



JANUARY

2016
Issue #86

LOCAL ART EVENTS NEWSLETTER



QUOTE OF THE MONTH

"Painting is just another way of keeping a diary"

Pablo Picasso

CHECK US OUT!

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SHOWS / MEETINGS/ EVENTS

EVENTS SUBMITTED TO THE CALENDAR MUST HAVE THE ORGANIZATION NAME, DATE & TIME, CONTACT INFORMATION, AND PRICING.

DON'T FORGET TO SEND IN YOUR PROFILE FOR FEATURED ARTIST / WRITER OR ORGANIZATION / MULTI-ARTIST GALLERY BY THE 20TH OF THE MONTH

JANUARY 2016

YWA (YOSEMITE WESTERN ARTISTS) LIVE MODEL PAINTING, Fridays All are welcome to paint/draw/photograph/sculpt from hired models at Gertrude School House in Ahwahnee, CA. We meet every Friday at the Gertrude Schoolhouse from 9:30 am—12:30 pm. (Barring some holidays and bad weather.) Cost is \$7.00 for YWA members, and \$10.00 for guests. Please call Doug Boomer 559-642-3648, or email dboomer@sti.net for more information. Please visit (and like) our Facebook page for the latest scoop on all of our events <https://www.facebook.com/YosemiteWesternArtists>

FNA (FRIENDS 'N ART) NEW LOCATION FOR MEETINGS! meetings where artists get together and paint at Friends Community church, 5688 N 1st, Fresno, CA 93710 9:00 a.m. to Noon. For more information contact Wanda Carey 291-7489

1ST THURSDAY ARTHOP covers the downtown area and the Tower District. The ArtHop program is sponsored by the Fresno Arts Council. It is a monthly event featuring art exhibits in over 60 venues in Fresno County. Art venues include galleries/artist studios, retail outlets and

public spaces. To plan your ArtHop experience, log in to www.fresnoarthop.org to check for a list of locations, event/exhibit details, days and times, and/or the specific venue that interests you.

- Jan 7 **PHOTO COLLECTIVE GENERAL MEETING.** Meetings are normally held on the first Thursday of the month. . **Time:** 7 p.m. **Location:** Stonebridge Apartments Club House 2800 Braden Ave, Modesto, CA 95356 *Meet in the clubhouse just to the left of the pool as you make your way from the guest parking area. For more information, go to www.photocollective.org*
- Jan 9 **ACA (Alliance of California Artists) MEETING/ART DEMONSTRATION. Please join us @** the Art Hub, 2024 N Van Ness, Fresno CA 93704, **TIME:** 11AM — 1PM--Art demonstration is Free to members, Suggested donation from Guests \$5.00. www.allianceofcaliforniaartists.com. For directions to the Art Hub, go to www.fresnoarthub.com
- Jan 9 **THE BAKERSFIELD ART ASSOCIATION** 1607 19th Street, Bakersfield, CA 93301 (661-869-2320) will be having a meeting open to the public on **Saturday**, 9 am to noon, program at 10 am. (2nd Saturday of each month).
- Jan 10 **ARTIST CALL: ARTISIAN FAIRE:** Vintage - Upcycle - Hand-crafted A place for local artisans to sell their wares, and for the community to come out and support them while enjoying beverages and food from our cafe! We will now be hosting our Artisan Faire on the second Sunday of each month, with outdoor and indoor vendor spots available, weather permitting. For more information and to obtain an application, please contact us at miacuppa620@gmail.com. Mia Cuppa Caffe' 620 E Olive Ave, Fresno, California 93728
- Jan 11 **ART CENTER MORRO BAY GENERAL MEETING AND ART DEMONSTRATION** at, 835 Main Street, Morrow Bay, CA 93442, 3:00 p.m. on the 2nd Monday of every month No charge for attending. For more information contact: artcentermorrobay.com phone: (805) 722-2504.
- Jan 14 **YWA (YOSEMITE WESTERN ARTISTS) PHOTO GROUP** Meets every Second Thursday of the Month, 7-9 pm **at the** Stellar Gallery 40982 Hwy 41, Suite 1, Oakhurst, CA 93644 Free to Members and \$10 for guests (1st time free) Each meeting has a theme. For details, check out Facebook page: <https://www.facebook.com/YosemiteWesternArtists>
- Jan 17 **ARTIST CALL. Contemporary Fiber Arts Exhibit & Competition.** 40982 Hwy. 41 • Oakhurst, California 93644 • 559/683-3345 • 888/586-4826. For more information please contact Carolyn Hartling at: chartling@sti.net
- Jan 17 The **PLACERVILLE ARTS ASSOCIATION'S** monthly general meetings are held on the 3rd Sunday of each month from 1:30 to approximately 3:30 at the Placerville Senior Center, 937 Spring St, Placerville, CA 95667. <http://www.placervillearts.com> Karen Poole President kspoole@hughes.net or (530) 672-0943.
- Jan 18 **ARTIST CALL: Receiving for the new membership exhibit at Kingsburg Art Center**, 10 AM -- Noon, 1332 Draper St, Kingsburg, CA 93631. If you are not a member, you may join during receiving. Exhibitors must sit the gallery one day each month. \$20/\$25 per year. For more information, contact President Pam Kjar at 559-897-4449 KingsburgArtCenter@att.net <http://kingsburgartcenter.com>. Writers are welcome to bring their books for consignment at this time also. Writer's consignment agreement can be downloaded from our web site. (see above link)
- Jan 19 **KINGS COUNTY ART LEAGUE** meets the 3rd Tuesday of each month, 6:30 PM in the Kings Art Center, 605 N Douty, Hanford, CA 93230. Meetings include educational art demonstrations. For more information contact the office at 559-584-1605 or e-mail them at info@kingsartcenter.org Website & Facebook page <http://www.kingsartcenter.org> <https://www.facebook.com/KingsArtCenterHanford>

