



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

**[www.RanchoCordovaArts.org](http://www.RanchoCordovaArts.org)**

## PRESIDENT’S BLOG

I’m getting excited! Our big annual fundraiser is coming this month, and it’s a fun one! **MicroMasterpieces** features small works of art (6” X 6”) for sale to the public, most at \$20 each. Proceeds help us promote and develop the visual arts in Rancho Cordova – free art activities for the public, free artist workshops, and next year – we hope – some public art projects! Thank you to all who are donating work on or before October 17<sup>th</sup> at City Hall (same time and place as the Fall Show).

Here are some ways Rancho Cordova artists are partnering to raise regional awareness of Rancho Cordova’s Art Scene!

**Open Studios** were a big hit this year in Rancho Cordova! We went from 8 artists in 2018 to 19 this year, and art lovers from all over northern California came to check out the scene here. The Verge Center for Arts distributed over 25,000 copies of the Open Studios catalog, and we heard many patrons say they saw photos of our work in it and came to see more!

A big thanks goes to all who participated and promoted the weekend-long event (21-22 September) and especially to the MACC, which became the ‘open studio’ for 7 local artists who might not otherwise have been able to show their work from home. For many, this was a first introduction to the Mills Station Arts & Culture Center! They’ll be back!

River City Quilters Guild gave us another opportunity to reach out and pique the interest of people beyond our city boundaries, with a booth at their **Quilt and Fabric Art Fest** at McClellan Conference Center (27-29 September). We are grateful to our ‘booth babe’ volunteers who showed up to inform and encourage the public to attend visual arts events in Rancho Cordova.

Good news! Cordova Community Council plans to print a 2020 Arts (all the arts!) Calendar magnet which will spread the word about what’s happening in our city. Our Member Show at the MACC, ‘Brushes & Beats’ (Beets, anyone?) at Soil Born Farms, and Winter Art Fest will all be included.

The Best is yet to come!

***Marsha Mason***

Marsha Mason, President

## THEMES ANNOUNCED FOR 2020 CITY HALL SHOWS

Thanks to those of you who brainstormed with us in June at our annual meeting, and to our Board of Directors, who deliberated over the best combination of themes for this year and recommended them to Cordova Community Council (CCC). They've been accepted into the CCC Art Calendar for 2020!

### **Rhythm & Hues**

Art Intake: Thursday, January 23, 2020 from 11am to 6pm at City Hall

Flip: (Curate and Hang the Show): Sunday, January 26, 2020

Artists' Reception: Thursday, January 30, 2020 at 5:30pm

Free Artist Workshops by Rancho Cordova Arts at the MACC: Saturdays, Dec 7, 2019 & Jan 11, 2020

### **Diverse City (Diversity)**

Art Intake: Wednesday, April 15, 2020 from 11am to 6pm at City Hall

Flip: Sunday, April 19, 2020

Artists' Reception: Thursday, April 23, 2020 at 5:30pm

Free Artist Workshop by Rancho Cordova Arts at the MACC: Saturday, February 22, 2020

### **Super Heroes & Villains**

Art Intake: Wednesday, July 22, 2020 from 11am to 6pm at City Hall

Flip: Sunday, July 26, 2020

Artists' Reception: Thursday, July 30, 2020

### **The Fall Show (Open Theme)**

Art Intake: Thursday, October 29, 2020 from 11am to 6pm at City Hall

Flip: Sunday, November 1, 2020

Artists' Reception: Thursday, November 5, 2020 at 5:30pm

## RANCHO CORDOVA ARTS' MEMBER SHOW AT THE MACC

Digital Submission Deadline: Thursday, June 25, 2020 at 12noon

Art Drop-off at the MACC: Tuesday, July 7, 2020 from 3pm to 7pm

Rancho Cordova Arts Member Show: July 10-11, 16-18, 23-25, 2020

Free Artist Workshop at the MACC: 'Digital Submission 'How To':

# CALL FOR ARTISTS

## MICRO MASTERPIECES 2019

&

## THE FALL 'OPEN' SHOW

### **ART INTAKE for both events:**

Thursday, October 17, 2019 from 11am to 6pm at City Hall.

**MICRO-MASTERPIECES Fundraiser** and the **FALL OPEN SHOW Artists' Reception** are both on Wednesday, October 23<sup>rd</sup> from 5:30-7:30pm at City Hall.

**MICRO MASTERPIECES 2019** is Rancho Cordova Arts' second annual fundraiser to support our purpose of promoting and developing the visual arts in Rancho Cordova. Rancho Cordova Arts is a 501(c)3 public benefit charity, and donations are tax deductible to the full extent of the law. You may donate as many MicroMasterpieces as you like.

All submitted artwork must be 6" x 6" in any medium which can be hung on a wall. Please do not attach a hanger on the back.

**Please invite your family and friends to this doubly fun double-event!** All donated MicroMasterpiece artworks will be displayed and sold at City Hall on October 23<sup>rd</sup> during the Fall Open Show Artists' Reception. Most artworks will sell for \$20 each, and some will be juried into a silent auction. You may take your purchases with you.

For more information about the Fine Arts Open Show, please see [www.CordovaCouncil.org](http://www.CordovaCouncil.org), visual arts. For MicroMasterpieces, please direct your questions to [Info@RanchoCordovaArts.org](mailto:Info@RanchoCordovaArts.org).

