

Calendar:

May 13, 2010

Luncheon meeting 11:30
Monterey at Encino Glen
Scholarship Awards Presentations

June 10, 2010

Luncheon meeting 11:30
Monterey at Encino Glen
Introduction of New Members

SCHEDULED EXHIBITIONS

VIVA Art Center

"Women Painters West at VIVA"
June 9 to June 26, 2010
(prospectus in this newsletter)

Encino Terrace Center

June 23, 2010 to Jan. 7, 2011
(prospectus in this newsletter)

VOCA Gallery

"Women Painters West at Venice Beach"
10" x 10" art works
August 14 - September 12, 2010
(see prospectus in June newsletter)



President's Message

A Word (or Two) About Themed Exhibitions

Nothing will bring out the opinions of our WPW members faster than word of an upcoming themed exhibition. Most of the time, our exhibitions are either without a theme or titled something benign and open-ended to allow for all types of entries. Once in a while, the Board does something to shake things up a little – for example, the Red! show – still pretty open as themes go.

There are two sides to the coin when looking at themed exhibits - the individual artist's view that a theme may not speak to her personal current series or general use of subject matter – and the organizational point of view – that a theme can be a way to coalesce the group into producing a show that is worthy of an *LA Times* write-up.

Is there a relationship between themed shows and critical review? Very likely. Broad-based organizational shows rarely register a blip on the critical screen. This doesn't mean our shows are not beautifully put together, but it does mean critics need something more to sink their teeth into (probably very bad pun). Does this mean that WPW cares about such things? Well, maybe once in a while we should care and try to up the ante and spice things up a bit.

On this note, if I haven't convinced you, I'll at least explain what's happening in November. Meg Linton, a highly regarded curator who runs the Ben Maltz Gallery at Otis, is going to jury our show. In an unusual move for WPW, Meg was asked to come up with a theme for this show, and she readily agreed. The title of the show is as follows:

MEMENTO MORI

Memento Mori is a Latin phrase translated as, "Remember you must die." As an artistic tradition, its purpose is to remind us of our mortality and the brevity and fragility of life. The concept became popular in the 17th century, in a religious age when most people believed life on earth was merely a preparation for an afterlife. However, modern artists have continued to explore this genre, which is wide-open for 21st century interpretation and artistic expression.

I'm letting you know about this way ahead of November so that you can begin to think about the astounding piece you are going to do for this exhibit. And if this is a bit much to absorb, I will reassure you that our June show at VIVA will be without a theme.

Happy painting!

Sincerely,

Nancy Lawrence

Exhibitions News

Our June exhibition is rapidly approaching. We are thrilled that Kent Twitchell will be our juror of selection and awards. There is no theme for this show and your work can be 50" or less in any direction. A full prospectus is attached with this newsletter.

Many of you have asked that we have an exhibition on the Westside. We are very pleased to announce that WPW will be exhibiting at VOCA Gallery in Venice Beach in August this year. The gallery is brand new and right on the sand...practically. If we get any farther West, we'll be in the ocean. Due to the size of the gallery, this will be a small image show. The size of the work must be EXACTLY 10X10 INCHES and you may submit two pieces. Additionally, this will be a CD take in. A full prospectus will be included in this newsletter.

Let me know if you have any questions. Please join us as a volunteer for take in or to assist with our receptions. It's a great way to get to know your fellow members and learn more about WPW.

Suki Kuss – Exhibitions Chair
SukiMonsterCat@aol.com

Important Luncheon Reminders

Please be aware that our luncheon price changed last September to \$21. **Crystal Michaelson** is the new Luncheon Chair. You may reach her at: (818) 324-7086 or crystalmichaelson@gmail.com

Encino Terrace Center News

The June 2010 Encino Terrace Center Exhibit will include artwork from the children at Bertrand Elementary School, one of two schools WPW donated art supplies to last December. We look forward to seeing what our up-and-coming artists are doing.

