

Flourish

EAST VALLEY ARTISTS'
MONTHLY NEWSLETTER



2023 Berryessa Art Festival

PRESIDENT'S NOTES

BY CAROLE CAMERON

After months of gloomy skies, June is here. The light and colors hopefully will inspire you to bigger better brighter art.

There is much to report from last month. We had a whopping 14 member artists participating in the Berryessa Art Festival. It was a one-day heat wave we will long remember. But we persevered and made good sales and had quite a bit of membership interest as people dropped into our booth. I think we learned a lot about how we may plan for the same event next year. Also in May, there were many member faces at Hadi's Triton opening reception. The art will be up until July 2nd.

June brings the return of the San Jose First Fridays outdoor art festival Sub-Zero. In addition, we are having a monthly meeting with a demonstrator on June 15th at the church fellowship hall. Michael O Rogan will show us his portrait technique in oil. See you there.

Have a great June & enjoy the sun,

Carole



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WITH SRIHARSHA
ANNADORE** p. 9

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FOR EVA'S 2023
ANNUAL SHOW** p. 9

ARTIST OF THE MONTH ONLINE

Congratulations to our AOMO winners for the month of May!

Entries for the AOMO contest should be emailed to us at eastvalleyartists@gmail.com by 8:00 pm on the third Wednesday of each month.

June AOMO entries are due on June 21st!

FIRST PLACE



Sarah Nguyen - School Choice
Watercolor - 6x8

SECOND PLACE & BONUS CATEGORY: MOST EFFECTIVE USE OF PERSPECTIVE



Sriharsha Annadore - End Of Pandemic
Photography - 12x18

THIRD PLACE



Hadi Aghaee - Working Hands
Pastel Pencil - 11x14

JUNE ARTIST OF THE MONTH ONLINE'S FOURTH CATEGORY: CONTRAST

BY JULIE CLINE



Painting by Kay Clark



Pottery by Sloane Perroots

We quickly recognize contrasts in value, like the dark shadows on the snow in Kay's painting, or the blue and black design laid against a light ceramic background by Sloane. So also are contrasts in color: Kay's use of warm colors has made her cool colors look even cooler. Other types of contrast often go unrecognized, even though they may be doing some heavy lifting design-wise.

For instance, both Kay and Sloane have capitalized on size. The people in Kay's painting are tiny while the trees and buildings are quite tall. The people and the trees are thin and the buildings are wide. In Sloane's piece, the main design element creates two sides that are contrasted in size—one much larger than the other. In Kay's painting, a heavy piece of land is topped with heavy buildings and above all this weight and size is a thin strip of sky.

Kay also chooses to contrast the curve in the path and the curve of the hillside with the straightness of the trees and the block-shaped buildings. The strong horizontal swathe of buildings tempers the vertical reach of the trees. Because of these contrasting elements, our eyes do not fly off the top of the painting, nor the

right or left sides. The crowns of the trees present soft opposition to the rock-hard buildings. Kay's use of contrasts has us feeling the steepness of the uphill climb, the urgency to get to the top, the chilly weather and the warmth of familial memories. We instantly know this story.

