



“ **Our purpose is to promote and develop the visual arts in Rancho Cordova through inspiring programs, events and classes.**”

www.RanchoCordovaArts.org

PRESIDENT’S BLOG

I couldn't wait to tell my friend about watching someone buy the 'MicroMasterpiece' abstract painting she had donated in support of Rancho Cordova Arts. The collector was so enthusiastic! My friend's painting was 'going to a good home' where it would be enjoyed for a long time. I experienced that joy over and over, watching people connect with about 100 pieces of art so generously donated! MicroMasterpieces was our first fundraiser, and we plan to do it again – with a few improvements – in 2019. Let me tell you just how much our board of directors appreciates the creativity, love and time that goes into each of these works. *Thank you!*

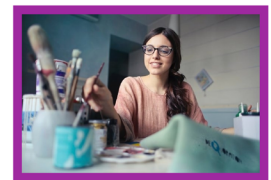
We are growing!! As of January 1st, we have 80 members in Rancho Cordova Arts! If you join before July 1, 2019, you will be listed in the Member Directory on www.RanchoCordovaArts.org as a 'Founding Member.' You'll also have some help in getting your artist 'bio' online. Members are enjoying Member Previews at the MACC (Mills Station Arts & Culture Center), Artist Workshops, and the opportunity to have at least one piece of their work juried into 'Stronger Together,' the annual member show in July.

One of the things that makes a non-profit organization strong is its volunteers, and this year will bring plenty of volunteer opportunities to bring art happenings to the public. We'll be able to offer free art activities at Kids Day and a free plein air event at iFest (International Festival), because of the great people who volunteer. We bring our community together through art. What could be more inspiring?

So much is happening this Spring! Check out our calendar online, and join us in our journey to help make Rancho Cordova a more vibrant, art-filled community! The best is yet to come!

Marsha Mason
– Marsha Mason

CREATE! MARKET! SELL!



3 Workshops for Artists & Creatives

Art is creative expression - and you're an artist so you *get* this!

But how do you convert your artistic gifts into viable income? We'll show you how! Join Susan Dakuzaku and Jamie Perry As they share decades of experience in what works and why.

Marketing is something many business owners struggle with as well. In this series of three workshops, you will learn the secrets of Marketing M.A.G.I.C. and how it will connect you with a potential buyer and convert that connection into a sale.

3 workshops on the first 3 Wednesdays in February from 6:30 to 8 pm.
Only \$10 each or \$25 (a big discount) for the series of 3 for RC Arts members.

Workshop #1: Wednesday, Feb.6 from 6:30 to 8 pm - Marketing M.A.G.I.C.
Workshop #2: Wednesday, Feb.13 from 6:30 to 8 pm - Hi-Touch Strategies
Workshop #3: Wednesday, Feb.20 from 6:30 to 8 pm - Hi-Tech Solutions

For more information, go to www.RanchoCordovaArts.org (Calendar page) and register for one, two, or all three workshops!

YOU'RE INVITED!

Attention all artists and creatives who want to focus on successfully selling your creative work. This 3-part series will be jam-packed with useful information on how to connect with potential collectors of your art. Bring paper and pen to take notes! You're welcome to bring a brown bag 'lunch,' too, and we'll bring cookies. Wednesday evenings 6:30-8pm on February 6, 13, and 20, 2019. See www.RanchoCordovaArts.org for more information and to register. Special discounts for Rancho Cordova Arts members!



NEWS

MICROMASTERPIECES – SMALL ART, BIG CAUSE!

Rancho Cordova Arts thanks the amazing artists who donated their 6 inch X 6 inch MicroMasterpieces to our first fundraiser this fall during the Fall Show Reception and State of the City Celebration at City Hall. We couldn't have done it without you all supporting our work to promote and develop the arts in Rancho Cordova! Thank you for helping to make it happen!

Irina Bedrik, Eileen Berge, Lois Bode, Vincent Bode, Pam Brooks, Danielle Burkes, Fanny Crouse, Frances Dack, Renee Easton, Yvonne Evans, Paige Fallis, Vicki Foote, Elizabeth Franceses, Deborah Freshour, Cheryl Gleason, Emily Goldhahn, Marge Gorman, Judy Gustafson, Elizabeth Hall, Ron Hall, Miles Hermann, Virginia Johnston, Janet Kruse, Katherine Kunz-Davies, Barbara Little, Patience Mabray, Marsha Mason, Mary May-Yuarn Fong, Karen McCready, Richard McHenry, Janis McLean, Trish Medina, Ani Movsisyan, Robin Moyher, Eileen Noyer, Linda Nunes, Autra Oliver, Pam Pankey, Virginia Perks, Jamie Perry, David Petersen, Brandi Pfleider, Miriam Rainbird, Samuel Ravikumar, Carol Ross, Penny S Hanscom, Bonnie Sato, Denise Schmidt, Lorna Sheveland, Florence Skiadas, Rick Sloan, Victoria Smith, Susan Sorensen, Kathy Soza, Stephanie St. Charles, Josephine Takamoto, Ravikumar Thangappan, Mary Jane Thompson, Ondra Ward, Bobbie Weisner, Donine Wellman, Sid Wellman, Sharon Yang.

