paintings, SOUTHERN SCENES, captures homes and other subjects that convey the feeling of the Lowcountry. Working in oils she prefers to paint plein air where she is fascinated with the relationship between architecture and nature. For Gloria it is seeing the way houses are nestled in the trees, sunlight hitting a window and the line of a column split by foliage or a shadow that causes her to set up her paints to record that fleeting moment in time. She paints her surroundings in soft, fresh colors that give her viewers a feeling and impression of the area.

Gloria enjoyed sharing her art with visitors and townspeople for eleven years from her waterfront studio/gallery in Beaufort. She was active in establishing The Guild of Beaufort Galleries and Downtown Beaufort Artwalks. In 2009 she helped establish the Lowcountry Plein Air Society which includes artists from Beaufort, Hilton Head and Savannah. She received her graphic design training

at the Kendall College of Art and Design in Grand Rapids Michigan and after 20 years in the advertising business turned to painting full time.

## VISTA

Sebastian Polanski will be the featured artist from February 18 through March 30. His show is called "VISTA" and the opening reception will be on Friday February 22. Sebastian's background is in Architecture and Design. He says of his work, "I find beauty in the way I interact within an environment; whether it is standing on a busy NYC corner, observing the ever changing landscape completely transform itself second to second, or standing along the water and watching a thunderous storm slowly approaching over a serene marsh."



## FROM THE PRESIDENT....

Happy New Year! What is so special about a New Year? Well, it is like a clean canvas or bright new beads, a fresh memory card, a clean piece of wood or whatever your media. It is a brand new start, a time to reflect on the past and decide what new paths you will venture down in 2013 as a member of the Beaufort Art Association. What item(s) on your BAA Life List are you going to pursue? Maybe challenging yourself to learn a new media through one of our Studio classes or the upcoming Workshop scheduled in March with John Salminen. Consider adding to your list the opportunity to staff in the gallery and make new friends and increase your social circle. Or perhaps this New Year you will consider serving on the Executive Board or one of the Standing Committees. The BAA fiscal year begins June 1<sup>st</sup>, but you could be thinking about this now. The Nominating Committee will be selected in March/April 2013.

As I write this letter the BAA pixies are busy giving of their time and talents to all of us. Bruce Morgan (our in-house Rocket Man), and Phyllis Seas (our in-house Space Girl), are upgrading our website and taking us into the 21<sup>st</sup> Century. I am so energized and appreciative that I personally have the pleasure of working, learning and staffing along side so many talented people.

Our Spring Show Chairs, Tei Tober and Cheryl Eppilito have been working diligently to get all aspects of the Spring Show to be held in March at our new venue, The Old Bay Market. Please add this to your Art Life List to not only to participate in the Show, but also to be willing to assist if called on by Tei and Cheryl in making this one of the most memorable BAA Spring Shows we have ever presented to the Beaufort Community.

I truly believe that it takes each and every one of us to make the Beaufort Art Association a successful organization. I personally am thankful to know all of you and please never think I take any of you for granted. You are on my Life's Thankful List as a BLESSING!

### A few items on my BAA Life List for 2013:

- To get up each day and thank God that I have another day on the earth to pursue Life and create more ART!
- To ask for opportunities to make a difference in someone else's Life through my ART!
- To thank whoever created GESSO! (It's like a big ERASER!)
- To support BAA members in their pursuit to become better artists.
- To SMILE more while painting!
- To ask for help when I am totally stuck with an art piece and I am up to my elbows in GESSO!
- To never lose my sense of HUMOR!

And again to thank God for Life and that I know He has a sense of HUMOR, for I am His art project!

Appreciatively,

Jacqueline Jones



# GALLERY HAPPENINGS

## From the Gallery Chair.....

I would like to thank Gay Torrey and Pat Kelly for a wonderful exhibit. It was a great success.

The Annual Member Exhibit is presently on display. Bring family and friends to view the great works of our members.

Our next exhibit will be presented by Gloria Dalvini. This exhibit will run from Jan. 6<sup>th</sup> to Feb. 16<sup>th</sup> with a reception on Friday, Jan. 11<sup>th</sup>.