## RHYTHM & HUES

### **RHYTHM & HUES**

January 27, 2020 to April 17, 2020 in City Hall

**Art Intake:** Thursday, January 23, 2020 from 11am to 6pm at City Hall

**Artists' Reception:** Thursday, January 30, 2020 from 5:30pm to 7pm

Rancho Cordova artists wishing to participate should be registered on the artists database with [www.CordovaCouncil.org](http://www.CordovaCouncil.org). If you have previously registered there is no need to re-register.

This is a juried show and includes both 2D and 3D art. Please read Jury Invitation for full details on [www.CordovaCouncil.org](http://www.CordovaCouncil.org).

What does music look like? The theme for Rhythm & Hues can be about the subject of music and musicians, or can express the artist's synesthetic experience of music and art together.

Have questions about this theme? Contact [Cheryl@CordovaCouncil.org](mailto:Cheryl@CordovaCouncil.org).

All artists must fill out a Waiver of Liability.

Rancho Cordova Arts will be offering two free artist workshops on 'Rhythm & Hues' at the MACC (Mills Station Arts & Culture Center): December 7, 2019 at noon during Winter Art Fest and Saturday, January 11, 2020. See [RanchoCordovaArts.org](http://RanchoCordovaArts.org) for more information.



COMING SOON

RANCHO CORDOVA ARTS PRESENTS THE 6TH ANNUAL

- HOLIDAY POP UP -  
**WINTER ART FEST**

AN EXHIBIT OF FINE ART BY LOCAL ARTISTS

 FINE ART  
LIVE DEMOS  
LIVE MUSIC  
  
FREE ART ACTIVITIES —  
KIDS WELCOME

**2 WEEKENDS**

November 29 - December 1

December 6-8

12:00 noon - 7:00 pm

FREE ADMISSION

ARTIST'S RECEPTION

December 5 (3pm-7pm)

[RCMACC.ORG](http://RCMACC.ORG)

[RANHOCORDOVAARTS.ORG](http://RANHOCORDOVAARTS.ORG)

the  
**MACC**  
MILLS STATION ARTS & CULTURE CENTER

**Mills Station Arts and Culture Center (MACC)**  
10191 Mills Station Rd. • Rancho Cordova, CA



Bring your family and friends to our new Winter Art Fest! Come enjoy free art activities in our 'creative corner' along with a gallery of fine art by 17 juried local artists!

# ART TIP – Stay Creative!

Are you on the road to artistic mastery? It takes time. It takes doing the work. It takes learning new things. It takes overcoming the disappointment of our results not meeting what we are aiming for. It takes seeing in a new way. It takes slowing down to focus. The road to mastery is filled with **roadblocks**. So how do we get around them?

Here are a handful of tools and ideas to get you started. A list of resources follows this tip. See what works for you to make your life even more meaningful and productive.

Shake it up! Try making something in a totally different **style** (e.g. street art, abstract, Dutch Masters), or with different **tools** (crumpled paper or twigs to apply paint, stencils, stamping), or more/different **materials** (e.g. sew through the canvas, glue textural things on it, apply textures, like acrylic mediums with grit in them. Add salt to watercolor washes and watch how the pigment moves as the water dries.) Use materials in non-traditional ways (wet washes in acrylic, watercolor applied with a palette knife). Try a different **process or approach** – instead of starting with the lightest colors, start with the darkest; instead of painting the object, paint *around* the object (negative painting). Mask things out. Change the **scale** – Instead of making big art, make tiny art. Mix it up!

Take inspiration from **unrelated topics** – Be curious! Read a magazine that is someone else's passion – not yours – and see if it gives you ideas. 'Wired' magazine, anyone? 'T.E.D. Talks' on YouTube are good for that, too. Or 'Google' something like 'how to spark creativity'.

**Write your ideas down** any way you can. Pinterest.com is a list, right? Go back and look at those cool ideas you saved!

Creativity is a gift. The road to mastery takes **commitment to your creativity**. Be determined to make your way along it. **Encourage yourself!** That voice inside your head can be the voice of the most kind, supportive parent or teacher you can imagine. Find ways to dispel self-doubt and perfectionism. Yes, we all make clunkers, but what did we learn not to do next time? Give yourself a break and do better next time...or the time after that.

Call a creative friend and **make art together** – or just talk about what you're working on.

Accept that creativity is cyclical. We take in ideas, synthesize them into our idea, then make art. Repeat. Repeat. So **get away** for awhile from the making of art. Take a walk or take a nap and let your subconscious do the synthesizing!

**Get inspired.** Open an art book. Tidy up one horizontal surface. Go play. Soak up some art inside in a gallery or museum. Be out in nature. Take your sketchbook or camera if you dare! There's magic in the conversations we all have with nature and each other. Look for it!

Some people carve out a daily routine by sketching their breakfast before they eat it. (That would force me to be a very fast sketcher.) For others, routine and habit stifle creativity. Figure out how to go **do** that thing that makes you happy, that you can't not do – art!

**BREATHE!** "Inhale Courage." (Message woven into a chain link fence in downtown Sacramento). "Exhale Art." (The idea I just added to my list.)

Sources for more ideas: *Keep Going* by Austin Kleon. *Outliers: The Story of Success* by Malcolm Gladwell. *Big Magic: Creative Living Beyond Fear* by Elizabeth Gilbert. *Art Before Breakfast & sketchbookskool.com* by Danny Gregory. [www.coffeewitheric.com](http://www.coffeewitheric.com) by Eric Rhoads.

– Marsha Mason, Oct 2019