



SPRINGFIELD ART GUILD (SAG)



A place for a creative experience

July 2015 Newsletter

Meeting Schedule

**NO MEETINGS UNTIL
SEPTEMBER 9th**

Have a Creative Summer!

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And the Winners Are...

SAG's annual June in-house art show was a huge success. Everyone was invited to bring in one finished piece of their art. We had a great turnout and we all enjoyed the opportunity to see some wonderful art by 30 of our members.

SAG was honored this year to have Theodora Tilton, a well know artist and instructor in the WDC area, was our judge. Theo teaches painting, drawing, design and illustration for Marymount University, Montgomery College, Northern Virginia Community College and Fairfax County, Virginia.

Theo's discussion on what she looks for when she is judging a show was interesting and informative. Her main focus when judging a show is on composition and technical skills of a piece. *Continued next page*



It was interesting to hear Theo say she had wished the titles were included. She noted that a title can help the viewer to better understand the artist's thoughts and what they hoped to convey when they painted or photographed their subject. Many thought her recommendation was a great idea and it is something SAG will include in next year's show. **Congratulations....**

First place: Virginia Fernbach

Second Place: Margaret "Maggie" Hillen

Third Place: Mary Exline

Honorable Mentions:

Lynn Martin,

Clair Bentley

Lydia Jechorek

Battle of the Artists, Old Town Manassas *By Terry Holman*



Old Town Manassas recently sponsored its 21st annual Manassas Railway Festival. Battle of the Artists was part of the festival and SAG members, Dee Barnes, Sandy Olszowy, and Terry Holman participated in the event on Saturday, June 6. This is an annual event where local artists create chalk art in the old town area of the town. Manassas provides all supplies and the artists get to choose their subject. Artists can register individually or as a group. Our SAG members worked as a group and created "Toes in the Sand". The artwork was judged. Two awards were presented, one was a peoples' choice. Here is a shot of Toes in the Sand...we didn't win but we sure had fun. We hope more SAG members will join us next year.



This was the artwork next to us



This was the Artists' Choice winner



This was the Winner

Green Spring Art Show!



Don't forget the deadline for getting your registration and payment to Ruth Ensley is **August 14, 2015**. Registration form on next page.



“Art in the Garden”

Springfield Art Guild 2015 Fall Art Show & Sale at Green Spring Gardens Park
Alexandria, Virginia 22312

Tuesday, August 25th – Sunday, October 25th, 2015

This is a Juried Show with 1st, 2nd, 3rd, and Honorable Mention ribbons to be awarded.
[Artists must register and volunteer by August 14, 2015.](#)

15% Commission on all sales will benefit the Friends of Green Spring Gardens Park.

Schedule

Friday, August 14 – Registration & payment must be received

(This show is open to **SAG MEMBERS ONLY** - up to 2 pieces \$15 whether you enter 1 or 2 pieces) Make sure your membership is up to date.

Monday, August 24th - Receiving 11:00 am - 12:00 pm,

Juror 12:00 pm-1pm; Show installation from 1:00 pm to 4:00 pm.

Pick up unselected art from 2:00 pm - 4:00 pm

Sunday, August 30 Reception and Awards 1:00 pm – 3:00 pm

Monday, October 26 – show take down and pick up art 10:30 am to noon. *Artists must pick up on this date or arrange pickup by a friend. There is no storage space at the venue.*

Submission Criteria

For more than 20 years, the Springfield Art Guild (SAG) has partnered with the Friends of Green Spring Gardens Park to create a juried public exhibition and sale of original artwork and photographs based on a horticultural, natural or local history theme.

☐ Artwork must be for sale and if selected stay on exhibition from August 25 to October 25, 2015 in Green Spring Gardens Park.

☐ SAG members may submit up to [2] pieces of artwork no larger than 40" x 40" (including frame)

☐ Only hand painted, hand drawn or other “original” 2-D art will be considered. Traditional photographs and digitally enhanced photographs are welcome. **Drafts, photocopies, offset prints, lithographs or copies of already published art will not be permitted.**

☐ All artwork must be for sale and suitable framed. Entries must be ready to hang with hooks and wire and be protected by glass or plexi-glass when necessary.

☐ **Saw tooth hangers, clips, wet canvases, soiled or poorly matted works will not be accepted, nor will artwork previously shown at a SAG sponsored Green Spring Gardens show. Exposed nails must be covered by a backing and or tape.**

☐ Artists making sales shall submit a 15% commission to Green Spring Gardens Park at the close of the show and are responsible for Virginia sales tax which Green Spring Gardens Park will collect. All sales

will be made through Green Spring Gardens Park. Artists will be provided sales details when work is accepted for the show.

