

January 2009

Message from the Board of Directors

As pointed out in our various brochures and catalogs over the years, The Art League has been a model for arts organizations for over fifty years. Our strengths have been excellent instructors, affordable prices, prestigious juried exhibits, award winning outreach programs and other achievements. Our goals over those years have always been related to strengthening that model. We write to provide you with some information concerning the recent decision to change the leadership of our organization.

One of the premier objectives of our Board of Directors is to secure the financial stability of The Art League for the present and future benefit of its members, students and teachers. A second important objective is to work collaboratively with the Executive Director to set benchmarks and objectives for internal and external goals and to then execute on those plans. While sometimes tedious, these "behind-the-scenes" activities are vital to the organization's future.

Recent and unprecedented economic adversity, however, is resulting in critical evaluation and ratings of non-profit organizations' achievements by various arts-oriented investors and patrons. Organizations like ours have entered a new era, and these changes have been a catalyst for our Board to start conducting a more disciplined and result-oriented planning and governing stage for the coming years in order to secure the continued long-term survival of the organization.

Following our recent survey results and internal examinations of our day-to-day management operations, the Board has decided to start planning and implementing a new and integrated approach for our finances, our development activities and marketing communications. The ultimate goal of this effort is to maximize, to the extent possible, protection of our donor, instructor, city, and student investments. After much discussion and reflection, a majority of the Board took the view that the organization is best-served if TAL seeks a new Executive Director to lead the organization forward.

The Board wishes to express its deepest commitment to the long-term health and prosperity of TAL and its mission, and has acted at all times with this in mind. If you believe in the Art League, you will continue to support it and our dedicated staff members.

At the same time, we wish our outgoing Executive Director, Linda Hafer, all the best in her future endeavors. We certainly thank her for her service to TAL.

The Board will establish a Search Committee for a new Executive Director and interested individuals can send a cover letter plus a resume to talexecsearch@aol.com. We will keep you informed of future developments with respect to our future planning and our Executive Director search.

The Board of Directors
The Art League

42nd Annual Patrons' Show Fundraiser

The Patrons' Show is the The Art League's biggest fundraising event of the year for which we ask each member to donate artwork. The gallery will accept donations at any time.

Artists may donate any number of framed pieces. Artists who donate two or more framed pieces may donate as many additional unframed works as they like, which we will frame. As a thank you, these artists will receive a 10% discount towards a purchase in the gallery after the Patrons' Show. This is a great opportunity to clear your studio, donate works you're no longer exhibiting or that are from an old body of work, and help The Art League.



There are even more benefits to donating your work. Thousands of engaged visitors come through the gallery to preview the pieces, which often results in commissions and referrals. Pieces from instructors may generate greater interest in his/her classes. Additionally, last year's Patrons' Show Flickr site had over 14,000 hits!

The Patrons' Show also helps to keep membership dues and class fees low. For each work of art donated that is valued at \$175 or more, we are able to sell an additional \$175 ticket to the event.

"Let There Be Light," January All-Media Show

This exhibit is about how artists use contrast, chiaroscuro, highlights, reflections and other techniques to bring emphasis and emotion to their subjects. Artists may be inspired by the works of Turner, Edward Hopper, Rembrandt and the Dutch Painters, and our own Art League instructors, Rob Liberace, Danni Dawson and Ted Reed. The works of all our instructors can be viewed on The Art League web site under "Classes" and "Faculty." A complete "Call to Artists" is available in the gallery or via email, galler@theartleague.org.

Juror, Cynthia Connelly

Cynthia Connelly is Director and Curator at Arlington County Ellipse Art Center where she has curated many exhibits, along with several throughout the Washington DC area. Connelly's photography has been exhibited all over the world and has been printed in numerous magazines and books. She has conducted workshops at the Smithsonian's Cooper Hewitt in New York and at Virginia Tech in Blacksburg, a letterpress workshop at the Andy Warhol Museum of Art in Pittsburgh and a workshop in Madrid Spain on "How to Take Beautiful Pictures of Nothing." Her most recent subjects are people, places and things in the process of change, which she hopes to capture before they transform completely. Her work can be viewed at www.cynthiaconnolly.com.

