

Perspectives



grandvalleyartists.com

May 2020

GVA: How Much Do We Love Thee!

Submitted by Joanne Swann, GVA President

It's a complicated time out there right now, with so much confusion about which events will be allowed to open, and which events will be canceled. And now that our main fundraiser for 2020, the Reeds Lake Art Festival, is no longer taking place, the board is trying to figure out where to go from here. The revenues from previous Reeds Lake festivals, along with dues, donations, and sketch fund profits, has resulted in a respectable cushion in the GVA bank account. However, canceling this year's event will result in a significant operating loss, which will force us to dip into the reserve. We've been brainstorming ways to help offset this loss of funding, but the pandemic greatly limits any option that would require people gathering, indoors or out. The safest way to offset the loss created by the cancellation of the 2020 Reeds Lake Art Festival is to ask our members who can afford it to make a tax-deductible donation. Rest assured the board will also be seeking donations from the West Michigan business community and the Emergency Relief Funds program of the Michigan Council for Arts and Cultural Affairs. But before I list a few donating ideas, here are opportunities GVA offers its members:



1. We are one of the few art organizations in the nation to have our own studio.
2. We hold live model sketch sessions three times a week.
3. We hold weekly live portrait sketch sessions.
4. We hold weekly still life sketch sessions.
5. We also have weekly plein air sessions in the summer.
6. We have an active photography group that holds their own critiques and new technique sessions.
7. We have special weekend workshops given by some of our artists, as well as outside artists.
8. Our studios are available for rent to artists and groups.
9. We hold monthly critiques, facilitated by knowledgeable artists.
10. We have monthly programs on current topics for our artists.
11. We give our members opportunities to show and sell their work through several local churches and restaurants.
12. Members can post their work for sale on Fine Art America through us.
13. We offer selling opportunities at Grand Rapids Downtown Market via Bliss & Vinegar.
14. We offer panels to our artists to sell their work at the Reeds Lake Art Festival.
15. Our artists get a discount on booth fees at the Reeds Lake Art Festival.
16. We host social gatherings that allow our members an opportunity to get to know one another, such as our picnic in August and a holiday party art show in December.
17. We host an ArtPrize venue and feature many of our artists.
18. We hold art shows at various high-profile venues. These include Holland Area Arts Council, Box Factory for

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the Arts in St. Joe, and the Forest Hills Fine Arts Center, to name a few.

19. We maintain a website showcasing members' work.
20. We manage three Facebook pages.
21. Over the years, our members' work has had strong representation in the big regional art shows. We are a force to be reckoned with!
22. Every month we have a new exhibit in our GVA gallery which is open to all members.
23. And, last but not least, we have this monthly newsletter! It can be found on our website, and hard copies are available at our studio (when we are able to go there).

We offer all this at the astonishingly low price of \$45.00 per year. But now, we need your support to keep our doors open. Here are a few suggestions:

1. A straight tax-deductible donation in an amount comfortable for you. If your donation is to be tax-deductible, please request a 501(c)(3) form. This is not to be regarded as a membership fee; it's a straight donation. Send to: Grand Valley Artists, Inc., 1695 Service Road NE, Suite 106, Grand Rapids, MI 49503, Attn: Treasurer.
2. Or you can go to the GVA website, www.grandvalleyartists.com, and make a donation through PayPal.
3. Jim Johnson recommends that members who normally attend the model sketch sessions should figure out the amount they spend on model fees over a two-month period, and donate that amount using any of the above avenues.
4. In addition to member-direct donations, we will be sending a letter to various institutions and companies in the West Michigan region who support the arts. Perhaps we offer them the opportunity to have their company logo on our newsletter, or on next year's art festival poster.
5. We are applying for grants through the state.
6. We are exploring the idea of creating a package of eight note cards for sale, with eight juried artists donating an image. We would then sell the packages at various events.
7. While you are hunkered down in your home, do your online shopping through Amazon Smile, www.smile.amazon.com. Designate the Grand Valley Artists account, and a portion of the sale will come to GVA.
8. Keep a change jar marked "GVA," and toss in some of your change when you shop with cash. When the jar is filled, donate that amount to GVA.

Grand Valley Artists is 60 years strong, and we want to continue to offer you these opportunities to help you grow creatively, for at least another 60 years. We appreciate all that you do to help us keep our doors open! Please stay safe until we are able to gather and create art in person again.

GVA and ArtPrize 2020

Submitted by Joanne Swann

Many art events have been cancelled this year, but the next big event, ArtPrize, continues to move ahead with plans to be held in the fall. According to the ArtPrize website, their committee is working with the city and their community partners to keep plans moving forward. Venue applications are open until May 22, artist applications are open until June 4th, and there is another month to make artist/venue connections.

GVA is waiting to receive final approval for use of a city-owned space, the former Water Treatment Building. All of this is tied in with the city granting approval for holding ArtPrize at all. Once this is resolved

and the stay-at-home order is lifted, we will be able to get into the building to measure and configure the space to figure out how many art pieces we can accommodate.

