

September 2006
Volume 227



Williamson County Art Guild

Building Community Through Creativity

Calendar of Events:

8/30 & 8/31:

Gallery Change-out

9/1:

First Friday

9/5:

Board Meeting

9/12:

General Meeting

9/15:

Newsletter Deadline

Details of Sept Meeting

At the September meeting, Photographer Virginia Broady will discuss how she turned her passion for photography into a business. She will present her story and perspectives on how to turn a passion into a successful business. The meeting will be at 7 p.m. Sept 12th at the Georgetown Chamber of Commerce.

Directions:

From I-35 N exit 261A (Lake Georgetown), turn Right onto Williams Dr, turn Left onto N Austin Ave then Right onto Stadium Dr. The Chamber of Commerce building is on the right.

WCAG MISSION

Stimulate maximum interest in education in the arts in Williamson County.

Letter From the President

I would like to thank the renewing and new members for their support of the WCAG. We had an excellent response and memberships continue to come in. The 2006-2007 Membership Directory is being assembled and should be ready to be picked up at the September 12 monthly meeting. If you can't make the meeting you can pick up your Directory at WCAG Gallery on the Square in Georgetown. If you cannot make it to a meeting or to the Gallery please let me know and we can arrange to mail the Directory to you.

Remember, the monthly meetings are now being held on the second Tuesday of the month at the Georgetown Chamber of Commerce at 100 Stadium Drive. We moved to the chamber because their meeting space can accommodate more people than the meeting space at The Framers' Gallery. I would like to thank Fred Bolgen on behalf of the WGAG for hosting the meetings in the past.

Plans for WCAG 30th Anniversary Gala Party and Fundraiser are charging ahead. Mark your calendars for the evening of Saturday, November 11. The Gala Fundraiser will be held at the Georgetown Country Club. We will roll out the details and publicity for the Gala Fundraiser at the September 12 member meeting.

A goal of the WCAG is: Fully Utilize the Talents of WCAG Members. One of the ways we can fulfill this goal is to fully staff the various WCAG committees. Each board member runs a committee except for the Secretary and Treasurer. The responsibilities of the committees are described in the WCAG Constitution which is printed in your Membership Directory. The committees that need to be staffed are: Planning, Show, Newsletter, Publicity, Membership, Hospitality and Programs. The Parliamentarian forms a Nominating Committee in the spring of each year to come up with a slate of officers.

The Gallery is a special case. The Gallery Committee is staffed by Docents. Members who hang art in the Gallery are required to be Docents and sign up for a shift at the Gallery if able. Unfortunately we do not have enough Docents to staff all of the available shifts. I would like to encourage members to display their art at the Gallery and serve as Docents. You can also volunteer to be a Docent even if you do not have art in the Gallery. Being a Docent is a rewarding experience and I encourage members to step forward to help keep the Gallery open on the current schedule or even expand the Gallery schedule!

Please thoughtfully consider your many talents and volunteer to serve on one of the many committees. You can contact me or any board member to get more information or to volunteer.



Best regards,
Dave Glanzer

Announcements:

1. Starting in September, all **Guild meetings** will be held at the Georgetown Chamber of Commerce.
2. **Meeting nights have been changed to the 2nd Tues.** of the month. The 1st Tuesdays were already booked by another group.
3. Mark your calendars for our **30th Anniversary Gala** to be held on November 11th. Details to follow.
4. Voting for **People's Choice Award** will now be accepted all month long.

Treasurer's Report

Checking: \$3349.19
Building Fund: \$3974.61
Scholarship: \$3805.41

Where's the Point?

Create a center of interest in your paintings so viewers know where to focus.

By Eric Wiegardt

My schooling in watercolor stressed the need for a center of interest—a focal point—in all good paintings. Over the years, I've questioned whether this is really necessary and I've concluded that without it, paintings tend to fall apart. Take away a center of interest, and there's no landing spot for our eyes; we become mental pinballs ricocheting off the picture plane. No conclusive statement is made.

The center of interest is the place where you want the viewer to concentrate, the most important visual element. Areas outside this focal point should be subordinate to allow the center of interest to make a statement. You can use subordinating elements to subtly lead the viewer's eye toward your center of interest. Also note that the center of interest can be considered an area, as opposed to a point you place your finger on.

Establishing a center of interest

So how do you determine a center of interest in your paintings? To answer the question, you must remember that design is independent of any natural phenomena—it's not just going to happen. You'll need to plan what your center of interest will be and then take the proper steps to establish it. Here are a few tips for creating a center of interest:

Value: Strong value contrasts draw our eyes. Think about the lightest lights next to the darkest darks. By implementing value contrasts specifically where you want the viewer to concentrate, you'll form a center of interest. If there are equally strong value contrasts throughout the painting, they'll negate each other and no center of interest will be established. Therefore, outside the focal point your value contrasts should be pulled more closely together: light against medium light or medium dark against the darkest dark.

