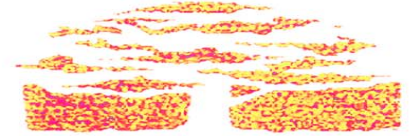


SADDLEBACK ART LEAGUE



NEWSLETTER

October / November 2011

DUE TO LIBRARY RENOVATIONS ALL REMAINING GENERAL MEETINGS FOR THIS YEAR, WILL TAKE PLACE IN THE SADDLEBACK ROOM OF THE MISSION VIEJO CITY HALL.

There is no change in time, (6PM). The Saddleback Room is located directly across the courtyard from our previous meeting place at the library. The address is 200 Civic Center Drive. Parking is free.

MADA LEACH

Demo October 11, 2011

PAINTER - showing MONOTYPE PRINTING

Education

School of the Art Institute, *Chicago IL.*
Meredith College, *Raleigh, NC.*
Duke University, *Durham, NC.*
Independent Study: Printmaking,
ceramics, design. *Israel, U.S.*

Professional Background

Festival of Arts, *Laguna Beach, CA.*
Artist/Exhibitor since 1983
Education Coordinator /Workshop
Designer since 1991 - Artist Advisory
Council / Juror since 1991.
Laguna Outreach for Community Arts
(**LOCA**)
Co-founder/Officer since 1993

Juried Exhibitions

California, Kentucky
Festival of Arts, "Art in Motif", "Echoes and Visions", LaQuinta
Arts Festival, Affaire in the Garden, Newport Salute to the Arts,
Newport Arts Festival, "Traditional Show", Kentucky Bluegrass
Biennial Competition

Gallery Affiliations

Los Angeles County Museum of Art, *Los Angeles, CA*
Esther Wells Collection, *Laguna Beach, CA*
Gallery of Modern Masters, *Sedona, AZ*
La Jolla Fiber Arts, *La Jolla, CA*



Permanent Collections

Festival of Arts, *Laguna Beach, CA.*
Louisville Arts Council Citizens Fidelity
Bank & Trust, *KY.*
Cincinnati Bell Atrium Collection,
Cincinnati, OH.
Robert Strohmeier Collection, *Franklin, KY.*
Board of Education Collection, *Ontario,
Canada.*
Hilton Hotel, *Anaheim, CA.*
Allergan Pharmaceutical, *Irvine, CA.*
Claridge Hotel, *San Francisco, CA.*

1999 - "Art Teacher of the Year"

Laguna Niguel Community Events Assoc. & Laguna Art
Association.



JILL ROSOFF

Demo November 8, 2011

PAINTER

Jill Rosoff has been making art in one way or another as long as she can remember. She received her degree in Practice of Art at the University of California, Berkeley, followed by graduate work studying printmaking in Florence, Italy. She studied almost entirely with members of the Bay Area Figurative Art movement, especially with Joan Brown and Elmer Bischoff. Exhibited her work for over 25 years in solo shows, group shows and in alternative spaces.

She works primarily in watercolors, exploring the watercolor's intrinsic painterly qualities, using them in a way that diverges from prescribed methodologies. Her explorations are studies in contrasts: textures to flat color blocks, cool to warm, dark to light, messier areas against simple, clean spaces, grandeur vs. intimate, and opposites on the color wheel. The imagery she uses takes inspiration from her surroundings in Southern California and from her travels throughout the world, especially from Europe, the Americas and the South Pacific. She also does some printmaking, primarily etchings and monotypes. Just recently began exploring textile painting.



Website: www.RosoffArtworks.com
Blog: www.jillpaints.wordpress.com
Etsy: www.Etsy.com/shop/Rosoffartworks
Phone: 949-285-6080



Artist's Statement

I love color, I always have. It's evocative, it can range from cheer to melancholy which makes me completely happy. So do wondrous, elegant shapes: an Iceland poppy, a wonderful building element, a boat, an African elephant's ear. My exploration as an artist is about how colors, shapes, textures, and combining real imagery with an indulgence of use color and pattern interact, finding what makes them come alive. There are fulcrums between opposites where a magic thing happens. When playing these elements off one another, I want to find that point in between where one "wakes up" the other.

MEMBERS NEWS

Several of our members have sent me notices that they have been in or are currently showing their work locally. Maria Elena Bicer's work is at the Rancho Santa Margarita Library and at the Mission Viejo library.

Currently showing at the Norman P. Murray Center are the watercolors of Janet Alexander and Ed Crayne. They will be on display until November 1.

Lynda Zimmer

Two SAL members have been accepted into the Watercolor West Show.

The City of Brea Art Gallery is delighted to announce The 43rd Annual Watercolor West International Juried Exhibition. Exclusively featuring over 100 fine transparent watercolor paintings, this exhibition hits a new level of difficulty and will run from October 15th, 2011 to December 18th, 2011. Juror Jerry Stitt is a renowned painter, teacher and author who has selected exhibit pieces from 1,000 entries submitted through a global artist community. This wonderful exhibition has become an annual tradition and is definitely a highlight of our exhibit year. Stop by to see paintings by **Christine McCowan and Jackie Sorenson**. The public is invited to attend a free opening reception on Saturday October 15, 2011 from 5:00pm to 7:00pm with complimentary entertainment and refreshments.

