

# SWA

## Society of Watercolor Artists

*Fort Worth, Texas*

February 2018

### ***Letter from the President***

It seems like I wrote a message just a few weeks ago for our newsletter. 2018 is really flying by. This means that the deadline for entering the International Show is creeping closer and closer. You have until March 11th to get your entry sent to the exhibitions chair. Speaking of the Exhibition Chair, SWA still desperately needs to find a volunteer for this important job. Contact me or any other board member if you have questions about this position. And remember, all of the board members are very willing to be of any help you may need.



We are planning a trip to Palestine for a plein air paint out during the Dogwood Festival in March-April. So far, we have 5 members who have already signed up for the trip. We are scheduled to arrive March 31st in the morning and begin painting as soon as we get checked in to our accommodations. We will break for lunch and then continue painting. Later, we will meet back at the Redlands Hotel for dinner. On Sunday, April 1st, we will paint as long as we want and then head home. The Redlands Hotel is offering rooms at a discounted rate, so if you are interested, contact Bill Dale, the Workshop Chair, and he will give you more info. Remember, you don't have to paint; you can also spend your time taking photos of the town, train, and dogwoods. I've never painted outside with watercolors, so this will be an experience for me that I have always wanted to try. Hope you join me.

Happy Painting,  
Janet

**For more information about the Palestine Paint Out, see page 14 of this newsletter.**

***Treasury Report*** : February bank balances: Checking: \$14,440.79 Building Fund: \$15,086.18

## ***ASEL ART AWARDS Artist of the Month Competition***

SWA members are invited to bring a completed piece to our monthly meeting. The artwork is shown anonymously with each member in attendance voting for their favorite. After winning 1st place, an artist retires from the competition for the remainder of the calendar year. Those who win 2nd place may continue to compete with other pieces of work. Art work previously shown in a SWA juried exhibit is not allowed. The first place wins a \$25 Asel gift certificate and 2nd place wins a \$15 gift card. In November all first place pieces during 2018 will return for selection of "Artist of the Year." Many thanks to Mary T House who chairs this fun event for us each month! Be sure and thank Asel Art Supply when you shop at 825 Foch Street. Plan to bring your art to our next meeting, **February 19, 2018.**



### ***January Painting of the Month Winners***



**First Place**  
Court Bailey,  
*Stockyard Cowboy III*



**Second Place**  
Elaine Jary,  
*Poinsettia*

## **2018 Demo Artists**

<b>January</b>	Nancy Maas	<a href="https://nmaas.com/">https://nmaas.com/</a>
<b>February</b>	Darla Bostick	<a href="https://www.darlabostick.com/">https://www.darlabostick.com/</a>
<b>March</b>	Michael Holter	<a href="http://michaelholter.com/">http://michaelholter.com/</a>
<b>April</b>	Don Andrews	<a href="https://www.donandrewsstudio.com/">https://www.donandrewsstudio.com/</a>
<b>May</b>	Cecy Turner	<a href="http://www.cecycyturner.com/">http://www.cecycyturner.com/</a>
<b>September</b>	Sarah Graham Harman	<a href="https://www.facebook.com/SarahGrahamArt/">https://www.facebook.com/SarahGrahamArt/</a>
<b>October</b>	TBD	
<b>November</b>	Bev Boren	<a href="http://bevboron.com/">http://bevboron.com/</a>
<b>December</b>	Christmas Party	

## **Important 2018 Dates**

<b>March 11</b>	Deadline Entry for International Exhibition
<b>March 31-April 1</b>	Palestine, TX Paint Out
<b>April 17-19</b>	Don Andrews Workshop - <a href="#">Website</a>
<b>May 20</b>	Reception for International Exhibition
<b>Sept 26-28</b>	Ric Dentinger Workshop - <a href="#">Website</a>
<b>October</b>	SWA Membership Juried Exhibition

## **NANCY MAAS Demo**

At our January demo, Nancy began by stating that what motivates her creative drive in art is the process itself. The process she has developed for creating beautiful watercolor paintings is quite unique, as SWA members witnessed at our meeting. Her technique, watercolor weaving, was highlighted in a short video, followed by a live demo. The basic steps are:

1. Create a spontaneous painting, not worrying too much at this point about details.
2. Create a second painting somewhat similar to the first painting but perhaps brighter in color and looser in technique. Tip: Don't have too much contrast in color between the two paintings or the process won't work as well. Nancy suggests putting color down once and leaving it to retain as much freshness and brightness as possible.



