

PETALUMA ARTS ASSOCIATION
Newsletter April 2005

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Corporate Sponsors:

Aurora Colors Glass Art Center
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Tutto Amiamo Galleria

Message from the Board

Shazzzzam! April has been a busy month for PAA!! If you missed the April meeting, you missed a GOOD one. There was an incredible energy in the room as we discussed the marvelous flurry of events to happen in April. I was also very pleased to see so many of you bring such interesting art for critique.

April, April, April! Commendations to JoAnn Naylor and her team who put together another fabulous fundraising event in Spirit of Color. The Bank of Marin was absolutely packed with art and people. The event is gaining momentum and was a success. Likewise, the River-themed Museum show had a wonderful spectrum of new art for Petaluma. Karen West and the team of artists who put that show together did a great job.

As we savor the successes of our spring shows, I encourage everyone to start thinking about summer. The Art & Garden show is really heating up. To put things in perspective, the advertising budget for this show is probably 3.5 times that of Art in the Park. There will be at least one live radio broadcast from the site and potential TV coverage. This is an extremely hot opportunity for you to show your work to an expected crowd of over 7000 people. We have 30 spaces to fill and the deadline is May 1st. We want to get the spaces filled as soon as possible. We currently have 9 spaces taken. Remember, if you want to share a booth, we ask that you submit all registration forms together. Artists must be a PAA member to participate in this show since PAA is sponsoring the event and basically subsidizing the spaces. There will be a 15% commission on all sales at this show. Deadline for entry, May 1st, is swiftly approaching. It's not too soon to also start thinking about Art in the Park. The poster contest is now in process. See the

information below for details. I'd love to see at least a dozen entries for that contest, so get out to Walnut park and CREATE!! If you'd like to participate on the Art in the Park committee please plan on being at the first planning meeting to be held at Pelican Art Gallery at 7pm on Tuesday, May 17th. Art in the Park booth selection will be held during the July meeting. As we determined at the annual planning meeting in January, Active members will have first choice. An active member is one who attends at least 7 meetings (if you haven't been to a meeting yet, you're probably going to have to shift to an associate member status) and participates on at least one committee.

Art in the Park (Saturday & Sunday, Sept 10-11)

POSTER CONTEST!! The poster contest for Art in the Park requires the following:

- Must be a PAA member to participate
- Must have the Walnut park gazebo (or a portion thereof) in the design
- Must be landscape format
- Must reduce down to 7" wide by 5" tall (for postcards)
- Entries must be postmarked before May 31st, 2005

Submission: Send a picture (preferably a 5x7) of your entry to PAA Art in the Park Poster contest, 283B N. McDowell Blvd, Petaluma, CA 94954. Call 707-773-3393 if you have questions.

PLANNING MEETING SCHEDULE!! The first 2005 Art in the Park planning meeting will be held at 7pm on Tuesday, May 17th at the Pelican Art Gallery (283B N. McDowell Blvd, 773-3393). There will be meetings a couple times a month. Tentatively meetings will be held on the following Tuesdays unless otherwise noted: May 17, May 31, June 14, June 27 (Monday), July 12, July 25 (Monday), August 16, August 30. Please mark you calendars. We want to make the 48th Art in the Park the best ever!

Our Next Meeting

Date: May 3, 2005

Time: 7 P.M.

Location: United Church of Christ at 825 Middlefield Road, Petaluma

Program: Dimitri Pavloff will do a watercolor demonstration for us.

Mr. Pavloff is a watercolorist who also works in ink. After years of painting the Sonoma Coast, he is expanding to include works from his travels to Alaska, Kauai, the Florida Keys and the Everglades. His website is www.dpavloffstudio.com, if you wish to view some of his work. He plans to bring some of his recent work and to show some techniques for making watercolor more forgiving and for painting our way out of so-called "muddy" colors. He will supplement that with some information on where to find good instruction in the way of videos, books and workshops.

April Meeting Highlights

Welcome to several new members. Update on Art & Garden (expecting 7000 people with excellent newspaper, radio coverage). Applications due by May 1st. The critique was very energetic and well received.

Newsletter

Please submit all requests for information for the newsletter to be received no later than the 15th of the month. Mail to the PAA P.O. Box

2623, Petaluma CA 94953 or e-mail news@petalumaarts.org. Please identify PAA as subject.

Membership News

Please welcome new members:

Michelle Sottile-Smith, website www.worksonsilks.com, phone 707-775-3641

Dannette Roberts, phone 707-766-9181

The winner of the gift certificate to Petaluma Art and Earth at the April meeting was Mary Gary.

Spirit of Color

What a great event this year! Thanks to all who participated and to those who worked hanging the shows and fine tuning the event. There were over 250 art-minded people attending the reception. As to date, sixteen (16) pieces of art have been sold. We will have the final numbers by the end of the show, which is May 11th. The bank will mail the artist's checks by May 11th. This event will far exceed what we sold last year. Our goal is to always exceed the previous year's sales. The show was/is a wonderful way to get our art seen in the community and let everyone see what PAA contributes to the Petaluma area. And, we will have more money for grants that support the art programs in our schools.

Thanks everyone. Spirit of Color Committee

Visit PAA's website to see the exhibit:

<http://www.petalumaarts.org/gallery.php>.

Artists at Work

Jerrie Jerne Morago: at Dempseys Restaurant and at Envy Nail Salon at 153 Kentucky Street.