“Art in the Garden”

SAG’s 2015 Fall Art Show & Sale at Green Spring Gardens Park
Alexandria, Virginia 22312 (703-642-5173)

Prospectus & Registration Form (*Continued*)

Registration and payment must be received by August 14, 2015. **Make checks payable to SAG** and send with the registration/volunteer form to **Ruth Ensley, 9008 Fort Craig Drive, Burke, VA 22015** Questions: rensleyart@verizon.net

Submission Criteria (*continued*)

☐ Please complete the registration form below carefully, as no changes can be made after submission. This information is used to create labels for the show in advance.

☐ Artists must pick up unselected pieces on August 24 between 2 and 4 pm.

-----Cut here and send in with check-----

Registration Form

(Must be received by Aug. 14, 2015)

One fee of \$ 15 for up to 2 pieces (Checks payable to SAG) Send form and check to Ruth Ensley, 9008 Fort Craig Drive, Burke, VA 22015

Artist’s Name _____ Address _____

City _____ State _____ Zip _____

Phone _____ Cell Phone _____ Email _____

Title 1 _____ Medium _____ Price _____

Title 2 _____ Medium _____ Price _____

VOLUNTEER FORM (ALL artists MUST volunteer to be in the show)

1 VOLUNTEER TO MAKE LABELS FOR ALL THE ARTWORK IN THE SHOW

___ YES, I can make the labels for all the artwork pieces

Receiving and Hanging Volunteers

6 VOLUNTEERS TO HELP WITH RECEIVING August 24 11-12 pm.

___ YES I can help with the receiving process. These volunteers can leave after receiving or stay to help hang and or help call the members that have to pick up their rejects

10 VOLUNTEERS TO HELP WITH HANGING - August 24, 1:00 - 4:00

___ YES I can help with the hanging process following the jurying of the show.

15 to 20 VOLUNTEERS TO BRING REFRESHMENT OR HELP WITH THE RECEPTION

___ YES I can bring a dessert or appetizer for the reception, Sunday, August 30, 1:00 3:00pm

___ YES I can help with the reception (serve, set up/clean up)

Take Down Volunteers

5 VOLUNTEERS NEEDED Oct 26, 10:30-11:30pm

___ YES I can volunteer to take down the art show on Oct 26, 10:30-11:30 pm

Introducing Jill E. Poyerd

Our judge for the “Art in the Garden” Show at Green Spring Gardens Park



Jill E. Poyerd is a contemporary realist whose award-winning work can be found in private collections both nationally and internationally. She has been featured in national publications, is the author of the portrait painting book *Fearless Portraits*, and is a signature member of several prestigious art societies, including the National Watercolor Society. Jill works in both watermedia and oil paints and has exhibited extensively throughout the Mid-Atlantic region as well as in national shows. In addition to her work as an artist, Jill is an active member of the arts community. She has curated, as well as judged, many multi-medium group shows, and is the founder and current head of the Fine Art Professionals of Northern Virginia (fineartvirginia.com). She is also the co-founder of INTRO-TEK.com, and author of three of its Creative Guide workbooks. Jill lives with her husband in Leesburg, Virginia. jpwatercolors.com

Titles & Your Art | How Important is a Title? *By Lydia Jechorek*

Theo Tilton, our June guest judge provided her insights on judging at SAG's June meeting. As she looked over the art she said she wished the titles were included. When asked why she said, "The title helps the judge and viewer better understand the artist's intent." Have you ever thought that a title might actually help get a potential customer to notice your work? Even buy your work? I've seen people grab a friend to look at a painting saying, "I love that title."

Our March Guest speaker Patti Cowan, owner of the Frame Factory, asks every buyer why they decided to purchase their selection. She has found that the title can have a strong pull for purchasing the piece. She noted, "Be thoughtful of your title selection."

A title can be descriptive, convey your feelings about it, or even be humorous. I painted a

man at the National Portrait gallery looking at a painting of John F. Kennedy and my husband suggested the title, "*He Doesn't Know Jack.*" The person who bought it loved the title. Did the title help sell the painting? Maybe. Atlanta artist Karin Jurick has a gift for naming her paintings. Her paintings are terrific and her titles are always clever and memorable. While some paintings almost name themselves, with others we draw a blank. If you are struggling with a title, ask friends or family for ideas. Everyone knows a few people who are really clever and imaginative. They are terrific sources to tap when you have a brain freeze.