3. Cut the first painting into vertical strips (scary!) and the second into horizontal strips and interweave them into a new painting. Define the new painting's shapes and values to enhance the composition and final look.
4. Affix final painting (she uses Lineco's neutral pH adhesive) to an archival substrate such as archival mat board. Nancy works on a plexiglass sheet so that she can try out different backgrounds to see what color works best for the background.

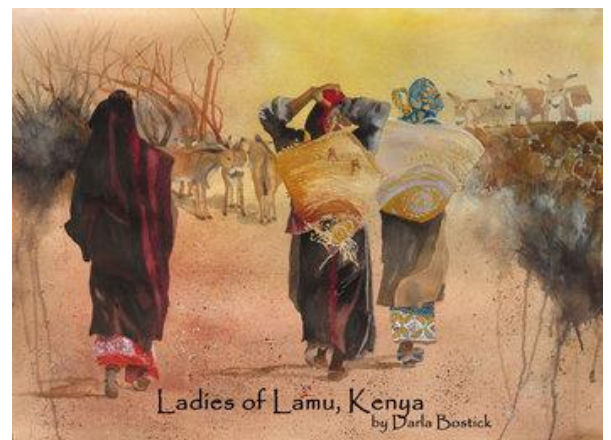
As Nancy explained, this type of painting is about using overall dynamism and movement rather than a central focal point to create an exciting composition. You can see the beautiful results of this painting process below.



## ***February Demo Artist Darla Bostick***

### ***On Being an Artist:***

I have been an art student my entire life and an art educator for 40 years...teaching all ages. At Texas Tech University I earned my BFA. I am proud to say I am a past president of Society of Watercolor Artists. Each year I lead two workshop/retreats (June and Oct) at Ghost Ranch in NM and Branson, MO. I also lead an annual Art Adventures Abroad (we have been to Spain, Portugal and Ireland). My work has been shown in many juried national and international exhibitions.



I firmly believe we must never stop learning and expanding our knowledge and experiences. We are born with a wonderful gift as creative beings responding to color, light, pattern and movement. To declare oneself an artist is a great revelation! We create and touch others with our creations. My desire is to show others the world as I see it, through my photographs, paintings, drawings, mosaics, prints...whatever media carries my vision.



The greatest gift an artist possesses is to touch the life of another person. Through art, much can be said without speaking a word. As an educator I have the privilege (and responsibility) to encourage and, hopefully, make a difference in another person's way of perceiving the world around them, thinking of new ideas and creating a tangible piece of their vision.

My motto is "Art is Life!" Live it to the fullest and make a difference to someone every day.



### *Opinion*

## ***The Value of Watercolor***

***By Laurin McCracken***

The question comes to me in many forms. How do we advance the reputation of watercolor? How do we get over the age-old prejudices against our medium? How do we reposition the value of watercolor in the minds of collectors and gallery owners and print journalists and museum directors? How do we combat the idea that watercolor is a fugitive medium? How do we address the price differential between watercolor paintings and those painted in oil or acrylic?





I believe the answer lies with watercolorists. We need to believe in our medium. We need to be more publicly supportive of our medium.

**We have to be the champions of our medium.**

I was recently in a discussion with several watercolorists about this issue. One said that he did not call himself a watercolorist, but was just an artist to avoid the stigma associated with watercolor. Another asked why would he want to be identified with a lesser art form and therefore he called himself a painter. I think that this approach is wrong, wrong, wrong and seriously detrimental to our goal of advancing the recognition of watercolor as a superior art medium.