Detail: A detailed area will draw the viewer's attention, especially if it's surrounded by areas with less detail. Strictly from a design standpoint, detail is nothing more than small shapes. The center of interest will be more detailed: It will consist of small shapes rather than one large shape. Learn to keep the shapes broader and less defined as the eye moves away from the center of interest.

Remember that details should be reserved for the focal point. Watch out for the habit of including details throughout the paintings—it's a trap and a constant struggle to resist. Personally, I like to give definition to my center of interest and lead the viewer to believe he's seeing identifiable subject matter in the background, when in reality the background is just a series of abstract shapes.

Where's the Point, continued



Value contrasts at work

In *Eva R Nahcotta* (watercolor, 19x25) I reserved the strongest value contrasts for the boat cabins. Notice that I left the water and pilings extremely simplified; they play a supporting role.

Placement: As a shape moves closer to the center of a painting, it'll become stronger in visual impact. So if you want something to be the focal point, you can try moving it closer to the center. The key here is to keep it from becoming a bull's-eye.

By establishing a center of interest you'll lead the viewer's eye where you want. If you learn to be judicious in placing value contrasts and details, your center of interest will make the statement you intend—a most satisfying experience for the artist and the viewer.

Watercolor artist **Eric Wiegardt** teaches workshops throughout the United States and abroad. He resides in Ocean Park, Washington.

Article reprinted from *The Artist's Magazine*, March 2004. Vol 21 No. 3

Become Involved!!

1. Volunteers are needed for the new Show Committee to help plan our 30th Anniversary Gala. Contact Dottie for more information. You can email her at foremanpools@austin.rr.com.
2. We need Docents! Even if you don't have any artwork currently hanging in the Gallery. Being a Docent is fun and easy! Contact Lan Patterson for more information.
3. Join a committee! Contact the chairperson for information.

August Meeting in Review

Sonia from Framer's Gallery discussed and demonstrated how your matting colors and molding choices can complement and enhance your artwork. This was a wonderfully visual presentation. Fred and Sonia always welcome artists who just want their help or opinion, even if you plan on matting it yourself. If you do choose to buy your matting and molding from them, Fred gives artists a 35% discount.

Shows & Opportunities

1. **Donate your art to the Guild for the 30th Anniversary Gala.** All donated artwork will be auctioned off and the proceeds will go to the Scholarship fund. This is a good opportunity to expose your artwork to a new audience. Contact Dottie (Show Chair) for more information.

2. **COLEMAN:** Call for Artists. Coleman First Juried Fine Art Show. April 25-May 2, 2007; cash awards: \$3,500. Juror: Ann Templeton. Entry by digital images--deadline February 16, 2007. For prospectus, download pdf at www.fineartsleaguecolemantx.com or send SASE to Marian Johnson, 1212 Commercial Ave., Coleman TX 76834 or email fineartsleague@yahoo.com.

3. **SAN ANTONIO:** Texas Watercolor Society 58th Juried Art Competition. Frank Webb, Juror. Slide Deadline Nov 1, 2006. \$2,000 top award. \$7,000 total. Prospectus? Send #10 SASE to Anne Bennan Vela, 14110 Bluff Park Dr., San Antonio TX 78216. Exhibition at the Bright Shawl Gallery, San Antonio, TX March 1-31, 2007. Color catalog to all entries. www.texaswatercolorsociety.org

Welcome New Members and Sponsors

We would like to thank and welcome our new members and those who have renewed:

Helen Alexander
Sonia Colonna-Mathis
Jon and Diana Einwich

Members who have joined or renewed at the Sponsor level:

David Adams
Eileen French
Peggy McKenzie
Patricia Lyle

Welcome to everyone!

Gallery Update

Gallery Rules:

1. You must be a current member in order to display artwork in Gallery.
2. People's Choice Award voting will commence the 1st of the month and end on the last day.
3. All check sales will be written directly to the Artist.
4. Artist is responsible for paying sales tax to state from sale of artwork.
5. All customer information will be given to Artist for their records.
6. You must Docent during the month your artwork is hanging.
7. Hanging fees are waived the month of your birthday.

HANGING FEES: Here are the current Hanging Fees for the Gallery:

(Combined Width + Length)

< 28 inches	\$ 2.50	Sculpture	\$ 5.00/pedestal
> 28 inches & < 62 inches	\$ 5.00	Jewelry	\$ 5.00 per ½ jewelry display case (must be individually tagged)
> 62 inches	\$10.00		

Contributing August Gallery Artists:

Brenda Briggs Dottie Foreman Monte Cary Patricia Feille
Charles Kessel Kathalee Holmans Dave Glanzer

Peoples' Choice Award: Do to the change made to the voting process, we don't have August's winner yet. The winner will be announced in October's newsletter.