GET HELP FILLING OUT YOUR MEMBER DIRECTORY PROFILE

Having an online presence is a valuable (and affordable!) way to gain exposure for your art. These days, people LOVE to hear your background story to the art that you create...it helps them to feel that they can know, trust, and get excited about your work. Eileen Noyer has volunteered to update each artist's profile on www.RanchoCordovaArts.org. Please email her directly at eileen@RanchoCordovaArts.org with the following:

- ONE photo (can be of yourself or your artwork)
- Your Artist Statement and/or Biography
- ONE sentence (80 characters or less) summarizing your artistic focus
- Contact details (your website, Instagram, phone, email, facebook etc) that you want on the RC Arts website.

It is free for all members to have a profile and one photo in the Directory. If you wish to have additional photos (up to 10 photos total) on the Rancho Cordova Arts website, go to <https://www.RanchoCordovaArts.org/join-us> and check the "Photo Gallery" to pay the \$15/year amount. Then send all 10 photos, and let Eileen know which one is the profile photo.

If you're looking for tips on writing an artist statement, check out <https://www.artworkarchive.com/blog/5-tips-for-writing-a-memorable-artist-statement>. To see an example, check out Eileen Noyer's profile in the Member Directory.



SAVE THE DATE ARTIST ATTIC SURPLUS SALE - APRIL 6TH

Doing some spring cleaning of your art supplies? Want to donate your unloved or unused art supplies, tools and books to Rancho Cordova Arts? We're happy to pick up your donation and store it for the sale. As an alternative, you may rent a table for just \$20 and sell your stuff for yourself on April 6th, 12 noon to 4 pm, upstairs at the MACC.

CALLS FOR ARTISTS

ART OF TYPOGRAPHY

1

Digital Submittal Due:
Saturday, February 16, 2019
by 12 noon

**Artists Notified of
Acceptance:**
Monday, February 18

**Art Intake in person at the
MACC (Mills Station Arts &
Culture Center):** Thursday,
February 21

Exhibit Opening Reception:
Thursday, February 28th
from 5:30 pm to 8 pm

See www.rcmacc.org for
submission form and more
information.

REMASTERED: REIMAGINING THE WORKS OF THE MASTERS

2

Art Intake:
Wednesday, April 10, 11 am
to 6 pm

Hang Art at City Hall:
Sunday, April 14

Art Reception at City Hall:
Thursday, April 18 from 5:30
pm to 7:30 pm

STRONGER TOGETHER: THE ANNUAL MEMBER SHOW

3

Digital Submission Due:
Friday, June 21, 2019 at 12
noon

**Drop Off Accepted Art at the
MACC:** Monday, July 8 from
3 pm to 7 pm

Hang Art at the MACC:
Wednesday, July 10

Opening Art Reception:
Thursday, July 11 from 5:30
pm to 8 pm

*Exhibit will be open for
consecutive Thursdays,
Fridays, Saturdays through
July 20.*

ARTIST WORKSHOPS



ReMASTERED

Free Artist Workshop with Ron Hall

Drop in for Learning - Stay for the Fun!
Saturday, February 9, 2019 - 10am to 2pm

Upstairs at the MACC
Mills Station Arts & Culture Center
10191 Mills Station Road (at Mather/Mills Light Rail Station)

Take a journey back through time with Rancho Cordova Arts as we visit the art, artists, and art periods that make art exciting and ever changing. Think of our journey as an Art Buffet. We will take a quick look at the entire Art Buffet, but have only time to sample a few select Art Dishes. We hope to leave you wanting more and to inspire you to create something for the April 2019 'Remastered' Art Show at City Hall (your own spin on a famous work of art)!

10:00 Coffee Art Chat
10:15 The 'ReMastered' Art Show - What it's all about!
10:30 The Art Buffet (Art through time) Quick overview of art periods & movements
The Renaissance - Art Project - Design your own invention like Leonardo.
Impressionism - Art Project - Art in Motion. Be inspired by Degas and design a small piece of art that shows an object in motion.
12:00 Brown Bag Lunch - Bring your own lunch and chat as we watch the 100 Paintings video in the background.
12:30 Post Impressionism
Cubism - Art Project - Design your own cubist piece by drawing yourself or a friend, then re-arranging the pieces to cube it out!
1:30 Abstract Expressionism
Pop Art
Wrap Up - We will return back from our journey through time to review what we talked about, learned, and created - wrap up our class!

Thanks to our sponsors!



REMASTERED: INSPIRATION FROM AN ART JOURNEY THROUGH TIME

Here's some help to get you started on your submission for the next City Hall Art Exhibit in April! Ron Hall will give you background and ideas for re-mastering one of the Master's famous pieces of art at this free workshop! Saturday, February 9, 2019 from 10 am to 2 pm upstairs at the MACC.

CREATE, MARKET, SELL

Wednesday evenings 6:30-8 pm on February 6, 13, and 20, 2019, upstairs at the MACC. See www.RanchoCordovaArts.org for more information and to register. Special discounts for Rancho Cordova Arts members!



Mistakes are the portals of discovery.