I think each one of us who prides themselves on the creation of quality art through the medium of watercolor should stand up and shout, "I am a watercolorist, I am proud to be a watercolorist, and I am proud of my medium, watercolor."

How can we get anyone to believe that watercolor is an equal to or better art form if we hide our pride under a basket and duck our heads rather than admit that our chosen medium is flipping fantastic?

Many times, we are our own worst enemy. I recently saw the price listing of paintings by 30 top watercolorists from all over the country. All of the paintings were of the same size and offered for sale unframed, in my mind a real "apples-to-apples" comparison. The prices ranged from a few hundred dollars to a few thousand. If we are so uncertain about the value of our art, how can the public be wiser?

We are beginning to see a number of examples of artists who have moved the price point (Yes, let's face reality and talk about sales in the language of the marketplace, such as price-point and all that terminology) of their paintings up in the galleries in which their work is shown.

Over the past 5 years, I have been able to move the price of my full sheet paintings from \$2,800 to over \$5,000. A number of my watercolor friends have greatly exceeded those price points. Agreed, you have to be in the right gallery in the right geographic area of the country.

There are also many stories of watercolorists selling their paintings online for prices in the thousands. But, if you price your paintings in the hundreds, that is what you will get for them and you will be supporting the public's lower opinion about the value of watercolors.

You have to get away from your painting board and understand the dynamics of the retail art market. If you just sit back and complain that no one is paying enough money for your paintings, then you are doomed to selling your paintings at under their value.

If you are sitting there waiting for a top gallery to find you and sell your work at top dollar, you are in for a shock. It isn't going to happen. If you want success in the market you have to work to make that success happen.

If you only want to sell your paintings in Memphis, TN, then you have to be aware that Memphis is a \$350 watercolor market. If you are not willing to go where you can get a better price, then you have no reason to complain. If you want to sell your paintings for thousands of dollars, you have to find galleries that will and can sell your paintings at those prices. They exist, probably not just down your street and around the corner.

Fort Worth is not a city that values watercolors. The top prices in local galleries rarely exceed \$1,000. And it usually has to be a painting of Bluebonnets. There are a lot of very wealthy people in Fort Worth; but they don't, as a rule, buy their paintings locally. They go to New York, London or Paris. This is just a fact of life. You can't sit on the corner of Main Street and 7<sup>th</sup> and cry about the fact that you can't get the value you want for your watercolors in Fort Worth.

On the other hand, Fort Worth's annual Main Street art show attracts fine painters, sculptors, print makers. etc. from all over the country. I have talked with watercolorists who are selling \$50,000 to \$150,000 and more worth of paintings during the four days of the fair. Most told me that they do three to six fairs a year. Those artists know their market, work hard to create a volume of work, and are willing to work the fair circuit to enjoy a very high standard of living.

If we continue to look for and support those establishments that do treat us and our work with respect, we will raise the value of watercolor across the marketplace, across the country, and around the world.

If I could, I would wear an insignia on my collar that proclaims I am a watercolorist, just the way I wore my captain's bars when I was in the Corps of Engineers of the US Army. I was proud of being an officer serving my country, and I am equally proud to be a watercolorist.

We all need to become advocates and educators in this cause. We need to submit our best work to competitions. We need to attend those exhibitions. We need to support galleries and exhibition spaces that show watercolor. We need to go to opening nights for shows for other watercolor artists.

Each of us plays a part in making watercolor a more important and desired medium. Get out there and spread the message. Watercolor is great!

