

Hot Press News

April 2014 • P.O. Box 984 Rehoboth Beach, DE 19971 • www.delawarewatercolorsociety.org

More to See, More to Learn

As the Cadbury Open Exhibition fast approaches it is essential that everyone understands the importance of the Exhibition prospectus. In March: Preparing for an Exhibition, Part 2 was presented. Isabel and Beth led a point-by-point discussion of all aspects of the prospectus. Understanding the prospectus and framing guidelines and meeting all of the prospectus requirements is absolutely essential to your success in entering any exhibition.



Happy winner Kris Helstrom

We want to extend a big thank you to all the brave souls who brought in their work for the open critique. They received valuable feedback from more experienced painters on how to improve their paintings. And, everyone who attended gained valuable insights which they can now apply to their own paintings as well. We appreciate everyone's participation!



The Cadbury Open Exhibition is a unique opportunity to share your talents. Exhibitions like this are not often offered, so please, take advantage! We encourage every member who has not been in a juried show or won an award in any type of fine art exhibition to enter.



Walt Yatko with his prize

In an effort to help you get prepared, here's a time line to aid in getting in the show!

TODAY: Download prospectus, read it twice! Contact Beth or Isabel if you have questions.

Tuesday, April 1: PAINT, PAINT, PAINT! Give yourself time to step away from your painting and evaluate your work. You can often see things that are not readily apparent when you view your work from a different perspective. Try viewing it from across a room with fresh eyes, look at it upside down or in a mirror. Do this often as you work and make corrections along the way.

Friday, April 6: Investigate how much advance time local framers need in order to meet your deadline. (Most framing companies require 10 days to 2 weeks to complete the framing, but make sure to ask) If you are framing yourself, order or purchase your materials now.

Wednesday, April 9: Send out invitations to Cadbury Opening Reception to family and friends.

Monday, April 14 or before if needed: Take painting to the framer. Bring Prospectus with you for reference. Make sure the framer knows your deadlines.

Friday, April 25: Check exhibition site address. Google directions if needed. Coordinate with others if someone is bringing in your painting.

Monday, April 28: Pick up painting from framer. Make sure to bring protective packing materials. Carefully check framing job before leaving shop, if something is wrong, they still have a couple of days to correct. If you do the framing yourself, double check the mat, backing, wiring, dust cover & frame, that all areas meet the prospectus guidelines.

Tuesday April 29: Fill out entry form in full. Attach your check to form. Fill out painting labels found at end of entry form and attach each to the proper painting. Fold label over the wire and tape the edges of the label together.

Thursday, May 1, Noon – 2pm: Bring your painting(s) to Cadbury at Lewes to be received.

Just a note: If you've signed up for the Hospitality Team, please check with Donna Sheppard prior to Second Tuesday to confirm your task for the meeting.

Upcoming Second Tuesdays

April 8 – Abstract Techniques In Form And Texture

This special video program offers exciting abstract techniques using texture, form, and special effects with watercolor, fluid acrylics, inks, and more. Many of you didn't have an opportunity to watch this program at the February meeting, so here's your chance to gain some insights on these exciting techniques.

May 13th – DWS 10th Anniversary Celebration

Join us in celebrating our first 10 years of success as Delaware's premier Watercolor Society at our Anniversary Party. From DWS's founding 5 members, we have grown into a highly productive organization of near 100 members. DWS has evolved and now supports in multiple ways the needs of a vibrant group of painters who collectively enjoy learning, creating, exploring and sharing watercolor and the friendship of fellow members. Don't miss the fun. There will be special prizes for our "throwback" contest, plus many more surprises. Paige Ruby will be sharing a special presentation on watercolor abstracts! Don't miss it!

We look forward to seeing everyone at the May Second Tuesday. Help us Celebrate 10 Years of DWS!

FYI....

2014 Plein Air On the Circle in Historic Georgetown

Saturday, June 14, 2014 from 8am to noon.

Info: theuppercrust.info/2014_plein_air/info

or contact: chuck@theuppercrust.info

The Art League of Ocean City, Maryland's Annual Plein Air Paint Out

August 7-10, 2014.

Artists interested in participating may view the full prospectus and register online at
www.artleagueofoceancity.org

or by contacting the Art League of Ocean City
at 410-524-9433

Mark Your Calendar

DWS Open Show, May 1 - June 14

Cadbury at Lewes will host the DWS open show for those who are not signature members, who have not been awarded a prize in a show, or have never been in a show. The prospectus is now on the website, please go to “events & exhibitions” tab.

Our Judge, Sarah Yeoman will select the First, Second, and Third Place cash awards and non-monetary Merit Awards which will be presented at the Opening Reception on May 5th from 3:00- 4:30pm at Cadbury at Lewes. A special People’s Choice Award will also be presented. In order to vote for this special award category you will need to bring a canned food item with you. The joint food drive sponsored by Cadbury and supported by DWS will aid those in need in our community. We urge you all to attend this very special exhibition and show support for your fellow members’ artistic efforts.