Because of these uncertain times, the Grand Valley Artists jurying committee is not confirming artists at this point. We will be doing so in the near future. Our venue will be taking single works that are comprised of no more than three individual components, such as diptychs and triptychs. We will also be showing only the work that has been juried into our venue. This allows us to consider the size of your work and to show as many pieces as possible in the space that we have.

Getting Started in Plein Air

Submitted by Steve Scarborough

The days are getting warmer and the wind is easing up. This means the chance to do Plein Air is at hand!

I really love going out and watching people paint outdoors. How they set up, plan out their work, and most of all, be so spontaneous, just let the creative juices go as the wind whips through your hair as you create a masterpiece! How you do that as virtually everything is constantly changing around you beats me. The light not being constant being the main thing, but also, people are walking around, cars driving by, someone stops to check on your progress, so many distractions. How do you do this anyway?



GVA Paintout During Quarantine by Jim Johnson

I've tried painting outdoors a few times, with varied degrees of success. But it intrigues me and I want to do it, or should I say, I want to learn how to do it. A nice day comes, I pack up my paints and a canvas, maybe a couple, several brushes, paint medium and brush cleaner, an easel, a palette, an umbrella would be nice to paint without the sun beating down on me, and maybe a chair so I don't have to stand for several hours...Wow, there's a lot to take with you, practically everything in your house.

So I called Jim Johnson, our leader on warm Wednesday afternoons when the group goes out to a park, a farm, or a spot downtown that Jim knows about to do some Plein Air.

He suggests starting out small and building up. Take a chair, a pad of paper and a few pencils or watercolor

set. Stay close to your car, find a comfortable spot and look around. In fact, just looking and absorbing the surroundings is key. You can then find a simple object and focus on that, perhaps a mailbox for example. Sketch or paint that, then build on your work either then and there, changing the background trees or buildings to make a good composition, or take it back to the studio and finish it there.

I like the thought of just immersing myself in the setting. Sometimes as a photographer, I just rush in and shoot, then rush off again. Jim's suggested method gets me thinking more about the feeling than the design, and it gives me the time to find the little things I might have overlooked.

My wife Linda and I went down to a park within walking distance from the house and found several small scenes to practice on. Just having a way to start can make all the difference in the world when learning something new. Come join me the next nice day, in spirit, if we're not able to get together in person. It's time to try something new outside my comfort zone.



The Truman Annex During Quarantine by Jim Johnson



March 31

2020

March 21
2020

April 11, 2020

Some
Fish!