## Member News

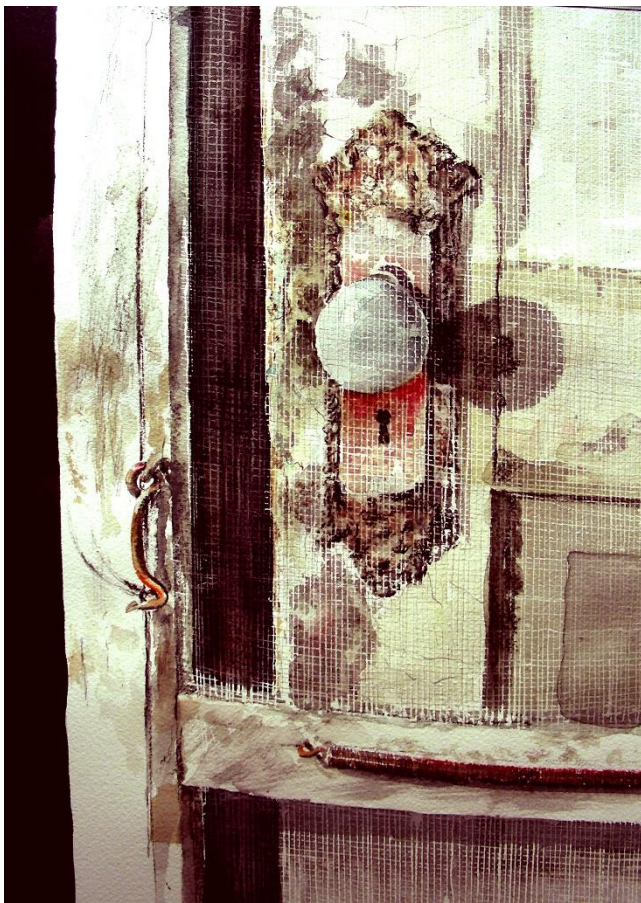


**David Tripp** - Montgomery Museum of Fine Arts in Alabama selected two of **David's** watercolors for their 14th biennial Art Auction 2018. They will hang in the museum Feb. 16-March 1 and then be entered into the auction. In addition, County Line Magazine listed David as Best Artist of 2017 for the Upper East side of Texas, calling attention to his holiday watercolor train show at Gallery at Redlands and his 2017 work performed there.

David has a solo watercolor show hanging until April 1 at the Public Library in Hillsboro. An artist reception will be held Thursday, March 8 from 5-7 p.m.

Left: *Attendant Not On Duty*

Below Left: *Proustian Memories of the Open Door*



**Bob Cook** won 2018 Stars of Texas -Best Watercolor Award





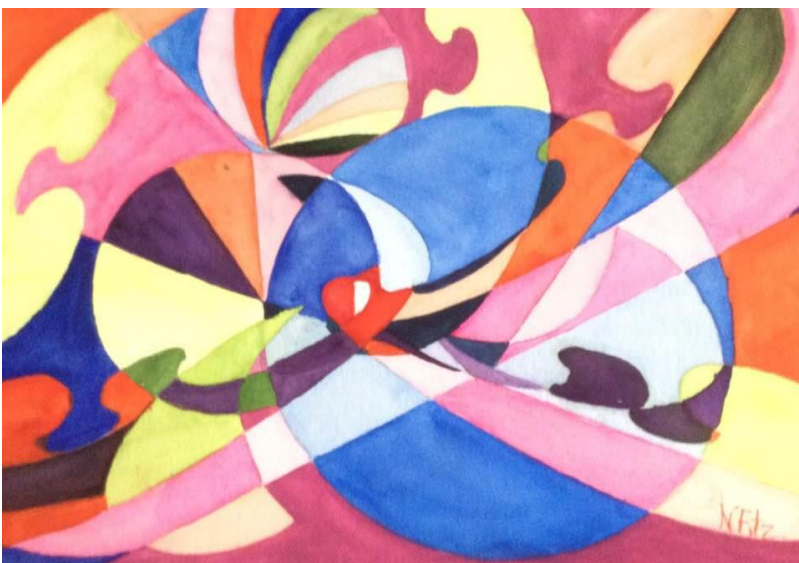
Star Harbor Watercolor Society presents its 12th annual "For the Love of Art" show on Sunday, February 18th, from 1-5 pm at the Star Harbor City Hall, 99 Sunset Blvd. Star Harbor, TX (just outside Malakoff). SWA members Ed Cunningham, Norma Fitzwater, Carolyn Seely, and Celene Terry would be delighted to see you there.