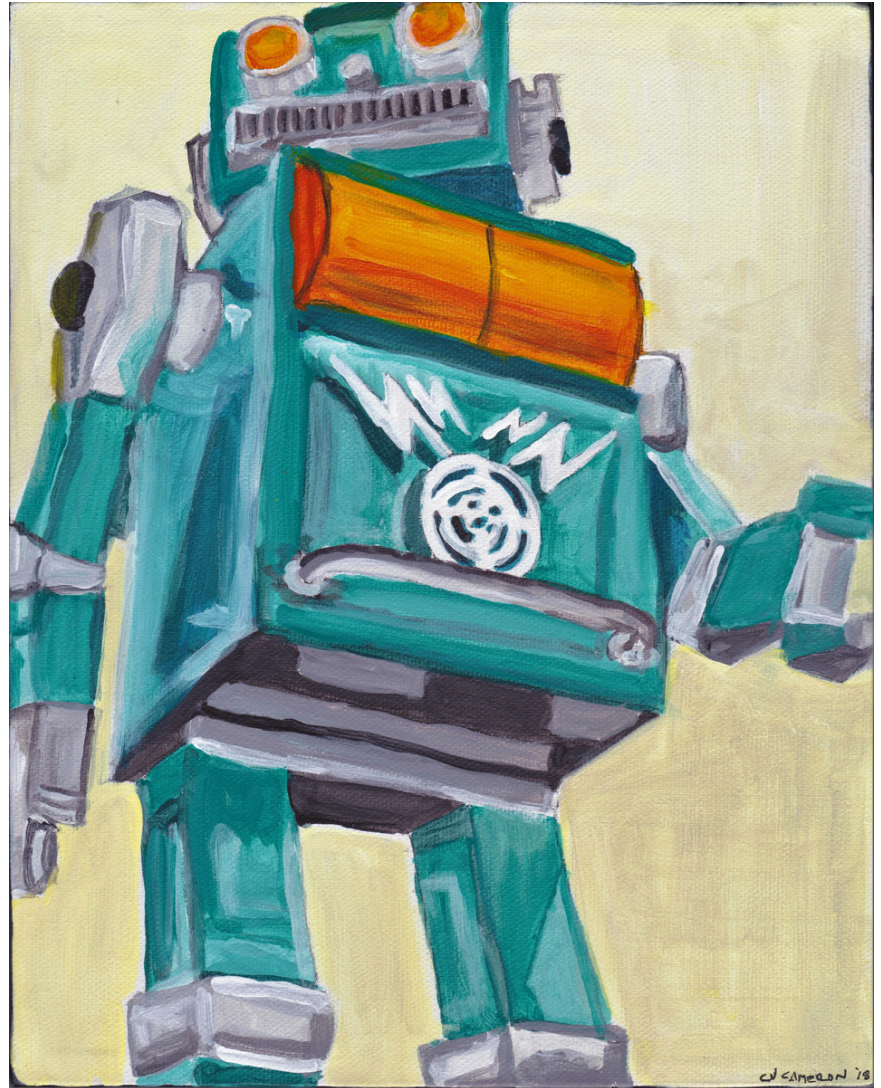
Sloane's asymmetric placement of the blue and black design element on her perfectly round ceramic plate creates a contrast between the surface design and the completely symmetric shape of the plate. Her "random" bits of color curve slightly to follow the motion of her wheel. There is just enough chaos and not too much order. She has achieved an optimal amount of contrast between the perfect predictability of a circular shape and the randomness of spatter. Too much would be confusing to the eye. Too little would be boring. As it is, her piece speaks beauty.

THIS MONTH'S INSPIRATION WORD IS: ROBOT

Are you stuck? Need a muse to kick you off? Here's an inspiration word to get you going.

Use the word "robot" to inspire your work this month.

Share what you create in our Facebook Group, [Members and Friends of East Valley Artists](#). Or email us your work!



Carole Cameron

OPEN CALLS FOR ART

De Young Open 2023 is accepting submissions June 5 - June 18, or when they reach 12,000 artists - whichever comes first! Hurry and get your submissions in! [Apply here](#).

GOOD TO KNOW

The De Young Museum is free on Saturdays for Bay Area residents
Why not plan a trip with EVA members?
[Visit the De Young's website](#) for more info.

EVA AT THE BERRYESSA ART FESTIVAL (BAF)

BY JULIE CLINE - PHOTOS BY HADI AGHAEI



STRENGTHS

EVA's presence at the Berryessa Art Festival was strong. We set up 10 canopies and quite a lot panels. Our area was full of excellent work. We spoke with several people about club membership.

Sales totaled a little over \$2900. Most of the items that sold were priced under \$50. However, we did sell 13 original paintings. Due to changes in tax laws, we were unable to provide a central cashier and experimented with artists taking responsibility for their own sales. This presented no problems. After fees and some expenses were deducted, we received about \$185 in commissions. BAF expenses exceeded the fees and commissions we collected by less than \$30, but several of our purchases, like the banners we hoisted on our canopies, will be used again at our annual show in September.

All-in-all the event was fairly successful.