- Jan 21 **3RDRD THURSDAY ART HOP** covers Metropolitan Fresno and Clovis The **ArtHop™** program is a monthly event featuring art exhibits in over 50 art venues in Fresno County. Art venues include galleries, work studios, retail outlets, and public spaces that art patrons can visit on the first and third Thursday of each month and other designated days. Please support our Metro venues; come by and meet local artists and enjoy their artwork, receptions, beverages, and music on the **3rd Thursday of each month, from 5pm to 8 pm**. To plan your ArtHop experience, log in to www.fresnoarthop.org to check for a list
- Jan 19 **YWA (YOSEMITE WESTERN ARTISTS) GENERAL MEETING & ART DEMONSTRATION** 11:00 am Yosemite Western Artists gather monthly at the Gertrude School. There's a brief general meeting, a potluck lunch, and wraps up with an artist's demo. There is a suggested donation of \$5 for members and \$10 for guests, to help offset the cost of the demonstrator. <http://yosemitewesternartists.org/> Shannon Grissom, President, shannongrissom@gmail.com 559-580-1021
- Jan 23 **YWA (YOSEMITE WESTERN ARTISTS) PLEIN AIR OUTINGS** are scheduled for the 4th Wednesday of each month. Interested parties meet in the CVS parking lot in Oakhurst at 9:00 AM where car-pooling arrangements are made to the eventual destination. To stay informed of YWA meetings outings, exhibits and special events follow YWA on Facebook <https://www.facebook.com/YosemiteWesternArtists>. Plein Air Coordinators: Carolyn Hartling and Sandee Scott 559-760-1058.
- Jan 27 **YWA (YOSEMITE WESTERN ARTISTS) FUN WITH PHOTOSHOP GROUP** meets the **4th Wednesday of the Month at 6pm at the Stellar Gallery 40982 Hwy 41, Suite 1, Oakhurst, CA 93644**, Fun With Photoshop is a group lead by Zygmund Zee, a 30-year user of Photoshop that explores the newest and older tools of Photoshop and offers assistance with participant's projects. The group meets the 4th Wednesday of the month at 6 pm, at Timberline Gallery 40982 Highway 41, Suite 6, Oakhurst, Ca. Everyone is welcome, YWA members and visitors (at no charge). **For further information you may call Zygmund @559- 683-0762 or Norma Rogers @559-642-7485**
- Jan 30 **ARTIST CALL Sofa Art Exhibition Arts Visalia** 214 East Oak Avenue Visalia, CA 93291 **Receiving Saturday, January 30th from Noon to 3:00 pm. RULES:** No entry fee. Open to all media. Artworks must be original to the artist. Each Artist may submit up to two artworks. **All entries must contain a sofa, bench, chair, stool or...use your imagination!**

FEBRUARY 2016

- 5/12/19/26 **YWA (YOSEMITE WESTERN ARTISTS) LIVE MODEL PAINTING, Fridays** All are welcome to paint/draw/photograph/sculpt from hired models at Gertrude School House in Ahwahnee, CA. We meet every Friday at the Gertrude Schoolhouse from 9:30 am—12:30 pm. (Barring some holidays and bad weather.) Cost is \$7.00 for YWA members, and \$10.00 for guests. Please call Doug Boomer 559-642-3648, or email dboomer@sti.net for more information. Please visit (and like) our Facebook page for the latest scoop on all of our events <https://www.facebook.com/YosemiteWesternArtists>
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Lori Ann Cole - President
Phone (559) 683-7972 E-mail: lori@farstudio.net
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Buyers Instructions

For Displaying Art

Many non-artists are oblivious to the idea that art needs special care and cannot be handled the way a piece of furniture might be handled. Moreover, few artists now days take the time or trouble to instruct buyers of their art on how to properly take care of the art they just purchased. Many non-artists are oblivious to the idea that art needs special care and cannot be handled the way a piece of furniture might be handled.

You can help prevent the untimely demise of your art after it leaves the care of your studio by sending along a sheet of hanging and cleaning instructions with the sale. The sheet should offer general tips for handling and hanging original artwork out of direct sunlight, etc., and if you paint in pastels, specific handling of soft pastel paintings. It should also include a note of thanks for their purchase. A "how to care for" sheet helps to impress upon the buyer that they have purchased a valuable commodity, something that should be cared for and treasured. Hopefully, they will pass along your instructions to their children and help to increase art awareness.