— James Joyce

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ART TIPS

Make It Work!

Question: Sometimes I get stuck! My painting isn't right, but I don't know how to fix it. What are my options to bring this piece of art to completion?

Answer:

Check these things first:

- Values (Contrast of Dark and Light), any distracting contrast areas?
- Composition
- Color Scheme
- Focal Area & Background
- Light Source (Consistent direction. Do highlights align with their shadows?)
- Balance
- Unity/Variety (Find the balance!)



Try these Tools and Techniques to Retrieve Your Artwork-in-Progress:

Watercolor

Lifting color (in order of harshness) - Water and blotting, water and scrubbing with stiff brush (good quality paper takes the scrubbing better), Magic Eraser, garden hose! And using the shadowy hosed-off paper can give 'umph' to a new painting!

Absorbent Ground (the 'gesso' of watercolor brings everything to white again)

Glazing (Use Cobalt Blue to 'push' images into the background.)

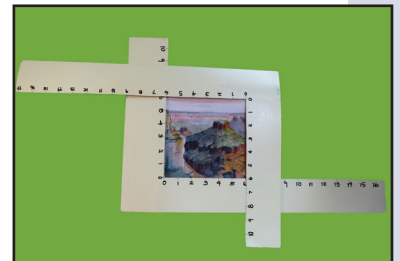
Add transparent media – You'll be able to watercolor over 'Yes' Paste and rice paper.

Add opaque media – Water-based pencil, crayons, ink pen, collage, pastel, acrylic

Add texture – stencils, salt

Matting – orientation and resizing (Do It Yourself: Make two 'L' shaped pieces of scrap mat board with inches marked on inside, as in the photo. Nothing fancy, but useful!)

The Paper Cutter – cleaving into smaller piece(s), weaving painted strips



Acrylic

Isopropyl alcohol 91% will remove acrylic paint. Or use for texture: Try dropping from the handle of a brush onto a slurry of watery acrylic for texture. Let dry and repeat layers for wonderful texture.

Bleach wipes remove acrylic. (Change in pH may affect longevity of work.)

Negative Painting – painting around the shape, rather than painting the shape itself.

Texture Mediums – crackle, pumice, lava paste, moulding paste, marble dust, and many more!

Collage - 'Yes Paste' or Matte Medium used to glue papers and cloth to substrate.

Gesso out problem areas and start over.

EXHIBITS

Rancho Cordova City Hall

2729 Prospect Park Drive • Rancho Cordova, CA



'Bizarre & Surreal'

January 28-April 12, 2019

Art Reception: Wednesday,
January 30, 5:30-7:30pm



'ReMastered'

April 15 – July 28, 2019

Art Reception: Thursday, April
18, 2019

the
MACC

mills station arts & culture center

10191 Mills Station Road
Rancho Cordova, CA



Carriage Return: The Art of Typography

An exhibit of real typewriters, a live type-in, and art filling the gallery with artworks about letters, words, fonts and typography.

February 27-March 9, 2019

Exhibit Opening Reception:

Thursday, February 28, 5:30 pm to 8 pm

Thursdays: February 28th 5:30-8pm; March 7th
from 3pm to 8pm

Fridays from 3pm to 8pm

Saturdays from 11am to 4pm

**See www.rcmacc.org for more information about
workshops during this exhibit.**

FRIDAYS MEAN FREE MOVIES AT THE MACC!

Friday, February 1st at 5:45 pm

"California Typewriter" starring Tom Hanks,
John Mayer (award-winning documentary)

Friday, February 8th at 5:45 pm

"RBG" about iconic Supreme Court Justice Ruth
Bader Ginsberg

OPEN MIC POETRY NIGHT

March 7, 6pm

Open to all ages. Family friendly content, *please*.

Thanks to our Sponsors!



CALLS FOR ARTISTS



2019 City Hall Art Show Schedule

January	Bizarre & Surreal
Jan. 24	Intake and Jury 11 a.m. - 6 p.m.
Jan. 27	Install 9 a.m. - 12 p.m.
Jan. 30	Artist Reception 5:30-7:30 p.m.
April 14	Take down
April 15	Pick-up 8:00 a.m. - 5:30 p.m.
April	Re-Mastered
April 10	Intake and Jury 11 a.m. - 6 p.m.
April 14	Install 10 a.m. - 2 p.m.
April 18	Artist reception 5:30-7:30 p.m.
July 28	Take down
July 29	Pick-up 8:00 a.m. - 5:30 p.m.
July	Reflections
July 25	Intake and Jury 11 a.m. - 6 p.m.
July 28	Install 10 a.m. - 2 p.m.
July 31	Artist Reception 5:30-7:30 p.m.
Oct. 20	Take down
Oct. 21	Pick-up 8:00 a.m. - 5:30 p.m.
October	Rancho Cordova Fine Arts Open Show
Oct. 17	Intake and Jury 11 a.m. - 6 p.m.
Oct. 20	Install 10 a.m. - 2 p.m.
Oct. 23	Artist Reception 5:30-7:30 p.m.
Jan. 26	Takedown
Jan. 27	Pick-up 8:00 a.m. - 5:30 p.m.