STRUGGLES

Setting up such a large area in a short period of time was physically taxing. Even though we had prepared a floor plan ahead of time, we had some trouble getting the internal space arranged in a way that made it easy for our customers to see everything and gave all of our artists a place to sit.

By the end of the day, it was evident we really could have used more human strength or a less strenuous set-up, as well as a better way to organize such a large number of artists. Our group did not quite double in size from BAF 2022 to BAF 2023, but it nearly did.

Most importantly, as the temperature soared, we needed a supply of cool water and some air-conditioning!



EVA AT THE BERRYESSA ART FESTIVAL (BAF)

[CONTINUED]

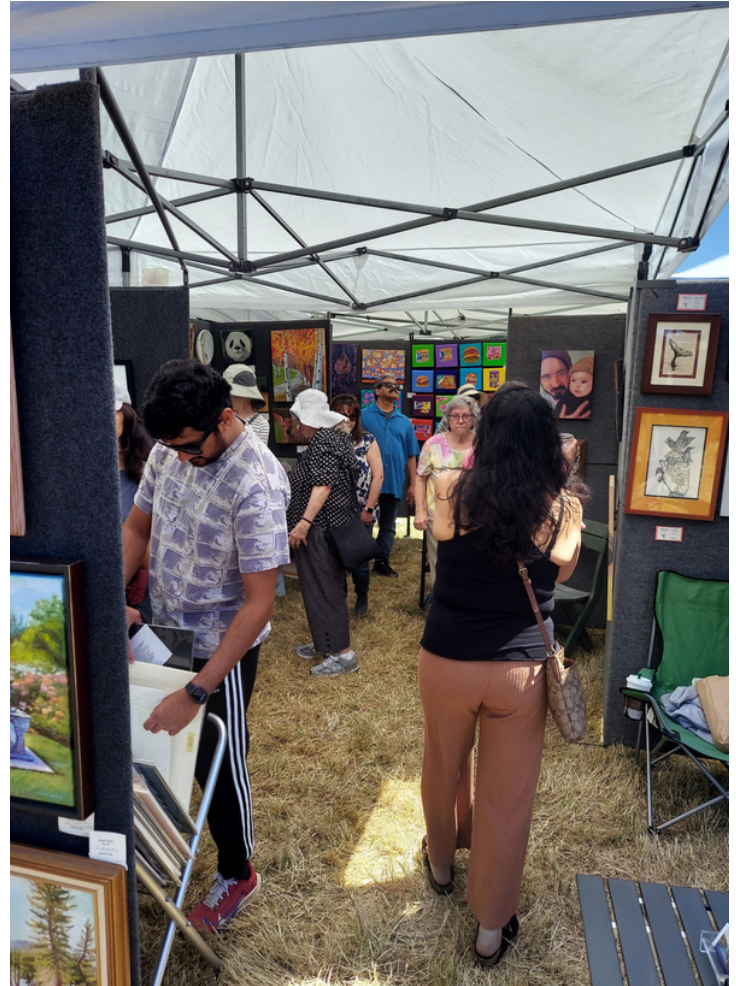
STRATEGIES FOR BAF 2024

We think our best plan for 2024 may be to convert to a model with a central hub and satellite booths.

We'll set up a 3 to 4 canopy space to use for promoting the club and recruiting new members. Artists willing to share space will display their work within the hub.

Artists who would like more room will be encouraged to rent a 10 x 10 space directly from the festival organization or to have EVA rent a space for them. (The cost of the space is slightly less if the club rents spaces for our artists.) Artists who choose to have individual spaces will be free to organize their spaces themselves.

With so many artists and so much art, we're hoping this arrangement will give our artists plenty of time to set up their works in an inviting manner. It will also divide our wares into manageable chunks for shoppers. ■



EVA CHEERS ON HADI AT THE TRITON MUSEUM

Several members of East Valley Artists came out to support Hadi at the opening reception of his first solo show, Looking Beyond Ourselves: A Socio-Political Expression Exhibition at the Triton Museum of Art in Santa Clara.

The show runs through July 2nd, so you still have time to see it. Great work Hadi!