TIPS FOR HOME DISPLAYING YOUR NEW ART IN YOUR HOME OR OFFICE

- When hanging works of art in your home, there are many things that you can do to minimize the damage caused by light.
- In the room where the art will hang, fit windows with blinds or curtains that are kept closed when the room is not in use.
- Position your art so that it will not be exposed to direct light. For instance, the wall opposite a window will get direct light, while the wall beside a window will not.
- Do not use "picture lights" designed to attach to frames. In addition to over-lighting, "picture





BUYER'S INSTRUCTIONS

lights" cause local heating that is damaging to works of art.

- Use incandescent light with no UV component, to light works of art. Select low wattage bulbs and use a dimmer switch to set the lighting at the minimum level that allows you viewing comfort.
- If fluorescent lights are used, UV filtering should be incorporated either as sleeves or as lenses over the source of the light, or by using UV absorbing Plexiglas to glaze the works.
- Watercolour or gouache and created or printed on poor quality paper are particularly at risk and quickly damaged and should not be displayed on a permanent basis.



Mold damage due to damp environment

To Recap:

- Hang your new art in an interior room rather than a porch, sunroom or bathroom.
- Hang your new art on an inside wall.
- Don't hang your art over the fireplace or radiator or next to an air vent.
- Don't hang your art in the Basement, Bathroom or in the kitchen next to a stove or dishwasher.
- Don't hang your art in a place where direct sunlight will shine on it.



Damaged by Sunlight



ART CLASSES/WORKSHOPS

PIANO & ACCORDION LESSONS at Palmer's Piano & Accordion Studio, Sarah Sivas, Owner/Instructor. Located at 5781 E Kings Canyon Road, Fresno, CA 93727. For more information and pricing, contact Ph 559-905-5987 or palmerspianostudio@icloud.com. www.palmerspianostudio.wix.com/lessons

MCCOY'S ART STUDIO CLASSES 1432 Clovis Ave Clovis, CA 93612 (559) 298-7965 will cover instruction on color theory, composition and Oil technique's. **Day Classes Offered:** Wednesday-- 9:30AM - 12:00PM. Thursday 9:30AM --12:00PM - 1:00 - 3:30 PM Friday -- 1:00PM-3:30p Saturday -- 9:30AM - 12:00PM **Night Classes:** Thursday Evening 6:00pm-8:30p **NOTE:** The classes are continuous all year long. We usually take two weeks off at Christmas, and one week at Thanksgiving. A one week notice would be appreciated when quitting a class. When you stop your classes all make up classes become void. If you have any other questions please call us at 559-298-7965. Check my Web Page at www.artwithlindamccoy.com **Permanent Students** -- Students who come on a regular basis, the same day and time each week and pay for all classes even if they miss one. They may make-up the class on another day in a specified amount of time. The cost of this class is \$18.00 per session. **Alternate Students:** A student who comes whenever there is an opening and only pays for the classes they attend. Classes are \$20.00 for each session.

CLASSES IN JEWELRY MAKING by Frances (Fenya) Lediaev --I teach classes on wire sculpted jewelry. Available after 5pm and Saturdays. Phone: 559-341-0919 artwirejewelry@hotmail.com www.artwirejewelry.com

CLASSES AT THE BAA ART CENTER (Bakersfield Art Association Art Center), 1817 Eye Street. **Summary:** Classes are available in Drawing, Watercolor, Oil, Acrylic, Pen and Ink & Color Theory for beginners and advanced, adults and children. <http://www.bakersfieldartassociation.org/> E-Mail: baartcenter@gmail.com Phone: 661-869-2320

CLASSES WITH M LY: Portrait drawing for beginners" class with Ma Ly at Fresno Adult School

<http://www.facebook.com/events/265429620182196/> **Paint in Acrylic for Beginners" class with Ma Ly** at Fresno Adult School <http://www.facebook.com/events/337761882916664/> **Info and schedule for classes at Michaels with Ma Ly:** <http://www.facebook.com/1/1AQETd222AQHpdtFKP8KGWnoX-oCPBUjTnIsWykM-lhGz-g/> www.artclassatmichaels.webs.com

SAMMY GONZALES AT CALIFORNIA ARTS ACADEMY: Join a drawing or painting class that fits your level from beginning to advanced, ages two to ninety nine. Do you have a teenager interested in Anime/Manga? Sammy teaches that too, but register early because this class fills quickly. Classes are available year-round, with each semester culminating in an Art Hop Student Show. For more information contact California Arts Academy <http://calartsacademy.com/>, or email Sammy at Sammygart@gmail.com. (559) 222-6539 Class Location: 4750 N. Blackstone Ave





ART CLASSES / WORKSHOPS

Fresno, CA 93726

POTTERY CLASSES: Jim and Sandy Gregory in Reedley are retired teachers and will be starting pottery classes in their home "studio" for adults and children. Jim has been in the Reedley High School Art Department for over 30 years and teaching night classes at Reedley College. They work with clay slabs and the potter's wheel. He has a wide selection of samples done in various methods including Raku from Japan and Southwestern Native American style where he attended workshops in Taos, New Mexico. He does custom items for special orders from lamp bases to dinnerware and even mug orders for the local fun-run in Sanger. For more information: Jim and Sandy Gregory, 804 Street, Reedley, CA Phone 638-6084 or 647 3092....