We will be receiving paintings and hanging the exhibition on May 1, please check the prospectus for details. Awards will be announced at the reception on May 5th.

Cadbury at Lewes, Juried Exhibition, June 15 - July 31

This exhibition is open to all members and non-members. First, Second, and Third Place Cash Awards will be presented, as will non-monetary Merit Awards. Brenda Kidera, BWS will be our Juror and Judge for this exhibition. Receiving will take place on June 14th from 9:00 am to 11:00 am, with no exceptions made for late delivery. If you can’t deliver your artwork yourself during the stated time frame then please ask a fellow member to do it for you. The artwork will be juried and judged and notification of those works declined will be announced after 3:00 pm. Check your prospectus for additional pertinent details. Contact Beth at 302 645 4821 if you have questions regarding this exhibition.

Sarah Yeoman Workshop

We have only 2 spaces left in the Sarah Yeoman 3-Day workshop. You are encouraged to move quickly to complete the registration form and send it along with your check made out to DWS as soon as possible

Please go to the website to download the Registration Form and send it and your check directly to Elizabeth Collard, 17702 -1 Brighten Dive, Lewes, DE 19958. A supply list is now on the website. Check under the Workshop tab. Contact: Beth at 302 645-4821 or e-mail: fleur-de-lisstudio@comcast.net if you need additional information.

Tenth Anniversary Painting Throwback Contest

We want to see one of your earliest paintings, something you created in your first year! And it's all for fun!

Please bring your painting to the May 13th Second Tuesday, with your signature covered. We will display them all and see if we can identify who did what. There will be prizes for those who can match the most paintings with their painters and a People's Choice Award presented for the most popular painting!

Whether you're an award-winning artist, or contemplating entering your first show, hey, we all started somewhere. In the spirit of fun and camaraderie, please share your early effort with everyone.

Member News

Anne Crown Cyr Selected for ColorField

Anne Crown Cyr's painting *Sunrise at Elbow Cay* is among the works selected for the Torpedo Factory's juried show, ColorField. Juror Timothy App of the Maryland Institute College of Art selected 90 artists from more than 400 entries. ColorField focuses on the method of abstract painting that emphasizes color and de-emphasizes form and surface.



Sunrise at Elbow Cay
Anne Crown Cyr

The exhibition honors the Washington Color School movement of the 1950's and 60's and its influence on contemporary art. The exhibition runs from March 12 to April 7 in the Torpedo Factory Gallery at 105 North Union, Alexandria, VA 22314. For more information, contact the gallery at (702) 683-1780.

Ruth Ann Kaufman at The Upper Crust

Ruth Ann Kaufman will be exhibiting her work at The Upper Crust in Georgetown from now until the end of April. A Meet & Greet reception will take place at The Upper Crust from 12:30 to 2 p.m., Thursday, April 10. Light refreshments will be served.



Wild Wolf
Ruth Ann Kaufman

Welcome New Members

Lynn Flynn – Lewes, DE
Charlotte Hughes – Lewes, DE
Pat Hoey – Dagsboro, DE
Molly Rudgers – Lewes, DE
Robert W. Dowler – Vienna, VA



In the Spotlight – Debra Immatteo

Debbie joined DWS two years ago.

A New Jersey farm country girl, Debbie lived in California, Florida, then returned to New Jersey. After spending 18 years vacationing at the Boardwalk Hotel, she, her husband and 4 children moved to Rehoboth Beach permanently 4 years ago.

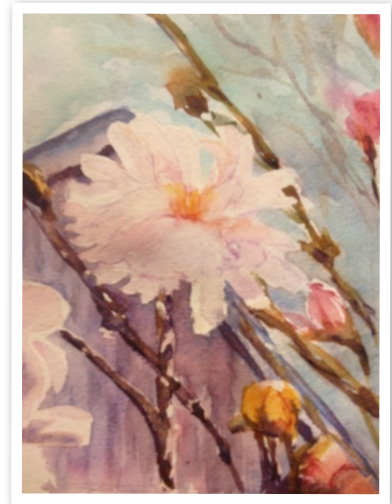
This busy mom is actively involved in her community. She's particularly proud of a charity she and her daughter developed, Pillowcases for Hope.

Custom made pillowcases for cancer patients are distributed at the Tunnell Cancer Center and the Nanticoke Cancer Center. "These people are going through so much, it lifts their spirits to get something soft and comforting that is just theirs. Women love the flowery, brightly colored cases, while men seem to gravitate toward cases with a nautical, fishing, or sports theme," smiles Debbie.

This accomplished stained glass artist now is an avid quilter. Debbie remembers, "I wandered into a quilting shop, realized this is very much like stained glass, and since I had developed a lead allergy that didn't allow me to work with glass anymore, it seemed like a natural transition." She's dedicated two rooms in her home to her quilting passion.