Art Classes & Workshops

1. Art Center of Williamson County

The Art Center has limited classes opening available for the Fall 2006. We offer classes for children and adults. There are specialty classes available such as watercolors, oil, life drawings, airbrush, basic printmaking, pastels, and illustration. For more information on these classes, call Micheal at 512-248-8690 or www.artcenterwc.com

Everyone is invited to our **Student Art Show and Open House** on September 9th (Saturday) from 3 p.m. to 5 p.m. The students are exciting and we want to show them our support! The staff of the Art Center will also be there to answer any questions about the Art Center and it's future goals.

2. Creative Art 101

Are you an artist who would like to inspire others? There is an opportunity to share your talent with teenagers in Williamson County. You would be a part of a volunteer team of artists participating in teaching classes on a rotating basis. Supplies provided. Time and planning minimal. The rewards are great for all involved. Classes start in October. Come join us! Call **Chuck Roush** at 512-863-4218.

3. Diana Kipfer owner of Sweet Liberty Creations gallery in Liberty Hill will be teaching art classes and fine silver jewelry making classes this summer. For more information, visit her website at www.pmcguild.org and search on classes by Diana Kipfer or call 512-778-5657.

4. Linda Figg is teaching art classes for children at the Dragonfly-Pond Studio. Call her at 512-255-3404 or 507-1775 for more information. The studio is located west on 1431 about 1/3 mile past Sam Bass Rd. Turn left on Raley Rd and the studio is the 3rd place on the right, 108 Raley Rd.

5. Patricia Lyle:

Paint in Patricia's Studio: Private lessons by appointment, Mondays (call 238-0293 for info & reservations)

Fall Workshop at the Art Center: More information will be posted on the Art Center's website in September. www.artcenterwc.com

6. Micheal Hammons has two openings left on Fridays. It is watercolor introduction (beginner and intermediate) and its techniques. If interested – call Micheal at 512-248-8690 or studio 512-244-3403.



Board of Directors

President - Dave Glanzer
daglanzer@aol.com

Gallery Chair - Lan Patterson
512-864-7862 / lanpatterson@peoplepc.com

Hospitality Chair - Martha Hooper
512-763-1295 / homecoming123@verizon.net

Membership Chair - Pat Langley
512-864-9981 / wholang@thegateway.net

Newsletter Chair – Melissa Conniff
512-310-0248 / wcartguild@yahoo.com

Parliamentarian - Larry McCormick
Mccor@cox.net

Program Chair - Fred Bolgen
512-633-0868 / fredbolgen@cox.net

Publicity Chair- Ross Carnes
Graphicsrex@hotmail.com

Secretary - Pam Heller
254-793-3015 / pamsheller@gmail.com

Show Chair – Dottie Foreman
Foremanpools@austin.rr.com

Treasurer - Jane Goosby
Tjanegoosby@msn.com

Past President - Lucas Adams
512-863-3263 / lucastadams@yahoo.com

GALLERY: 512-868-3966
www.wcartguild.com

Join the Art Guild

You are invited to join the Art Guild by dropping in at the Gallery or by sending a membership form & check to:

**Williamson County Art Guild,
109 E. 8th Street
Georgetown, TX 78626**

Membership Fees:	
Individual:	\$30.00
Student:	\$18.00
Senior: (60 & over)	\$20.00
Family:	\$35.00
Sponsor:	\$50.00 to \$249.99
Sustaining Membership:	\$250.00

Copies of the membership form are available at the Gallery and online at www.wcartguild.com. Contact Pat Langley at 512-864-9981 for details on joining.

Submissions to Newsletter

We welcome items for the newsletter. If you have any helpful advice or bits of information about the arts community, or artwork in general, please contact Newsletter Chair Melissa Conniff at:
512-310-0248

or email to:

wcartguild@yahoo.com

Please consider signing up for the e-newsletter as it saves the Guild a lot of money through the year on postage and printing costs. If you haven't already signed up please send a note to Melissa Conniff at wcartguild@yahoo.com and we can get you on the list.

DEADLINE: 15th of the month

The Williamson County Art Guild is a non-profit 501c (3) organization, organized & operated for educational and charitable purposes. Its specific focus is to stimulate interest in art in Williamson County through art in exhibits, artists' programs and sponsorship of scholarships and workshops.

**WILLIAMSON COUNTY ART GUILD
& GALLERY**
109 Eighth Street
Georgetown, TX 78626
512-868-3966