In Robert Burridge and Donna Zagotta's workshops, Lynn Martin says they discussed titles. They both suggest the artist think about the "intent" of their painting. From thoughts on

these questions and your intentions, you can devise a "title."

- What made you want to paint it?
- Why are you painting it?
- What are the goals of the painting?

Simply put, they suggest that when your painting matches your goals and title it's "done." So consider that maybe having a title at the start can help you decide where you will go and when you are done, as well as help you communicate your intent to the viewer.

Many of us have chosen a photo and even before you start painting a title comes to mind. Who knows, that might be what influences the painting in ways even the painter doesn't realize and answers the questions posed above.

On the other hand, some photographers and artists prefer to leave the naming vague so that it can be more open to viewer interpretation. The bottom line is there is no right or wrong in naming a painting. The choice is personal and for you to decide.

THE IMPORTANCE OF TITLES IN ART - AN OVERVIEW BY Annette Labedzki

The importance of Titles in Art is immense, as it gives a meaning and a purpose to the artwork. In fact, the Title of an artwork is one of its most artistic and important things. The meaning of the Title usually is interwoven throughout a piece of art and is often times hard to understand. If the Title of an artwork is not mentioned, it becomes the observer's challenge to interpret it. All this goes on to emphasize the importance of Titles in art.

Framing an Art Title depends on the type of artistic image you are working on. Make sure that your Art Title is in harmony with the theme of your artwork. The connoisseurs will be able to appreciate an artwork better if they have clarity about what they are looking at. The following are some key importance of Titles in art:

- Art Titles are very convenient handles for analyzing, reviewing, and addressing art.
- Most Art Titles are axiomatic, yet perceptive, inducing one to look a bit deeper.
- Most Art Titles have an intentional play of words that make them interesting.
- Sometimes the Art Titles are needed to convey what a viewer thinks of an image.
- The Art Titles are important as *they help people remember the particular piece of art* they are attached to.

5 Reasons to Title Your Art *by Alyson Stanfield*

Have you become lazy when it comes to naming your art? Are you stuck on *Untitled* or a lame numbering system for a series (*Green Mountain #1*, *Green Mountain #2*, etc.)? It's time for better titles for your art! Here are **five** reasons why.

1. Titles help you distinguish among numerous works.

Titled works are easier to find and to file in organizing systems. They're also easier for you to talk about and refer people to. The more unique each title is, the better. If you have a series of numbers, you might forget how *Green Mountain #1* is different from *Green Mountain #5*.

2. Titles make it easier for reviewers and critics to write about your art.

It's difficult to write about untitled art because readers have to be clear about which artwork is being discussed. When faced with untitled art, the writer must spend hunks of text describing which untitled work she's referring to.

3. Intriguing titles are cause for contemplation.

Untitled or loosely titled works allow the viewer more freedom to interpret, but most people need and want guidance. An interesting title might be enough for a viewer to stop, think, and look back at the art.

4. Titles look great in books.

Imagine all of the titled artwork in the index of a book about your art.

5. Search engines find titles.

If you Google "dumb campers," the second item that comes up (after video results) is my About page. Do I have anything on ArtBizCoach.com about people who aren't so savvy in the wilderness? Nope. But I do own a painting with that title, which appears in my online bio. Google found it.

[Caveat: You have to make sure the title appears with the art in order for this to work with search engines.

This advice may seem obvious, but I find non-credited art on artists' websites and blogs all of the time.]

FINAL WORD: There are no guidelines for titling your art. You can select any title you choose. Just remember that your work will have to live with the title for the rest of its life. Are your titles working for you? Do they help people relate to your art? Do they at least cause viewers to stop and think, "Hmmm . . . I wonder what that means"?

Titles don't have to say everything, but they should say something.

Have fun with them!

You are invited to join SAG members **CAROLYN GROSSÉ GAWARECKI**, and **STEPHEN J. GAWARECKI** for their upcoming show at Green Springs Historical House.



“Retrospective Art Works” showcases watercolors and photographs by Carolyn & Steve. Their show features some of the most popular and prize winning pieces of landscapes and florals in Steve's portfolio. Many of Carolyn's paintings were inspired by the plants in her own garden. Carolyn's painting “Two for Lunch” captures the beauty of butterflies on the lilies in her garden which she enhanced with a dark dramatic background.