DOOR ART GALLERY: Gary Langdon Oils (all levels) . Door Art Gallery 3073 W Bullard, Fresno, CA 93711 Ongoing: Thursdays 9:00 a.m. - Noon and 1:00 p.m. - 3:30 p.m., Fridays 9:00 a.m. - Noon and 1:00 p.m. - 3:30 p.m. \$60.00 per month. For more information or registration call Gary 708-6823. **Suzie Stach (Pastels)** 1st Saturday of the month beginning March 5th, 2011. Door Art Gallery 3073 W Bullard, Fresno, CA 93711. For registration and information call Suzie Stach 271-9514. **Life Drawing & Painting** (self-directed -no instructor) . Tuesday 5:30 p.m. - 8:00 p.m. or Wednesdays 9:00 a.m. - Noon. \$10.00 per session or \$35.00 per month. Door Art Gallery 3073 W Bullard, Fresno, CA 93711 559-261-1610

TERRI SORENSON WATERCOLOR class on Thurs. afternoons at 3:30 in my home in Selma. The cost is \$20 per lesson. For more information my phone # is 896-6623.

ANITA STOLL PASTEL at her home studio in Coarsegold. For details contact anitastoll@yahoo.com. Visit her website at <http://www.anitastoll.com/> and her blog-site at <http://anitastollpastelssublime.blogspot.com/>



LOOKING FOR LOCAL TALENT

TIMBERLINE ART GALLERY LOOKING FOR ARTISTS: With its recent expansion, the Board of Directors of Timberline Art Gallery, located on Gallery Row in Oakhurst, is announcing its search for regionally recognized fine artists. Interested artists (any media) who need exhibition space and/or representation by a fine arts guild are encouraged to apply for membership. Information about the gallery: www.timberlineartgallery.com. Contact: Timberline board president, Zygmund Zee, 683-3345. Submitted to Art-tique by Sandra Lee Scott, Timberline Gallery member 559-760-1058

CMAC, THE COMMUNITY MEDIA ACCESS COLLABORATIVE that opened on the second floor of the old Met building is looking for artists. Linda Caine went to the opening, and



was very impressed with the whole concept and the center. They also need artists to hang paintings for a month at a time in their studios. There is a LOT of hanging space, and many of the walls will be able to take large pieces of work. If you watch the changing photograph banner on the top of their website, you'll see some of the hanging spaces – have a look at: <http://cmacfresno.org/> . They have someone for July, and Linda Caine will be exhibiting in August, but they're booking exhibitors for other months now. For more information, contact: Hope Melgoza, the woman who arranges the exhibits, so if you're interested please give her a call at 266-2622.

THE KINGSBURG ARTS CENTER is located in Downtown Kingsburg in the Village Center Mall (1332 Draper St, Kingsburg, CA 93631). It is open for business Tuesday -- Saturdays from 11:00 a.m. to 3:00 p.m., Members are required to sit the Gallery one day each month the fee is \$20.00/year. A membership application is available at (go to the Kingsburg Art Center Page) For more information, contact Gail Daley 559-960-2428 e-mail KingsburgArtCenter@att.net or President Pam Kjar 559-897-4449 also available on the web site: <http://kingsburgartscenter.yolasite.com/>

ART HOP OPPORTUNITY: Hi! My name is Amber Donabedian. The date of art hops are the first Thursday of the month. The address will be for the Babylon club which is 1064 N. Fulton st, Fresno CA 93728. **Contact Info:** The phone number will be for the Babylon club also which is (559) 495 ~ 0852 & the email is going to be a.d.photography@hotmail.com I am looking for all types of artists! Thanks again! Amber Donabedian



LINKING AROUND

THIS MONTH LOCAL ART EVENTS RECOMMENDS

THE IMPORTANCE OF JOURNALING FOR ARTISTS

<http://markbrockman.com/blog/99574/blogging-is-anyone-out-there> My purpose for the blog was less about how many people actually read and more about the importance of an artist writing down their thoughts, allowing them to better know what it is they really want from and because of the art they create.

WHY ART STUDENTS SHOULD HAVE THEIR OWN WEBSITE (AND HOW TO MAKE ONE)

<http://www.studentartguide.com/articles/how-to-make-an-artist-website>



ASSOCIATION WEB SITES

ALLIANCE OF CALIFORNIA ARTISTS

www.allianceofcaliforniaartists.com

Art Demonstrations at the general meetings

Workshops

Art Sale in April

Juried Shows throughout the year

FRESNO ARTS COUNCIL (FAC) Water

Tower Gallery <http://fresnoartscouncil.org/>

Multi-Artist Gallery

Art Hop & Jazz Hop

Eatin' On Eaton

ART CENTER MORRO BAY

www.artcentermorrobay.com

Workshops, Classes and Shows

ART-TIQUE www.art-tique.org

Local Art Events Newsletter

Community Art Exhibits at Local Libraries

ARTS VISALIA <http://www.artsvisalia.org>

www.artsvisalia.org

Adult & Childrens classes & workshops

Art Shows & exhibitions

BAKERSFIELD ART ASSOCIATION

<http://www.bakersfieldartassociation.org/>

E-Mail: baartcenter@gmail.com Phone: 661-869-2320

Classes & Workshops

Art Around The Town

Featured Monthly Artist

CARNEGIE ARTS CENTER -

www.carnegieartsturlock.org

Adult & Childrens Classes in Art & Dance

Workshops

CLOVIS ART GUILD

www.clovisartguild.com

Art Demonstrations at the general meetings

Fall Art Show (October)