Lance Kuehne is the permanently featured artist at "Kitchen" restaurant in Novato (868 Grant Avenue)

Lance is a member of the Graton Gallery (www.gratongallery.com/). He also will have a window

display at Copperfields Book Store in May.

If you are showing your work, please contact the newsletter so we may include your events.

Calendar of Events

Until May 3: Museum Show

Until May 11: Spirit of Color at Bank of Marin

Until June 1: Birds, Bicycles, Beaches and Bridges at Pelican Art Gallery

May 17: 7 P.M. Art in the Park planning meeting at Pelican Art Gallery

May 25: 7 P.M. PAA Board meeting at Pelican Art Gallery

May 31: 7 P.M. Art in the Park planning meeting at Pelican Art Gallery

June 1: 7 P.M. PAA Board Meeting at Pelican Art Gallery

June 1 – July 25: Celebration of Creativity at Pelican Art Gallery

July 10: Art and Garden Festival

September 10 – 11: Art in the Park

Grant Information

A \$67 grant has been awarded to an art class at Petaluma High School.

Library Show Wrap-Up:

Thanks once again to all participants for an outstanding show. For those of you with an interest in numbers, a total of 165 children's activity sheets were used. Congratulations to Pat Marshall for a fantastic job and for coming to the library to docent the three groups of school children.

A housekeeping chore: Please remember the 15% commission due PAA on any sales generated by the Library Show. I would also encourage you to support our corporate sponsors. For example, Minuteman Press has donated many copies of various forms to PAA.

From the Petaluma Farmers' Market

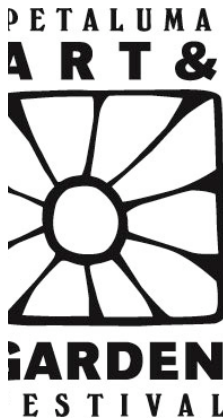
The Petaluma Farmers' Market is interested in teaming with PAA and/or PAC to provide free art projects for kids. If you are interested in this project, please contact Erica Burns of the Farmers' Market at Eburnsg@aol.com.

Cruisin' the Boulevard

Congratulations to Nancy Chien-Eriksen, Jan Lee, and Linda Postenrieder for being chosen to participate in the "Cruisin' the Boulevard" fundraiser for the Boys and Girls Club. Be on the lookout for the 30 fiberglass cars decorated by local artists. There will be a parade and celebration on Saturday, May 21 from 2-5 P.M.

Petaluma Downtown's 4th Annual
Art & Garden Festival

Sunday July 10th 2005
4th Street & Kentucky Street
11 AM to 5 PM



Petaluma Arts Association (PAA) Artist Pavilion Application

Artist

Name _____

(Artists may share a space. If sharing, each artist must complete & sign one of these forms. Artists must be PAA members)

Mailing

Address _____

City _____ State _____ Zip _____ CA

Resale# _____

Phone _____ Fax _____ eMail _____

*Please **check** your registration category*

All spaces are 10' x 20'

PAA Member \$60 per space (max 2 spaces) plus 15% commission of all sales
\$ _____

Other Artists Are invited to join PAA or contact the PDA at 707-762-9348

 (optional) 10' x 10' rental tent fee in addition to space fee: \$75 per tent

_____ Enter number of tents * \$75 = Tent cost \$ _____

♣ TOTAL \$ _____

Description of your work and their price ranges

I agree to abide by the guidelines for the Art & Garden Festival and to participate Sunday July 10th, 2005. Policy dictates that there are no refunds for cancellations. Festival events will not be cancelled because of weather conditions. The participant shall indemnify and hold harmless the Petaluma Downtown Association, the Art & Garden Festival Committee, the Petaluma Arts Association and all other organizations involved in coordinating the festival from any and all claims, causes of action suits, damages, injuries and losses to any person or goods arising out of or connected in any way with the renting space in the Art & Garden Festival. Allow plenty of space for panel displays and tables. NO ART WORK is to be placed on the ground or benches.

Signature _____ Date _____

Please mail this completed **form(s)**, at least 2 **photos** of your art work, photo of prospective tent/setup, any additional **information** that may be useful for

publicity, a self-addressed & appropriately stamped envelope, and your **check** (payable to the Petaluma Arts Association) postmarked no later than May 1st, 2005 to:

PAA
Art & Garden Festival
PO Box 2623
Petaluma, CA 94952

- Notification of acceptance will be mailed at the end of May. Registration and tent fees will be returned if an artist is not accepted.
- All spaces in the Art Pavilion are located in the A-street Parking lot and are 10' x 20' in size. Maximum 2 spaces per artist. Spaces will be assigned by the PAA Art & Garden Committee. The Artist Pavilion spaces are reserved for 2-dimensional and 3 dimensional visual arts (Does not include performing art, culinary, video, literature)
- Credit card processing will be available to all artists in the Pavilion through PAA.

Art Pavilion: for further information please call Linda Postenrieder @ 707-773-3393 or email post@PelicanArt.com

All other inquiries call the Petaluma Downtown Association at 707-762-9348

Petaluma Arts Association
P.O. Box 2623
Petaluma, California 94953

The Petaluma Arts Association

Meets the first Tuesday of each month at 7 P.M. Attendance is open to all members and visitors.

The PAA Meetings are currently held at the United Church of Christ, 825 Middlefield Road, Petaluma, California. From Petaluma Blvd. South, turn south onto Mountain View, Left on Mission, right on Middlefield, left into the parking lot. Meeting room borders the parking lot.