Ed Cunningham, *Midnight Main and Akard*



Carolyn Seely, *Scenes of Scotland*



Norma Fitzwater, *Untitled*

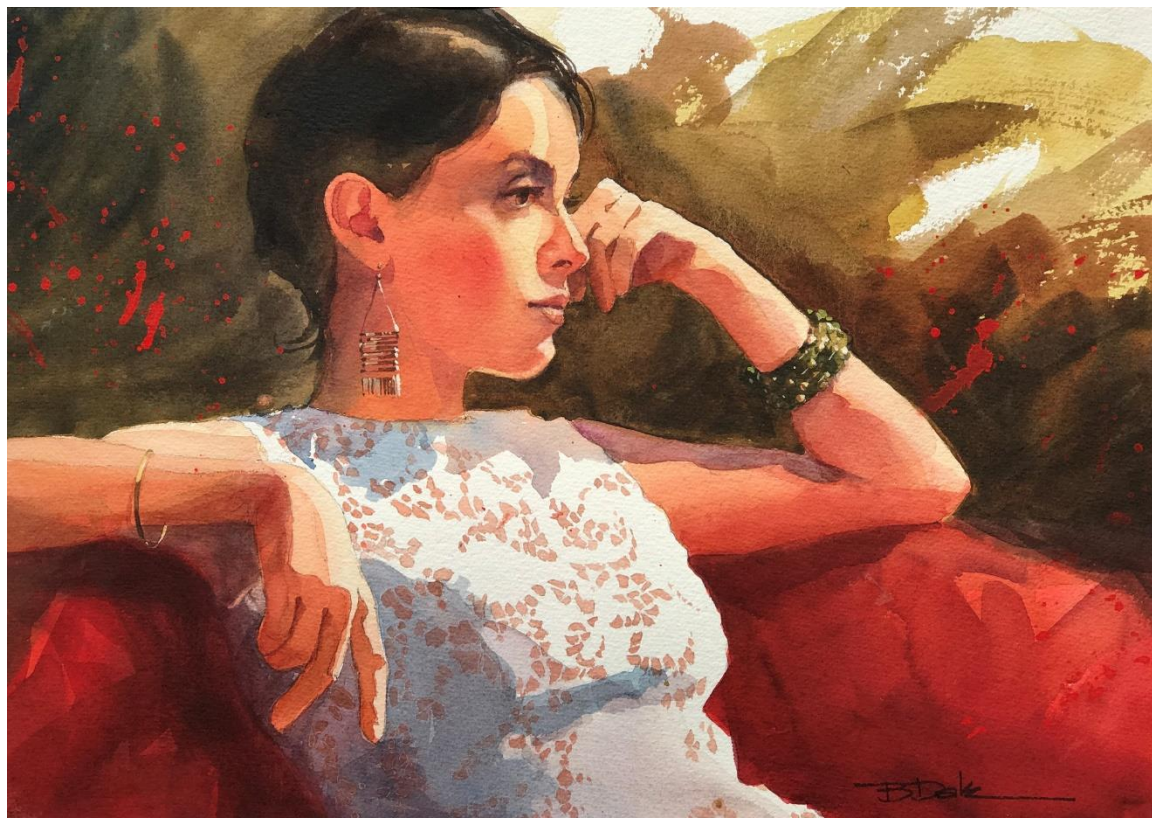


Celene Terry, *Milkweed Party*





**Krystyna Dale's** *Sunflower* (above) and **Bill Dale's** *Deanna* (below) were juried into the 43<sup>rd</sup> Annual Western Federation of Watercolor Societies Exhibition to be held in Tuscon May 5 – June 24.





**Robbie Fitzpatrick** earned her Signature Membership in the Western Federation of Watercolor Societies as well as the Southwestern Watercolor Society when her watercolor *Dear Dream* was accepted into the WFWS 43rd Exhibition (2018). She earned her Signature Membership in the Watercolor Art Society-Houston when "The Front Gate" was juried into the WAS-H 41<sup>st</sup> International Watermedia Exhibition. Wow, congrats, Robbie!