Old West & Rodeo Art Show (April)

Miniature Art Show (November 2016)

CLAY MIX www.claymix.com

Classes

Events

Studio Space

FRESNO ART HUB

www.fresnoarthub.com

Workshops

Classes

Art Shows

KINGSBURG ARTS CENTER <http://kingsburgartscenter.com>

kingsburgartscenter.com

New Painting Exhibits by Gallery

Members every two months (except May/June)

Swedish Art Festival Fine Art Show & Book Signing (May)

Holiday Boutique & Book Signing (Nov)

MADERA COUNTY ARTS COUNCIL

www.maderaarts.org

Celebrate Agriculture With the Artist

- Exhibit and competition

Circle Art Gallery

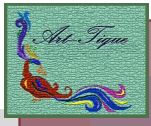
MOTHER LODGE ART ASSOCIATION

<http://www.motherlodeartassociation.org/>

Sponsored Shows in Various towns

Paint Outs





ASSOCIATION WEB SITES

Art Demonstrations

Scholarships

Classes & Workshops

PARTNERS N ART [http://
partnersnart.yolasite.com/](http://partnersnart.yolasite.com/)

Brings Artists & Business together

Art Walk

Borders Bookstore

PHOTO COLLECTIVE [http://
www.photocollective.org](http://www.photocollective.org)

Photography Outings (field trips &
photo walks)

Workshops

Annual Showcase

**PAA (PLACERVILLE ARTS ASSOCIA-
TION)** <http://www.placervillearts.com>

Classes & Workshops

Mother Lode Art Show

Fall Art Tour

**SAN JOAQUIN CLAY & GLASS ASSOCI-
ATION** www.sjcga.com

Annual Spring Sale (May)

October fall Workshop

Annual Fall Sale (November)

SANTA CRUZ ART LEAGUE

www.scal.org

Shows & Exhibits

Classes & workshops

Ties to Poetry readings & Local Theatre

**SOCIETY OF WESTERN ARTISTS
(LOCAL CHAPTER)**

[https://www.facebook.com/pages/Society-
of-Western-Artists-San-Joaquin-Valley-
Chapter/223715287698387](https://www.facebook.com/pages/Society-of-Western-Artists-San-Joaquin-Valley-Chapter/223715287698387)

Art Shows

Meetings & Demonstrations

SIERRA ART TRAILS [http://
www.sierraarttrails.org/](http://www.sierraarttrails.org/)

Exhibits: Pathways

Sierra Art Trails

Our Wild Lands

Water, Source of Life

Going Deeper, Reaching Out

YOSEMITE WESTERN ARTISTS
www.yosemitewesternartists.org

Art Demonstrations at the general
meetings

Rotating exhibits at satellite locations

Annual Tri-County Competition and
Exhibition

Sierra Art Trails

Plein Air & photography outings

WRITE MINDFUL [http://
www.meetup.com/WriteMindful/](http://www.meetup.com/WriteMindful/)

Poetry workshops

Writing workshops

Meditation



THE GOOD NEWS

We would like to fill this space with good news about *you* and your art. Did you get accepted at a major show you have been trying to break into? Did you sell a painting or other piece of art? Are you being honored by the community? If you have good news you would like to share, please send it to the newsletter with the tag line "The Good News".

- **Charlotte White** is Bakersfield Art Associations featured artist in December. Bakersfield Art Association 1607 19th Street, 93301 TELEPHONE: 869-2320
- **George Smith** will be the Featured Artist at the Fresno Art Hub December 17 – February 17. 2024 N Van Ness, Fresno, CA 93704. Gallery Hours, Tuesday 9 AM to 5 PM Wednesday Noon to 7 PM Thursday, Friday and Saturday 10 AM to 5 PM
- **Jim Stephenson** is the featured artist at Kingsburg Arts Center for Dec/Jan. 1332 Draper St, Kingsburg, CA 93631. Dec hours – Tues thru Sat 10AM – 2PM. Jan Hours Thurs thru Sat 10AM – 2PM.
- **Pamela Des Barnes** legendary groupie, author and journalist, will be doing a book signing and Q&A at Zappa Week at Tower District Records. 302 E Olive (SE corner of Palm & Olive)

Its Renewal time!