Once again, I would like to encourage those of you who do three-dimensional work to submit your work to the Encino Terrace Center exhibits. The management there would like three-dimensional work in their showcases.

I look forward to receiving your submissions for another beautiful exhibit.

Marge Rheuban
m_rheuban@hotmail.com
818-703-6388

Scholarship Presentations in May

The focus of our May luncheon meeting will be the presentation of scholarship awards to college students. Barbara Frankel leads the Scholarship Committee that will choose award recipients from Pasadena City College. WPW is very proud of its scholarship program and looks forward to our May meeting.

April Raffles

Thanks to Susanne Belcher, Nicki Newfield and Joan Foster for conducting raffles at our April luncheon. We are pleased to have brought in \$151 for WPW, which helps to fund our scholarships.

Note: Members who would like to donate items appropriate for future raffles should: 1) take a jpeg of the item(s), 2) provide a brief description and set a retail value for item(s), 3) email to Susanne Belcher at snustr@aol.com If your item is selected for a future raffle, you will be contacted by a member of the raffle committee.

Great Thanks to all the Newsletter Staff Contributors

Managing editor: Nancy Lawrence; Layout editor: Dave Lawrence; Proofreader, Judi Birnberg; Feature articles: Marge Rheuban, Suki Kuss, Susanne Belcher; Photos: Marge Rheuban; Mailing: Mathilde & Dan Lombard

MEMBERS' NEWS

Nancy Lawrence

To submit your art events, send your information to Nancy Lawrence @ tearmyartout@mac.com. All submissions must be sent no later than the 10th of each month.

Focus on Our Programs Chair, Darlene Mellein



Women Painters West is very fortunate to have Darlene Mellein as our Programs Chair and Second Vice President. Each year, Darlene brings several names of potential speakers before the Board and from these, she arranges our monthly guest speaker programs. She is responsible for contacting the speakers, arranging all needed equipment, acting as hostess and introducing the speakers at our luncheons. In addition, Darlene adds a little stand-up comedy to her introductions, an entertaining extra that she quickly disclaims to potential Programs Chairs as not being part of the job description. We appreciate her dedication to this job. Her warmth, humor and sense of fun make our programs that much more special. We appreciate you, Darlene!



Darlene and Warren Keating gearing up for his presentation

Pat Dispenziere's watercolor, "Morning Stroll in Edfu," was juried by Mary Addison Hackett into the "National Watercolor Society 2010 All Members Juried Show" to be held at NWS Gallery, San Pedro, from May 2 - 29.

Lore Eckelberry won the Award of Excellence in the Pasadena Society of Artists Exhibition; her work was selected by the MOMA Curator of the Contemporary Museum of Pusan, South Korea, and became the cover and theme piece for the museum art book and exhibition. Her painting was selected for the theme and promotional materials for a London play. Two of her works were selected for the "2010 Gold Medal Valley Artists Guild Exhibition."

Susan Gesundheit's show with eight artists, "The Color 8," La Cienega Art, 814 North La Cienega Blvd, runs through May 8. Gallery hours are: Wed-Sat, noon - 4 pm.

Dalia Hay-Acco's work was accepted into the "Revisiting Beauty" exhibition, Orange County Center for Contemporary Art, and runs from April 30 - May 29, with a reception on May 1 from 6-10 pm.

Norma Klein is showing several pieces in "Goddess Then and Now," La Galeria Gitana through June 18.

Marilyn Landau, Nancy Goodman Lawrence and **Launa D. Romoff** are among the featured artists in the book, *Masters: Collage: Major Works by Leading Artists*, curated by Randel Plowman, Lark Books, to be released in June.

Regine Legler is showing her work in "Artfools," Gallery Godo, Glendale, through April 23.

Lois Ramirez is showing a painting in "2010 Abstractions Exhibition," Long Beach Arts, through May 14.