**Elaine Jary's** *Unfurling Hibiscus* was accepted into the Visual Art Society of Texas's 12<sup>th</sup> Annual 125-Mile Visual Arts Exhibition in Denton. *Late Afternoon Egret* was accepted into the Georgia Watercolor Society's 2018 National Exhibit.





**Darla Bostick** is showing twenty pieces at The Lewisville City Library through February. At the Lewisville Theatre on Old Main Street, the lobby has several pieces to celebrate the production of "The River." Darla's "Road to Lintao, China" is included.



**Gwen Revino's** painting "Secondhand Street Band" was accepted into 43<sup>rd</sup> Annual Western Federation of Watercolor Societies Exhibition to be held in Tuscon May 5 – June 24.



## ***SWA membership runs on a calendar year January through December***

You can join SWA anytime during the year. Our official membership campaign is in October as our regular year runs with the calendar: January through December. Those who join mid-year do not receive a discounted membership fee, but they are eligible for the membership juried show in December which is for the 2018 members only. We will not be meeting during the summer months and will resume again in September.

## ***We like new members...invite your friends! The first visit is free.***

Membership includes these benefits:

- ✚ Fellowship with like-minded creative folks
- ✚ Post your art work on our Facebook page
- ✚ Free monthly SWA newsletter  
[Http://www.facebook.com/SWAwatercolor](http://www.facebook.com/SWAwatercolor)
- ✚ Entry discount for any SWA show
- ✚ Free image on the SWA Members Gallery
- ✚ Annual Juried Membership Exhibition
- ✚ Buy space on the SWA Premium Gallery for \$20
- ✚ Annual Juried International Exhibition
- ✚ While maintaining SWA membership earn SWA Signature Membership after selection to 5 juried exhibitions our juried exhibitions (without disqualification)
- ✚ Asel Art Supply 20% discount
- ✚ Fun competitions
- ✚ December Holiday Party and painting swap
- ✚ ASEL Art of the Month Contest

Our Monthly meetings are held at the UNTHSC, Everett Building. After you turn from Camp Bowie to Clinton St turn left into a sloping parking lot beyond the vacant kiosk. We are on the bottom floor of the building to the right corner. Watch for a banner on the parking lot with directions to our room (or check the map on the website)

5:45pm Board Meeting  
6:00pm Critique (bring in 1 or 2 works for some friendly advice)  
7:00pm Brief business notices

## ***Ongoing SWA Fundraisers (They help you to help us!)***



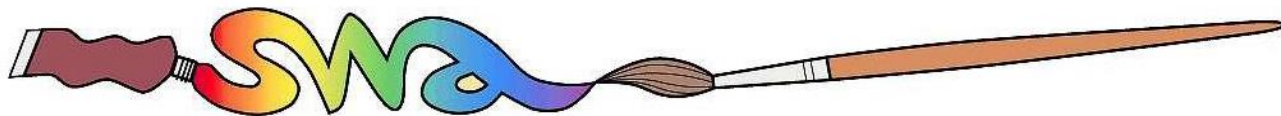
Kroger makes quarterly donations to SWA through your shopping! Go to [www.krogercommunityrewards.com](http://www.krogercommunityrewards.com). If you already have a Kroger's Plus card, create your account and input your card number. In 7 to 10 days after shopping you will notice at the bottom of your receipt a donation was recorded for SWA.



Colors of Nature offers SWA members a 20% discount on their watercolors and customized brushes that are 100% vegan and cruelty-free. The savings are matched and donated back to SWA. The company will post member's art work created with their paints on their website, blog and direct people to a site of the artist's choice. SWA discount code: Members-20-SWA <http://shop.colorsofnature.com>.



Amazon Smile donates .05% of your online purchase back to SWA. Choose Society of Watercolor Artists as your nonprofit organization.