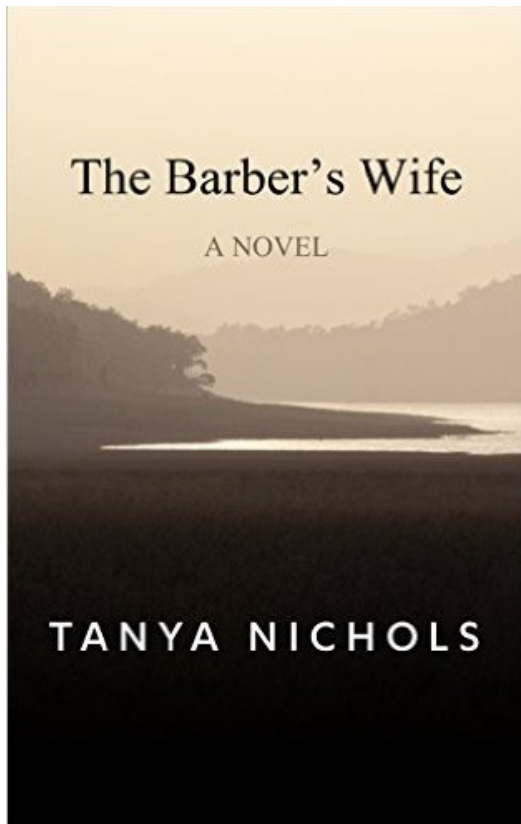
Don't forget

-- pay your 2016 art group dues!



TANYA NICHOLS

Tanya Nichols is the author of the novel, *The Barber's Wife*. Her work has appeared in *North Carolina Literary Review*, *Sycamore Review*, *In the Grove*, and *San Joaquin Review*. Nichols received her MFA in fiction writing in 2004 at Fresno State University where she won creative writing awards in both fiction and creative non-fiction. For the past eleven



years, Nichols has taught writing and literature at Fresno State. She also serves as the coordinator of the Young Writers' Conference and editor-in-chief of *San Joaquin Review*. As a child, her family moved often, up and down the state of California. Frequent moves and new homes fueled her love for stories as constant companions. Tanya is also a musician who plays mandolin and sings in a folk band. As a writer, she is naturally drawn to music with lyrics that tell a story. Tanya has one daughter, Mary Kate Monahan-Zolin, a video producer living in San Francisco with her husband, Maksim Zolin.

THE BARBARER'S WIFE

The novel tells the story of the secrets a woman keeps when she is unable to help her wounded friend who is wanted for killing a lawman. They forge a strong bond as they care for other wounded men and share dangerous secrets and a dangerous love. The launch celebration for the novel will also include a reading and book signings by the author. Nichols earned a bachelor's degree in English and MFA in creative writing at Fresno State. She also coordinates the annual Young Writers Conference for the English Department. **INFO:** Nichols at tanichols@csufresno.edu



Kathleen Mattox/"Mixed Messages" ART

Kathleen Mattox is an artist from Sanger, California, in the heart of the central San Joaquin Valley. She painted while in college at Fresno State in the 1960's and has been part of many creative endeavors over the last 30+ years. Lucky enough to study with B.J. McCoon, Jean Ray Laury, Charles Chestnut, Robert Hurlitz, and Darwin Musselman at Fresno State, she took classes in watercolor, acrylic, oil, and fabric arts—and she finally returned to watercolor in the year 2000, after not painting for over 30 years. She considers her mentors/influences to be Monte Guynes, Kay Owens, Grace Rankin, John Salminen, and Karen Knutson.

A native of the San Joaquin valley who specializes in watercolor. She painted as a graduate student at Fresno state (with Darwin Musselman, B.J. McCoon, Charles Chestnut, and Robert Herlitz) and returned to painting in 2000, although she explored many other creative avenues (quilting, stained class, calligraphy) in the 30 years she wasn't painting.



Most of her works begin with watercolor and then go on to incorporate other media such as permanent pen, gel pen, textured paper, magazine photos, modeling paste, watercolor crayon, opaque paint, metallic paint, gesso etc. In addition to loving a lot of color, she is especially drawn to the elements of line and texture and very aware of the power of contrasting values in effective paintings. Her works are large, usually full sheet watercolors.

Ready to experience retirement beginning in august 2006, she has been an elementary administrator and a district coordinator for Fresno unified school district. Her busy, challenging job kept her from painting as much as she would like, but painting was her stress-reliever and necessary creative outlet that allowed her to maintain energy and to "think outside the box" at work, too.

In the recent past, she has begun to further explore acrylics, oils, and soft pastels and to incorporate them into some of her current watermedia paintings. She continues to find herself most drawn to mixed media works and experimental collages.

Wanting her works to be fun for herself and her viewers, she is not afraid to experiment and "play" as she explores new subjects, ideas, and processes. Her subject matter tends to be impressionistic, expressionistic, and/or abstract rather than realistic. She likes to work in series, returning to the same subjects over time. Musical themes permeate many of her compositions, as well as clocks, Italian hill towns, the Madonna and child, abstract geometric shape compositions, and paintings that comment on the power of language.

Kathleen's works can currently be seen at her gallery, "Mixed Messages" ART, at 1310 8th Street in Sanger CA. Kathleen is a charter member and signature member of the Alliance of California Artists. She also has belonged to the California Watercolor Association and the San Diego Watercolor Society.

Visit her blog (mixedmessagesbykathleenmattox.blogspot.com) and her Facebook Fan Page ("Mixed Messages" by Kathleen Mattox) for more opportunities to see news about her artistic endeavors, projects, and processes.