Prospectus

“WPW AT VIVA”
June 9 – June 26, 2010

VIVA Gallery
13261 Moorpark Street
Sherman Oaks, CA 91423
(818) 385-0080

Gallery Hours: Wednesday – Friday: 11 am to 4 pm; Saturday: 12 noon to 4 pm

Juror of Selection and Awards: Kent Twitchell

AWARDS: *Women Painters West Award - \$500*
Alice Leonard Award - \$250
Bonnie Doering Drawing Award - \$250
Ampersand Merchandise Award
Two Advance Photo Lab Merchandise Certificates

GUIDELINES

\$25 for two (2) entries ~ Maximum size 50” any direction ~ Wall art only

Work must be your original artwork and not exhibited at VIVA within the last year or in any previous WPW show

Work must be wired and ready to hang

No saw tooth hangers or glass on pieces larger than 14” in any direction

Gallery quality frames with neutral mats in good condition

The artist agrees to permit WPW to reproduce the exhibited artwork for the purpose of limited WPW publicity and documentation ~

Commission on sales is 30%

Please see standing rules in your directory for the complete guidelines regarding your entries

**YOU MUST SIT AT THE GALLERY IF YOUR WORK IS SELECTED.
PLEASE DO NOT ENTER IF YOU ARE UNABLE TO HELP SIT
DURING GALLERY HOURS.**

IMPORTANT DATES

Take-in of entries:	Monday, June 7	10 am to 12 noon
Pick-up of unaccepted work:	Same day	2:15 to 3:15 pm
Reception:	Sunday, June 13	3 to 5 pm
	Awards	4 pm
Pick-up at end of show:	Sunday, June 27	10 am to 12 noon

For more information, contact Susan ‘Suki’ Kuss, Exhibits Chair, at (818) 780-2515; SukiMonsterCat@aol.com



PROSPECTUS

Multi-Media Exhibition
June 23, 2010 – January 7, 2011
 Encino Terrace Center
 15821 Ventura Blvd., Encino, CA 91436

EXHIBITION DETAILS

Encino Terrace Center, located at 15821 Ventura Blvd., is a 420,000 sq. ft. office building in Encino's Ventura Blvd. business district. Selected artwork will be exhibited in secure, enclosed glass showcases on the ground floor of the building.

JUROR OF SELECTION

Maria Kaltner, Encino Terrace Center Property Manager

WHAT TO ENTER

Encino Terrace Center seeks to create a show that unifies the lobby space and generates an interesting and handsome atmosphere for their tenants and customers.
Accepted media: assemblage, collage, computer-generated art, drawings, mixed media, oil, original prints, photography, sculpture and watercolor.

CALENDAR

May 5	<u>Postmark Deadline for Entries</u>
June 4	Selection Results Mailed
June 19	Hand Delivery of Work 10 am to 11:30
June 23	Opening of Show
January 8, 2011	Pick Up Artwork 11 am to 12:30 pm

This is a non-qualifying WPW exhibition and there will not be any awards presented.

Artists accepted in this exhibit may be asked to assist the WPW exhibition committee.

----- ✂ separate from Prospectus here ✂ -----

ENTRY FORM - Women Painters West Encino Terrace June 23, 2010 – January 7, 2011 Exhibition

(Please print clearly & fill out both sections) *Agreement: Submission of these artworks, if accepted by the Juror, shall constitute an agreement on the part of the artist to comply with the conditions in this prospectus.*

Artist _____ Artist's Signature _____
 Address _____ City _____ State _____ Zip _____
 Phone _____ E-mail Address _____

Title of Artwork	Medium	Image Size HxW (xD)	Price
A			
B			
C			
D			
E			

-----Do Not Cut Here-----

NOTIFICATION CARD - Women Painters West Encino Terrace June 23, 2010 – January 7, 2011 Exhibition

Artist _____

Title of Artwork	Medium	Price	Selected	Not Selected
A				
B				
C				
D				
E				

RULES OF ENTRY

Please read carefully

ELIGIBLE ARTWORK: All work must be original and created without the supervision of an instructor. There is no limit on the age of the artwork, but nude figures are not allowed. **Accepted media: oil, collage, watercolor, acrylic, mixed media, drawings, original prints, assemblage, sculpture, photography, and computer generated art (no reprints unless reworked by hand).**

Artwork must be presented in a professional manner, ready to hang with screw eyes and wire attached securely for hanging. No Sawtooth hangers.