"But I still wanted to paint," said Debbie, "OK, don't laugh, but my favorite Christmas present as a child was the paint-by-numbers sets I got every year...I just loved them."

Debbie turned her creativity to decorative arts and crafts for friends, family, and her church. She was intimidated by an early college drawing class, as well as a watercolor class in Florida, so she dabbled in acrylic and oil. Yet watercolor continued to call to her. "I just love the color, transparency, the shine you can only get with watercolor," said Debbie.



She started taking watercolor classes at Wilmington College in Rehoboth Beach. She was invited to take part in their master classes. It built her confidence. Her proudest artistic moment to date came when Cape Henlopen High School asked her to submit paintings for their winter and spring Music Concert program.

She's planning to enter the Cadbury Open Exhibition – this will be her first DWS show. "I'm nervous, worried about getting it all together, but I think I'm ready," laughs Debbie.

Debbie's goal is to paint looser. "I'm still learning, I tend to go dark to early, and paint too tightly, and depend on my reference material too much," said Debbie. She's also eager to try plein air. "I bought an easel, have my kit together, but I want to start with a small group, and probably in a place where I won't have an audience," Debbie said, "I just don't know what I'd say to someone looking over my shoulder!"

Keys to Success at Opening Receptions

As the Cadbury Open and Juried Exhibitions approach, these four tips can help make each Opening Reception a success for DWS and you. As a DWS member, you are an ambassador for the society, but also for your art!

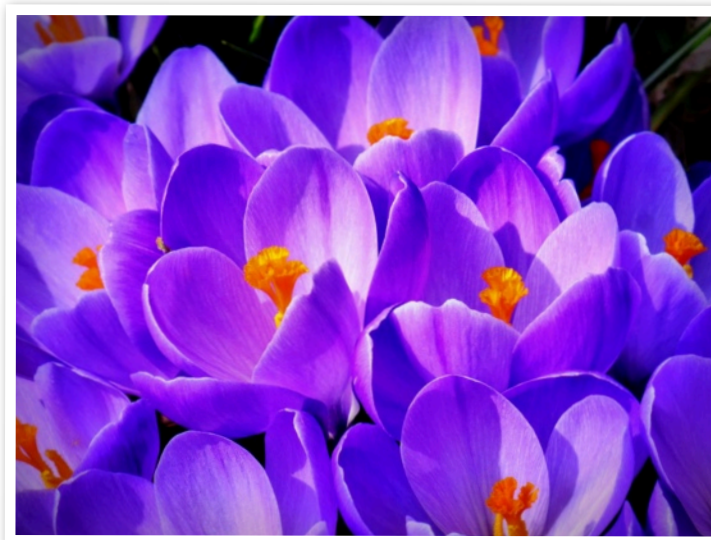
You are much more likely have your work remembered, to sell your art, or just learn what style of work people are interested in when you engage the reception guests in short friendly conversations.

1. At the April Second Tuesday meeting invitations will be provided announcing the Cadbury Reception. Invite your family and friends. A well-attended reception encourages the sponsoring facility to invite DWS back to the venue for future exhibition.
2. Dress appropriately for the Reception. Business casual attire is usually best. Remember, winners and attendees will be photographed, and those photos are published in newsletters, newspapers and the website.
3. Think about your painting(s) in the exhibition and answer these three questions - Why did you choose this particular subject to paint? Did you use special techniques or work on an unusual support? Why do you paint and what do you like best about painting? The answers are important to think about so that you can easily converse with your guests.
4. Interact with the people coming to view the exhibition. Aim to speak with at least three people. Introduce yourself as a DWS member and thank them for coming. Tell them where they can locate the refreshments. Make sure they have gotten a program. Find out if there is an artist/painting they came to see. Show them your work, and discuss the answers to those questions above.

The Cadbury Open Exhibition will have a “People’s Choice Award”. Cadbury will be running a concurrent canned food drive. Donating a canned good allows the guest to vote for the “People’s Choice Award”. Steering the guests to the food drop off point, making sure they have a ballot and know where to vote is a great way to get a conversation started.

These points are important to DWS members exhibiting and to those coming to support the organization. We look forward to seeing as many members and guests as possible at every opening reception for 2014!

Come On Spring!



We Want to Hear from You!

We've tried something new with layout of this newsletter. We noticed the majority of our members receive it via e-mail, so we thought we'd try making it a little easier to read on your computer by allowing you to just "scroll through" the newsletter. We'd like to know what you think. Please send your feedback to Rpoore40@aol.com, positive or negative, we'd like to know your thoughts!

If you have questions or need assistance regarding DWS issues or events, please contact one of our Executive Board members:

Elizabeth Collard, President 302-645-4821

Isabel Pizzolato, Vice President 302-684-1457

Carol Yost, Treasurer 302-945-9631

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If you have story ideas, member news, or any other events, please contact RPoore40@aol.com