A lover of color, line and texture, she applies the basic elements of design in everything she creates. Thriving on exploring alternative subjects and approaches in her watercolors and mixed media pieces, she describes her work as "wet, wild, witty, and whimsical" and expects that all her pieces be interesting and fun for both the artist and the viewer.

[HTTP://WWW.MIXEDMESSAGESART.COM](http://www.mixedmessagesart.com) Studio/Gallery/Classroom

1310 8th Street, Sanger CA 93657

kathleenmattox@gmail.com

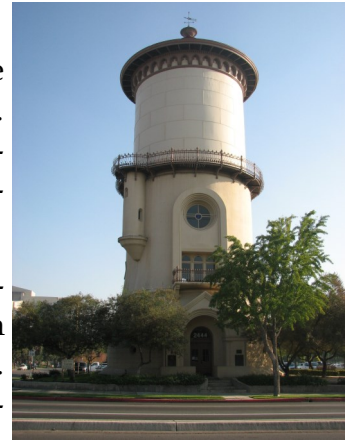
mixedmessagesbykathleenmattox.blogspot.com -- 559-905-351



Historic Water Tower Gift Shop & Gallery

History: Fresno Water Works was established in 1976 by partners George McCulloch and Lyman Andrews to serve the needs of the town of Fresno. In 1890, a group of Chicago investors purchased the Fresno Water Company for \$140,000. In 1893, the water company hired architect George Washington Maher to design the new water tower for the City.

The base of the tower is brick and was constructed without steel reinforcing. The outer wall of the tower slopes inwards at the 10-foot level to join the inner wall. The inner wall curves to form the closed dome at 30 feet. The water tank lies above the dome and holds up to 250,000 gallons of water. It is listed on the national register of Historic Places.



For several years, the water tower was used as a parking meter and water meter repair facility. In 2001, the interior was remodeled and the tower was opened as a Visitors Center by the Fresno Convention and Visitors Bureau.

In October of 2014, the Fresno Arts Council took over operation of the Water Tower. The Water Tower functions as a Visitors Information Center for the City of Fresno, and it houses the Fresno Arts Council Gift Shop. The shop provides a unique shopping experience featuring fine arts, crafts and literature created by local artists, crafters and writers at affordable prices. The Tower also carries an array of Fresno specific souvenirs for out of town visitors.

The Fresno Arts Council (FAC) is a private, non-profit organization established in 1979 under the name of the "Alliance For The Arts" by local artists, arts organizations and interested individuals who wished to create a voice for the arts in the Central San Joaquin Valley.

FACs mission is to "enrich peoples' lives through the arts". Their purpose is to foster an arts community that recognizes and honors the contributions of its citizens to the arts. The Historic Water Tower Gift Shop & Gallery welcomes participation by local artists, crafters and writers.

To Contact FAC: phone 559-237-9734 Fax 559-237-9814 www.fresnoartscouncil.org



The Historic Water Tower Gift Shop & Gallery

2444 Fresno St (corner of Fresno & O Streets)

Phone 559-477-6231

Hours of Operation

Tues—Sat 10AM - 4PM

Art Hop Thursdays (1st Thursday of each Month)

The gallery is open until 8PM

<http://fresnoartscouncil.org/water-tower/>



BLOG: THE PRACTICAL ARTIST

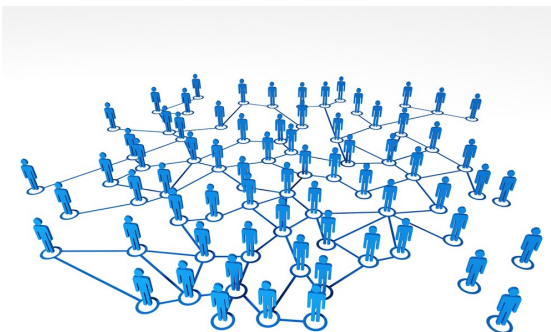
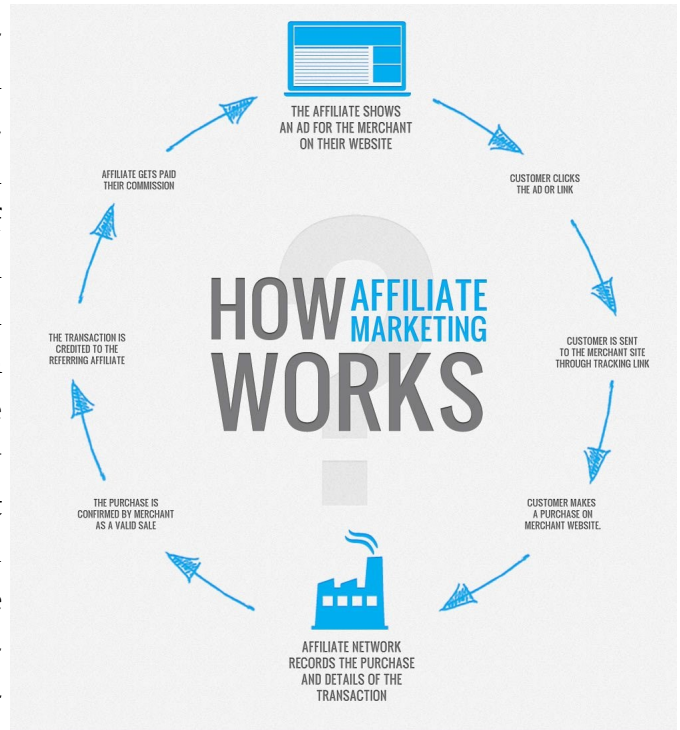
WHAT IS NETWORK MARKETING?