## **2018 SWA Officers and Standing Committee Members**

### **2018 Board of Directors**

**President:** *Janet Southern*

**Secretary:** *Dawn Kerbs*

**Treasurer:** *Pat Banell*

**Exhibits:** **OPEN**

**Education/Workshop:** *Bill Dale*

**Membership:** *Mary Bell*

**Communications:** *Skeeter Murley*

**Past President:** *John Nickell*

### **2018 Standing Committees**

#### **EDUCATION COMMITTEE**

CHAIR: Bill Dale

*Members are:*

ASEL Painting of the Month/Year: Mary T House

Monthly Critique: Bob Cook

Programs: Alice Hoener

Social Chairman (Refreshments/Receptions): Rhonda Barefield

Workshop Chair: Bill Dale

#### **PUBLICITY & COMMUNICATION COMMITTEE**

CHAIR: Skeeter Murley

*Members are:*

Newsletter Editor: Elaine Jary

Photography: Veronica Ritchey

Print Editor for Catalogs: Skeeter Murley

Publicity: **OPEN**

Website Manager: Skeeter Murley

Website Consultant: Sharon Giles

Facebook & Twitter: Skeeter Murley

#### **EXHIBITION COMMITTEE**

CHAIR: **OPEN**

*Members are:*

Hanging Volunteers: Jim Stewart

Membership for Exhibitions: Mary Bell

Monetary Entries for Exhibitions: Treasurer

SWA Signatures: Veronica Ritchey

Website Entries & Submissions: **OPEN**

Prize Sponsors: **OPEN**

#### **FINANCE AND MARKETING COMMITTEE**

CHAIR: Pat Banell

*Members are:*

Director of Finance & Budget: Pat Banell

Fantastic Fans: Shirley Nichols

Professional Standards (yearly audit): Brenda Morgan

#### **MEMBERSHIP COMMITTEE**

CHAIR: Mary Bell

*Members are:*

Director of Membership: Mary Bell

Greeters: Shirley Nichols, Linda Taylor, Suzy Ware

#### **MEETING VOLUNTEERS** (Not a committee)

House & Properties: **OPEN**

Hospitality: Rhonda Barefield

Painting of the Month: Mary T House

Programs/Assistant to Demo Artist: **OPEN**



# Society of Watercolor Artists

## PLEIN AIR PAINTING!

### Dogwood Trails Celebration Palestine, Texas

March 31 – April 1



**Join us for the fun!**

The weekend for our **Palestine Paint-Out** is March 31-April 1, to coincide with the 80th Annual Dogwood Trails Celebration. David Tripp, who is coordinating this event, has arranged a special rate for paint-out participants at The Redlands Historic Inn. The Redlands, built in 1914 and extensively renovated, is located downtown, within walking distance of restaurants and shopping. Each of its 20 available rooms is uniquely furnished. The hotel has quite an interesting history and is now listed on the National Register of Historic Places as a preserved structure of historical significance.

According to a Palestine Visitors Guide, "Palestine is a charming East Texas town that boasts more than 1,800 historic sites, including the Main Street District."

In other words, plenty of painting opportunities as well as fun events during the dogwood celebration!

#### **Our flexible itinerary looks like this.**

(Participants can always feel free to choose their own activities):

- Arrive Saturday morning and rendezvous at The Gallery of The Redlands Hotel.
- Disperse and paint 'til lunch.
- Meet somewhere close for lunch.
- Paint 'til dinner.
- Meet at the hotel restaurant for dinner.
- Sunday - Paint as long as we want, then head home.



Anyone interested in attending the paint-out should contact the Redlands directly for hotel reservations as soon as possible to insure availability, at 800-550-5445. Please also let David Tripp or Bill Dale know that you will be participating in the paint-out.

If you have any questions or need additional information, please contact:  
David at [dmtripp2000@yahoo.com](mailto:dmtripp2000@yahoo.com) or Bill at [bill@billdaledesign.com](mailto:bill@billdaledesign.com)