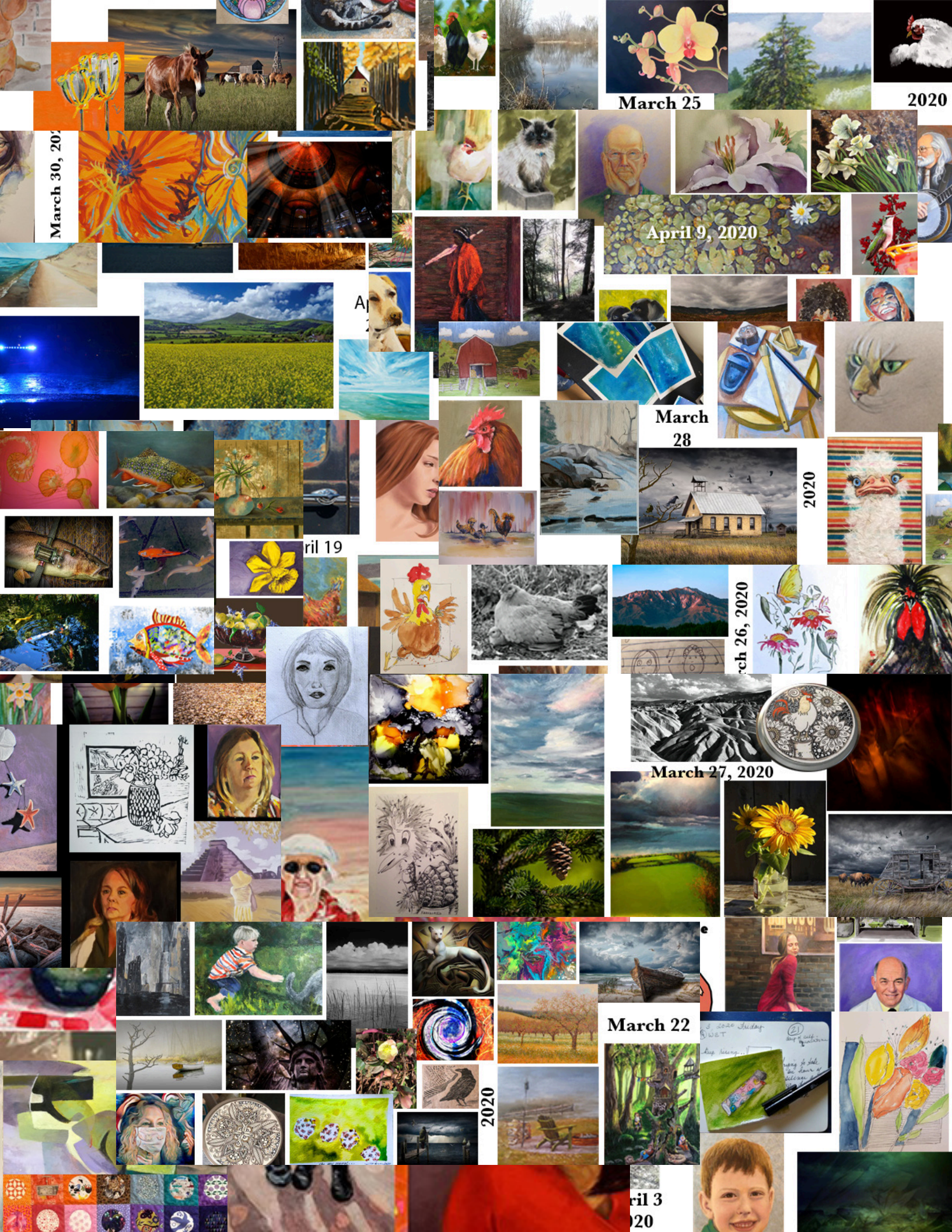
March 23
2020

March 17,
2020

March 29, 2020

April 7, 2020

March 18
2020



March 30, 2020

March 25

2020

April 9, 2020

March 28

2020

April 19

March 26, 2020

March 27, 2020

March 22

2020

April 3 2020

GVA Gallery for August 2020

Artwork Created During the Quarantine

Submitted by Jim Johnson

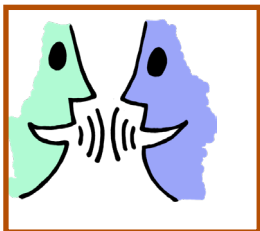
Some of our artists are already sharing current artwork on social media, of course, and that's great. But in August, or whenever we get the ALL CLEAR, let's put this work up on the wall. One of the wonderful things about creating original art is that the artist always remembers what he/she was thinking and feeling during the creation of the art. I think for this period of time it will be that to the tenth power. Be well, fellow artists. I look forward to seeing you all this summer.

Area Art News

Venues that we usually cover are closed due to COVID-19. We all hope that this situation changes in the near future. For now, please stay home, stay safe, and stay well!

New Opportunity to Show Your Work (Someday...)

All artists over age 18 are invited to apply to show your work at Trinity Lutheran Church. The church has approximately 108 feet of rail and cable system, and can accommodate 12 to 20 pieces of art depending upon size. At this time they can only show wall-hung pieces as they have no display pedestals for sculpture in the round. Any GVA member interested in this opportunity should email HJ Slider at hjslider51@gamil.com.



ART CHAT!

We will be suspending Art Chat until we are back in the studio once again. Hopefully sooner rather than later. In the meantime, please take the time to contact one another. Your voice IS very important.

MAY CALENDAR

Until we are given the "all clear" for socializing once again, GVA will not be having any events. We encourage you to stay connected with fellow artists and to share your art in our FaceBook group, called GVA Artists Hunkering DOWN and MAKING ART! Only members are permitted to share their art on this page. Even if you aren't usually a Facebook fan, please consider joining FaceBook, if only to "hang out" with other GVA members. Create a basic profile, and then do a search for the page. Ask to "Join" it, and we will let you in. The page is just for us, so please join the fun! If you need help, feel free to call Mary Marin at 616-443-0362. She will walk you through the process.

**GVA Welcomes
New Members
Kelly VanderKley &
Karen Wagner Arnold**



Trinity Lutheran Church, 2700 Fulton St E, Grand Rapids, MI 49506

Photo Group

Submitted by Randy Nyhof

The Photo Group did not meet at all in April. When our next meeting will happen has yet to be determined. Stay tuned.



Randy Nyhof was also the curator for a photo show at the Gallery in the Frames Unlimited Store on 28th Street which was supposed to start at the end of March. Many GVA photographers are part of the show. All the works are probably hung, but unfortunately the store is closed for now. The manager will contact us all when they reopen to give us an updated schedule of our events.

Concerning the GVA Photo Group Show at the GVA Gallery. It will probably take place sometime this fall.

The show that Randy Nyhof and Evie Carrier had scheduled for May at the Terryberry Gallery in St. Cecilia has been rescheduled for July. Stay tuned.

Program Night

Submitted by Randy Nyhof

The program for April which was scheduled for a presentation by Kevin Buist to give an update on ArtPrize for this year of course didn't happen. Any future programs are in limbo for now. We are waiting to see how this virus situation plays out.

Photo attached of a Boomer trying to figure out how to activate the sound with Zoom. Photo taken by my daughter in Edmonton, Alberta, Canada. (Photo below illustrates a Boomer.)



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