Many thanks go out to Ellen Long for the time and effort she has put into the BAA Studio. The classes have been very interesting and informative for many of our members. The schedule is posted for future classes. Take advantage of this great opportunity.

Night on the Town was very successful. Approximately 200 people came to the Gallery.



## Marketing Chair reports from Charlotte



In early November I had the honor to represent BAA at the National Arts Marketing Conference in Charlotte. It was a full weekend of seminars and round table discussions on how to market art in the 21st century. I returned home overwhelmed with great ideas on how to better market BAA as an organization in the age of technology and also how to improve the appearance of our Gallery.

At the November BAA Board meeting I reported on some of the interesting ideas for the Gallery to improve the building facade and window. The ideas were received unanimously and the board awarded us \$750 to begin these improvements. Tei Tober suggested that we hire a local professional to assist us and I was able to convince Cooter Ramsey, principal of Allison Ramsey Architects to work with us and also help us present our designs to our landlord and also the Beaufort City Board of Architectural Review. Sketches are being drawn and I presented some of the initial ideas to the Gallery Committee in December and received positive feedback .

At the January meeting I will present the ideas given to me to improve the interior showroom space and Holiday Boutique ideas for the upcoming year. The 21st century presents new challenges for marketing. Newspapers and print media as well as mailings are not an effective way to communicate with our members or to spread information to the public. We need to adapt immediately to new ideas in technology and social media. A new, more interactive website is being created, as well as more prominent roles on Facebook and Twitter. Please LIKE us on Facebook and continue to SHARE any information or photos from our pages to your own. Sharing is the key to social media. I will prepare more information on how BAA will be using social media in the next newsletter but in the meantime, check out our Facebook page and keep current on our events. Email is how more than 80% of art enthusiasts now choose to receive information about news and events. One of our goals in 2013 will be to create an email data base of, not only our members, but the general public who which to be notified about our events. This way we will be able to send out pertinent and timely information to everyone who expressed interest in our organization or our gallery.

We are eliminating the old GALLERY logo and using the current BAA logo for all our publications, press releases and signs. We hope this will make our image stronger and the public will associate that logo with both our great organization as well as our gallery.

I came home with dozens of more ideas, shared by professional art marketers and by discussions with other small art organizations and galleries. My head is still spinning. Main Street Beaufort is also creating a new branding of their organization and we hope our association with them will continue to improve the visibility of our downtown Gallery. 2013 is going to be a banner year for marketing and branding BAA to the public. Stay tuned.

Sandy Dimke BAA Marketing Chairperson

# Of Member Interest

## BAA SPONSORED WORKSHOPS

Only 5 slots left for the John Salminen Workshop, which will held at the Charles Lind Brown Center on March 4th through March 8th, 10:00 AM to 5:00 PM! The class size is limited, so the instructor can provide lots of one-on-one help, and is geared for "advanced beginner to advanced" watercolor artists. John is a dynamic teacher, who will share his insights on artistic elements such as choice of subject matter, and adding mood and emotion to art; he will also do demonstrations to show how he uses light in a painting's design to create drama, and how to use photo references in effective ways, and much more. Call Rose Harrison, 838-2838 or email at [rose.e.harrison@gmail.com](mailto:rose.e.harrison@gmail.com) to reserve your place for this exciting workshop. Check out [www.johnsalminen.com](http://www.johnsalminen.com) to see his work. Cost for this amazing workshop is \$400 for members, and \$425 for non-members. Sign up today!



## MEMBERS' HONORS

Beaufort SC. watercolor artist **Michael B. Pearson** has recently completed a large watercolor painting for the Ronald McDonald House Charities, Honolulu, Hawaii in celebration of 25 years since the opening of the first RMH serving all those in the Pacific Rim. The houses are the "Home away from Home" for families of children in critical and neonatal care hospitals in that area. There are some 300 houses throughout the country. Twenty-five years ago Michael lived on the island of Oahu and was very involved in the opening of the first home. She painted "*Hawaii's House is Built with Love*" (see attachment) for that house. The painting was chosen by popular vote from an exhibition of all the work going into the house and was turned into posters used for fund raising. Today the original painting hangs in the 2<sup>nd</sup> RMH opened a few years ago.