There is a lot of talk these days out there about using social networks to market your art. You can certainly reach a lot of people with your message, but simply reaching them isn't good enough; you need to make them want to buy your stuff. One of the key ingredients in successful social media marketing is creating "social authority". When you establish yourself as an "expert" in your given field or area you become an authority (someone others listen to). You can establish yourself by writing on-line about stuff you know about. It doesn't necessarily have to be art because if you want to sell, you will need to reach outside the sphere of artists you know to your target audience. It's a funny thing, but having social authority in one sphere will give you authority elsewhere; just witness all those celebrities who endorse presidential candidates!

As a result of social media – and the direct/indirect effect of social media marketers, the buying public is more likely to make decisions using what they read and see in social networks, but **only** if they hear about it from someone they trust. This is the reason a focused, carefully designed social media strategy needs to be a basic part of your marketing plan.

Social Networking sites are shaped to allow internet users to connect with each other. The primary types of social networking sites service groups, i.e. former school classmates, a means to connect with friends (like Facebook and Twitter), etc...; most of these sites also feature a recommendation system linked to trust. Most social network sites are web based and provide means for users to connect over the internet via e-mail or instant messaging. Because most of these networking services do run on "friend recommendations" it can be difficult to create a network of buyers if you are not already acquainted with them. If you want your message about your art to be

picked up and sent "viral", you must create a message that is both interesting and attention grabbing.



Viral Marketing, Viral Advertising, Or Marketing Buzz refers to promotion practices that use pre-existing social networks. The goal is to create viral messages that attract people with high social networking potential (SNP) so that these people will tell everyone about the message. It's like a game of gossip.

As a general rule three basic conditions must be met for *your* communication to go viral. 1) A “go-between” or “dispatch rider” must pick up the message. There are three types of “dispatch riders” required to change an ordinary message into a viral one: market devotees, social hubs, and salespeople. Market devotees are among the first to get exposed to the message and transmit it to their immediate social network.

Social hubs are people with a large number of connections; they often know hundreds of people and can serve as tie-ins between groups with different interests. Salespeople receive the message from the market devotee, amplify it by making it more relevant and persuasive, and then send it on. 2) *The message must be memorable* and interesting. Only messages that are both will be passed on to others and spur viral marketing. Making your message more memorable and interesting (or



more infectious) can be a matter of minor adjustments. 3) *the environment needs to be favorable*: The timing and context of your promotion takeoff must be right too. If there is something much more interesting going on like the Japanese earthquake, your chances of getting a competing message out are not very good.



Question: how do you find these people? Well, you have to put in your time developing on-line relationships. It will be

necessary for you to express some type of interest in what they are doing so that they will reciprocate. I am not advocating spending hours on the net; in fact, just the opposite. However, you *will* need to be able to make a connection with them on some level. Keep your communications short and only respond to stuff that actually interests you because a phony interest can be easily spotted.

Want to know how effective you are? Here are a few free social media monitoring and measurement programs and tools:

How Sociable? A simple, free tool that measures the visibility of your brand across the web.

Addict-o-matic A nice search engine that aggregates rss feeds, allowing you to see where your brand is lacking presence.

Socialmention: a social media search engine offering searches across blogs, and microblogs with a social rank score.



ABOUT THE NEWSLETTER

The Local Art Events Newsletter is an on-line free monthly publication for the purpose of assisting artists and writers of California's Central Valley and Central Coast to find places to show/sell their work, make connections with the local peer groups, and find classes, workshops, and tools that help them develop artistic and writing skills and the business side of their work. Printed copies are usually available at the general Meetings of ACA, CAG, and Allards Art supply in Fresno and the Kingsburg Arts Center in Kingsburg. It is distributed on-line.

Art-Tique welcomes notices and ads that agree with our stated purposes. **All requests must include date, time, address and contact phone number or e-mail.** If you wish to post an item to the hard copy of the calendar, it must be submitted by the 20th of the month. *All notices sent to members are subject to approval and editing by Art-Tique, and no member information is ever given to 3rd parties.* **WHILE EVERY EFFORT IS MADE TO ENSURE THAT THE INFORMATION ON THE CALENDAR IS ACCURATE, MOST OF THE INFORMATION IS FURNISHED FROM 3RD PARTIES AND ART-TIQUE IS NOT RESPONSIBLE FOR CHANGES MADE BY THOSE PARTIES TO THE INFORMATION FURNISHED.**

ART-TIQUE DIRECTOR: GAIL DALEY MAILING ADDRESS: 5688 E SUSSEX WAY, FRESNO, CA 93727

LOCALARTEVENTS@ART-TIQUE.ORG VISIT US ON THE WEB: WWW.ART-TIQUE.ORG

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