ARTISTIC DUO V - RETROSPECTIVE ART WORKS

July 1 - August 23, 2015

Reception - July 12, 1:00 to 3:00 PM



Green Spring Gardens **Historic House** is located at 4603 Green Spring Road, Alexandria, VA 22312. *Green Springs is open Wednesday - Sunday 12:00 noon to 4:30 PM.*

SAG Member **Lynn Martin** is the July featured artist at The Loft Gallery in Occoquan. Her show runs July 7th-Aug 2nd. The show theme, "Expressive Impressions," reflects Lynn's adventurous approaches to painting a variety of subjects in acrylic, watercolor and multiple media. Lynn joined The Loft Gallery last fall. She applies both traditional and experimental approaches in her art, and draws inspiration from nature, travel, pets and animals, and everyday experiences. Lynn has also done pen and ink scientific illustration, and commissioned paintings. Websites where examples of her work can be viewed include <http://loftgallery.org/LynnMartin.shtml> www.springfieldartguild.org, and coming soon: www.LynnMartinArt.com



Join Lynn for a "meet the artist" reception on July 11th, 1-4 at The Loft Gallery.

Welcome *New SAG Member!*

David Cochran

Colored pencil artist



Art Tips

ART IS ALSO A BUSINESS

Alyson Stanfield's website and blog provide a wide variety of tips for the business side of your art. They are a great resource. The categories are numerous and include areas from Art Business practices to "Legal Stuff" and much more.

8 MISTAKES ARTISTS MAKE IN THEIR ART CAREERS | BY ALYSON STANFIELD 05.07.15

To find out the mistakes go to this website by typing in the link below in your internet browser.

<http://www.artbizblog.com/2015/05/biggest-mistakes-artists-make.html>

The Art of Story Telling in the Form of
PICTURES & WORDS

En Plein Air ~ **LAROQUETTES**

Class of 2014

Second Floor Gallery

Marni Maree
Francoise Dickson
Claire Bentley
Terry Holman
Dee Landi
Mary Shea
Lynn Martin
John Singley
Sandy Olszowy
Sherry Hawkins
Lynn Sords



Exhibition: June 22 - July 27, 2015

Artists Reception: June 26, 2015

7:00 - 8:30 PM

The Verizon Gallery ~ Northern Virginia Community College

8333 Little River Turnpike

Annandale, VA

Gallery Hours: M-F 9AM to 5PM

Come and see what the Laroquettes painted
on our first annual
International Workshop to France.
What a story we tell!

LAROQUETTES: CLASS OF 2014

An exhibit of over 60 paintings created by the students who went to Laroque des Alberes, France to paint with me last summer! It is a wonderful STORY told in words and paintings.

WHEN: June 22- July 27, 2015

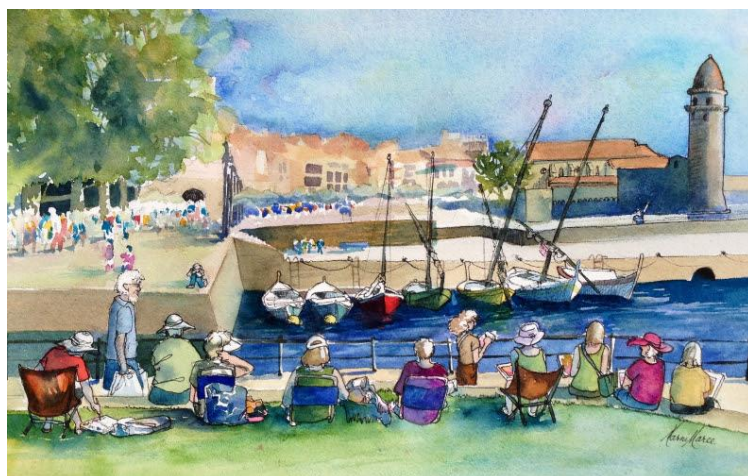
WHERE: Verizon Gallery of the Northern VA
Community College

8333 Little River Tpke, Annandale, VA

2nd floor gallery

MEET THE ARTISTS RECEPTION: Friday, June
26th, 7:00 - 8:30 pm

GALLERY HOURS: Mon - Fri 9-5



ART Opportunities



Grown-Ups Art Camp is an intensive schedule of workshops (day, night, weekday, weekend)—for anyone and everyone—scheduled for June 29 - July 17, 2015. Check out www.thedelrayartisans.org/guac to register for as many as you want!