The new painting "*Hawaii's Homes of Love*" is also watercolor completed on 300 lb. rag paper (see attachment). The Artist explains what the painting means to her in the following: There are three children in the center; they of course are the reason for these wonderful houses. Above them on each side the two Hawaii homes are painted, the old and the new. Below the children rests the proud Nene goose (Hawaii's state bird). There is a wreath encircling them of twenty-five varieties of Hawaiian flowers, one for each year. There are 5 Hawaiian birds amongst the flowers for the beauty surrounding these 25 years, some are prolific, some endangered, and some are gone but their beauty not forgotten. They symbolize the families and children cared for by the staff as they pass through the homes. There are also five animals, all to represent the unconditional love given over these 25 years at RMH.

Michael B. Pearson will be attending the 25 Year Gala Celebration on November 18<sup>th</sup> at the Waikiki Sheraton Hotel where the painting will be presented.



The National Association of Women Artists has juried Eve Miller into their organization.

A not-for-profit, non-political organization of professional women in Fine Arts, founded in 1889.

N.A.W.A. has a permanent collection at the Jane Voorhees Zimmerli Art Museum, Rutgers University and a gallery Fifth Avenue New York.

Also, Eve has been juried a Signature Member of the Pastel Society of Colorado. The criteria for application include accrued award points at the state, national, and international exhibitions.

## WELCOME NEW MEMBERS !

**Billy Keyserling**

**Dusty Conner**

**Al Capraro**

## FESTIVAL OF TREES REPORT

A beautifully shaped tree was assigned to the Beaufort Art Association by the 2012 Festival of Trees Committee. We were also given our prime location just inside the entry door. The theme of "Lowcountry Holidays" was evident in the fifty-eight pieces of art done by the twenty-nine members who participated; as always, our tree was given close scrutiny by the Committee, other participants and guests....and appreciated.

We always hope that our entry will be of financial benefit to the Friends of Caroline Hospice and we are not disappointed. With the entry fee of \$225. and the \$250 purchase, our total contribution for this year is \$475. Now, we will begin our planning for next year's tree for the Hospice's 26<sup>th</sup> Annual Festival of Trees.



### WE HAVE A WINNER !!!

The fundraiser was a success! What would be more exciting than winning an iPad? That was the idea behind the latest BAA fundraiser which was the brainchild of publicity chair, Wendy Goller. The iPad drawing of over 120 donors was held during the Night on the Town at the BAA Gallery. The lucky winner was Debbie Barrett who stopped by the Gallery that evening and claimed her prize. We raised almost \$700 through great cooperation of our membership.

### 2013 BAA Gallery Changeover & Reception Dates

<u>Sunday turn in</u>		<u>Reception/Friday</u>
Jan. 6 – Feb. 16	Gloria Dalvini	Jan. 11
Feb. 17 – Mar. 30	Sebastian Polanski	Feb. 22
Mar. 31 – May 11	Mac Rogers	Apr. 5
May 12 – Jun. 22	Wendy Goller	May 17
Jun. 23 – Aug. 3	Lynne Morgan	Jun. 28
Aug. 4 – Sep. 14	Michael Pearson	Aug. 9
Sep. 15 – Oct. 26	Cynthia Zeiss	Sep 20
Oct. 27 – Dec. 7	Eric Horan	Nov. 1
Dec. 8 – Jan. 5, 2014	<b>Holiday Show</b>	Dec. 13

***The BAA encourages, supports and provides opportunities for the growth of all members and contributes to the community with aesthetic and educational experiences in the visual arts.***

**2012-2013 Officers**

President	Jacqueline Jones	838-2227
President Elect	Robert Ryzner	705-9245
President Emeritus	Tom Van Steenberg	725-5528
VP Spring Exhibit	Cheryl Eppolito	379-0515
	Tei Tober	846-4359
VP Membership	Barbara Hunt	263-6906
VP Gallery	Arlene Peck	838-1357
VP Satellite Galleries	Lynne Morgan	525-6229
Recording Sec.	Ethie Morrison	838-2136
Corresponding Sec.	Cynthia Zeiss	521-1058
Treasurer	Sandy Dimke (interim)	

**Beaufort Art Association**

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**BAA Board Meetings**

are held the third Wednesday of each month at 12:30 p.m.

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