Mada Leach WORKSHOP

Is a talented educator, juror, and artist with permanent collections across the US and Canada. She has been exhibiting at the Festival of the Arts since 1983. Mada did an exciting workshop for SAL in 2008 which was sold out. We are excited to bring her back for a full day of exciting new techniques. These will include Acrylic Transfers, made by moving an ink layer on printed material into a thin layer of acrylic film, Marbelizing to produce a monotype from colors floated on a watery surface, such as watercolor, acrylic, or oil, and Cornstarch Paste Papers to create colorful paper collages



You may create realistic or abstract images using any or all techniques.

Come experiment with these new techniques. It is guaranteed to stretch your imagination and take your art in a new direction.

October 22 - 8:30 AM to 4:30 PM.
Saddleback Room in Mission Viejo City Hall.
200 Civic Center Drive, Mission Viejo.
Cost is \$50 registration (includes materials).

PAINT THE LAKE COMPETITION 2011

SAL member Edison Crayne joined 16 other artists at the annual "Paint the Lake" Art Competition. This viewer's choice competition was again part of the annual JAZZFEST, held at Lake Mission Viejo on September 17th and was open to all LMVA members and non-members. Entries must have been painted between July 1, 2011 and September 16, 2011 and depict life at Lake Mission Viejo. A "purchase prize" of \$500 will be awarded to the winning artist and the lake-inspired painting will be put on display in the Lake's administration building with past winners. Only one entry per artist can be entered into the competition. However, additional paintings may be displayed in the Lake's Clubhouse during the JAZZFEST. This photograph and others taken at the event are on the LMVA website.





Ede Streiff Demo from September 13, 2011

Here a view from her very interesting set up, were Ede explained in detail her techniques.



Artwork almost finished and looking good already, she is going to work a little bit more on it before considering it done.

Rework Your Artist Statement with 3 Answers

Aside from your contact list, your artist statement is your most useful marketing tool.

Answering three basic questions will get you on track for a stronger artist statement.

1. What do you want people to see in your work?

- Your labor?
- A special material?
- An emotion?
- Color, line, texture?

What's important to you, and have you given clues to lead viewers to these discoveries?

You can't just pronounce, "I love color." That says nothing. Who doesn't love color? Show us *exactly* how you respond to color and use it to transfer meaning from your head and heart to the viewer's.

2. What is a distinguishing characteristic of your art?

It might be one of the items in the list above or something else. But, stop and think.

What makes your art different from artists working along the same lines? Emphasize this quality when you speak and write. Help us to see what makes you an original.

3. Based on your conversations, what do people find delightful or surprising about your art?

If it captures one person's attention, it will probably be fascinating to others. Listen to what others say about your art. Their discoveries might shock or confound you, but trying to understand where they're coming from is part of the communication process. It's a powerful process that you ignited when you put your art into the world.

If you think you need more in-depth guidance with your statement, there is a 20 day journaling process in *The Relatively Pain-Free Artist Statement*.

<http://www.artbizblog.com/statement-ebook>

Reprint from: Stanfield Art Associates, Inc., P.O. Box 988, Golden, CO 80402,

<http://artbizcoach.com>

TIME TO TURN A NEW LEAF!

Elections for board positions will be held at the November General Meeting. You are welcome to throw your name in the hat by contacting Joyce Hodson, our nominating chairperson at 949-859-6347 or jhodson@cox.net. We also welcome your time on our many committees. Everyone is required to choose a committee to serve on when you pay your dues in January. We are keeping track of everyone who volunteers and appreciate your contribution to SAL.

PEOPLE'S CHOICE EXHIBITION

Don't forget to stop by the Mission Viejo Library to vote for your favorite painting in the People's Choice Exhibition. The Exhibition will run from October 7-November 18 and is for members only. Ribbons and certificates will be awarded to the three favorites and the Best of Show will receive a Gift Certificate at our General Meeting on November 8. Painting will remain up an additional week so the community can see who won. You may only vote for one painting but you may ask friends and family to participate. Everyone must sign their ballot so we avoid duplications.

MORE MEMBERS NEWS

Board members, Ruth Page and Steven Feldman, recently participated in the art event, Great 948. Orange County is 948 square miles...and at the heart of that 948 miles is the Great Park in Irvine, formally the El Toro marine base.

Great 948 Art event is a community project where 948 painting, photos, and poetry are personalized on small, square Masonite tiles by people who live, work and play in Orange County. The tiles can be viewed on Saturdays during October at the new Palm Court Arts Complex at the Orange County Great Park, visit www.ocgp.org for more information.

SADDLEBACK ART LEAGUE

www.saddlebackartleague.com
24000 Alicia Pkwy, STE 17# 374
Mission Viejo, CA 92691

October / November - Newsletter 2011

The Saddleback Art League is a non-profit organization that meets the second Tuesday of each month (except July) at the Mission Viejo Library Community Room, 100 Civic Center Drive, at the corner of La Paz & Marguerite in Mission Viejo at 6:00PM.

Free parking is available at the library. Please stop by to visit one of our meetings as our guest.

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