Photos by Hadi Aghaee



UPCOMING EVA 23 EVENTS

JUNE 15 PORTRAIT PAINTING DEMO W/MICHAEL O. ROGAN



Join us for an exciting in-person demonstration by artist Michael O. Rogan. Michael will demo in oil. [Visit our website](#) to read the artist's bio.

When: Thursday, June 15 at 6:30 PM

Where: Fellowship Hall, Foothill Presbyterian Church



JULY 14 ARTIST MEETUP AT THE COFFEE CUP



Let's get together over coffee to chat about what projects we're working on, exhibits we saw that inspired us, ideas we have for the club, what we're making for dinner... whatever!

There will be fresh art on display by Jeanne and Sloane thanks to Coffee Cup owner Michelle, who graciously provides exhibit space for our artists.

When: Friday, July 14 at 9:00 AM

Where: The Coffee Cup - 438 Toyon Ave, San Jose

UPCOMING EVA 23 EVENTS [CONTINUED]

JULY 22 NATURE PHOTOGRAPHY WALK W/ SRIHARSHA ANNADORE



Bring your camera or cell phone on a peaceful morning walk to photograph the beauty we find in nature. EVA member Sriharsha Annadore will guide us in how to make the most of our equipment.

When: Saturday, July 22 at 9:00 AM

Where: Location TBD

RSVP: Email us at eastvalleyartists@gmail.com



SIGN UP NOW FOR THE 2023 ANNUAL SHOW

The signup page for EVA's Annual Show & Sale is live!

If you want to participate, read the info and fill out the sign-up form on our website:

<https://www.eastvalleyartists.com/annual-show-signup>

Know any artists who are not EVA members but who might be interested in participating? Encourage them to join EVA by July 19th to be eligible to exhibit with us. More info at the link above.



MEMBER NEWS



CANDY YU

I have two paintings entered into SCVWS June Show “Watermedia Unbound” at Los Altos Library, 13 S. San Antonio Road, Los Altos, CA 94022. It runs from June 1 to June 30, 2023. Flyer attached below.

Santa Clara Valley Watercolor Society presents
Members Exhibit at the Los Altos Library



Los Altos Public Library
 13 South San Antonio Road
 Los Altos, CA 94022
 Phone: (650) 948-7683

Library Hours:
 Mon - Thu 10 a.m. - 9 p.m.
 Fri - Sun 10 a.m. - 7 p.m.



HADI AGHAEI

I will have 3 pieces of figurative art at Chopsticks Alley Art’s “Out of the Box” Exhibition at 38 S. 2nd St. San Jose , CA. The show will continue from June 2 to August 20, 2023

Happy to share the news that my painting, “Prickly Stubble” has been accepted into Salon at Triton Exhibition/Competition 2023. The show will be held from 07/09 to 08/20, 2023.

I will have one piece at Works/San Jose Gallery "Ray for All All for Ray" exhibition starting June 10th.

My Solo Show at Triton continues until July 2nd.

MEMBER NEWS CONTINUED



NITASHA SAHAY

Nitasha led a group of painters at a Cultural Art Event put on at Evergreen Village Square by the Evergreen Leadership Neighborhood Association on June 3rd. The group painted "Airavat" in kalamkari style.



SHELLY WOOLLVIN

Shelly is taking her lampwork beads and handmade jewelry on a roadtrip to participate in the San Diego Bead & Design Show happening July 7th through July 9th.



SAN DIEGO BEAD & DESIGN SHOW



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ARTIST PANELS FOR RENT

Rent EVA's panels for your next art show.

Contact a board member for details or email us at: eastvalleyartists@gmail.com



GRAPHIC DESIGN services

- logos, identity & branding
- website setup & redesign
- business cards, brochures
- page layout, book design
- content writing & editing

→ **1-on-1 consultations to learn Canva or DIY website editing tools**

✉ **SARAH J.L. NGUYEN**
 sjl.nguyen@gmail.com

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 Vice President: Jennifer Wool
 Treasurer: Candy Yu
 Publicity: Sarah Nguyen
 Secretary: [OPEN]
 Webmaster: Julie Cline & Sarah Nguyen
 Newsletter: Sarah Nguyen
 Demo Scheduling: Hadi Aghaee

CONTACT US

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