- All work must be framed with the exception of canvases. Unframed canvases must have finished sides with no exposed staples.
- All framed work must be under Plexiglas only. Frames and mats (white or neutral color only) must be museum quality and in good condition.
- Wiring must be in good condition and substantial enough for the weight of the artwork. Artwork may not exceed 30 lbs. and is limited to minimum image size of 12" x 12" and maximum frame size of 72" in either direction.
- Three-Dimensional works that are fragile or require special installation must be cleared with the Encino Terrace Center Exhibition Committee. Maximum size 4 ft. height, 24" wide, 24" deep, including pedestal; maximum weight 30 lbs. Glass must be safety. All sculptures shall be accompanied by their own self-supporting pedestal, if applicable.

LIABILITY: CDs and artworks will be handled with care. Neither Women Painters West, Douglas Emmett Property Management, Encino Terrace Center, nor its officers, directors, employees, agents or volunteers are responsible for loss, theft, breakage or damage to any artwork, and the above reserve the right to reproduce accepted artwork for publicity and documentary purposes.

SALES: All works must be offered for sale. WPW requests a 20% donation from all sales.

NOTIFICATION: Results of the jurying will be mailed June 4, 2010. Prices quoted on the entry form may not be changed. Work may not be removed until the close of the show.

ENTRY PROCEDURE:

- Submit up to five (5) artworks.
- Enclose a **color photo of each entry on an 8½" X 11"** letter size paper. **One entry per page.**
- **On the back of the photo** include the entry letter (A, B, C, D, E), your name, title, medium, size and price. **No information on the photo side.**
- 2 photos for each three (3) dimensional work.
- Photos will not be returned to you.

Entries must be received on or before May 10th.

FEES:

\$25 for one to five entries. Make check payable to Women Painters West. All fees are non-refundable.

DELIVERY:

Accepted artwork must be delivered on Saturday, June 19, 2010, 10 am to 11:30 to:

Encino Terrace Center
15821 Ventura Blvd.
Encino, CA 91436

ENTRY CHECK LIST:

- \$25 Check payable to WPW
- Photos with **entry information on back**
- Completed entry and notification form

SEND ENTRIES TO:

Marge Rheuban
5942 Vista De La Luz
Woodland Hills, CA 91367

QUESTIONS:

Contact Marge Rheuban,
at (818) 703-6388 or
e-mail: m_rheuban@hotmail.com

Please keep a copy of the Rules of Entry (this page) for your reference.



Nancy Goodman Lawrence
3642 Coolidge Ave.
Los Angeles, CA 90066

Luncheon Meeting May 13, 2010 at 11:30 a.m.
At: Monterey at Encino Glen
16821 Burbank Blvd.
Encino, CA 91436
Program: Scholarship Awards Presentation
Menu: Lemon dill chicken
Pasta primavera
Cost: \$21
Board Meeting: 10:00 a.m.

Reservations must be received by 12 NOON on FRIDAY, May 7, 2010

Mailing the form below to: Crystal Michaelson, Reservations Chair
29107 Oak Path Drive
Agoura Hills, CA 91301

Telephone: Crystal Michaelson at (818) 324-7086 Please speak clearly
E-mail to: crystalmichaelson@gmail.com

Please leave your name if you are bringing a guest(s) and please spell the name.

Guest(s) Name(s) _____

Member's Name _____

If you are unable to attend after making a reservation, please call Crystal before the deadline, or you will be held financially responsible for the cost of the luncheon.