Attention Bin Gallery Members!

With inauguration this month and the huge influx of excited tourists expected to descend on Washington, DC, we would like the Bin Gallery to feature scenes of Washington, DC, the surrounding area, the Potomac, and the Mid-Atlantic region. Please keep this in mind as you bring in your wall piece and as you select shrink wrap pieces for the bins.

Your Board at Work

From the President

Dear Friends,

I recently came across a quote from a blog "The volunteers are more important than the people they serve." The quote challenged the author's thinking and definitely challenges any non-profit leader. But ponder it for a moment. Volunteers are more important.....

By nourishing these important individuals, we provide better service to our donors, our students, our members and the community at large. In the non-profit world, there is always room for more volunteers and the expertise they bring.

This year, the Art League Board recognized this and created "The Art League Advisory Council" to help position us for the year ahead in areas such as building utilization, public relations/marketing, business community leadership, and development activities.

We already know it will be a tough year ahead. The Art League Board members and staff are committed to strengthen this organization---but we need everyone's expertise.

On the board page of the website is a link to the description and application for this important group of individuals. I hope you will consider this expanded volunteer role or pass this information on to someone who you know could make a difference for The Art League.

As always, thank you!

Elly

More Survey Highlights

Your Board continues to sift through the many thoughtful responses and comments submitted through our fall survey. We thank you for a stunning participation rate – the survey was made available to 7,700 members, students, and instructors. Over 1500 of you completed the survey, which demonstrates a remarkably high level of connection with The Art League.

Here are some more highlights from the results:

- Of the 1000+ students who responded, almost half have been taking classes at The Art League for less than one year. We are thrilled to have such an engaged cadre of "new" students and hope you continue to enjoy classes with our many fine instructors for years to come.
- More than half of the 273 respondents who are both students and Art League members have been students for 5 or more years.
- Our instructors tend to develop long-term relationships as well, since 40% of our Instructor-Members have been Art League teachers for over 10 years.
- Another fascinating finding is how people first heard about The Art League. For most of the respondents, the top two sources of initial contact were visits to the Torpedo Factory and contact with friends and neighbors already familiar with The Art League.
- We also asked about the impact of your visits on the local economy. About half of those responding said they shop or dine near the Art League Gallery or school facilities one or more times a week and spend \$15 or more per visit.

The Board's Strategic Planning Retreat convenes in January and we'll be scheduling Focus Groups soon to dig a little deeper into key topics. You can always buttonhole one of your Board members with questions or ideas, and Board President Elly Brtva invites you to contact her at brtvae@aol.com anytime if you have specific concerns or issues. We are open to hearing from you all year round.

Linda Maldonado, 2nd Vice President

tidings

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Winners in Focus Group Drawing

We offered a special incentive for people who not only completed our recent survey but who also volunteered to participate in focus groups. Two winning names were drawn from the pool of volunteers at the December 11 Art League Reception. Linda Bankerd won the one-year Art League membership and Vickie Allen won the \$50 gift certificate. Congratulations to our winners and thanks to President Elly Brtva who donated the prizes.

Message from Jane McElvany Counce, Member-at-Large

In October, I attended the reception where benefactors and long time members of The Art League were honored. I expected to observe and clap at the appropriate times. I actually received the surprise of my life when it was announced that a new Gallery Award was created to honor me! I was shocked, because I always thought you had to be dead to receive this type of honor. Sandi Douglas Parker, one of my art students, donated the money for the award. I don't even teach for The Art League; I teach for the Arlington Adult Education program. However, Sandi donated the money for an Art League award to honor me as a teacher. That night, as I lay in bed, I thought of what a wonderful gift this was and how honored I felt. It's a shame that these types of awards are usually formed after the artist has died. It's a great way to honor the dead, but it's even greater when you are alive to really feel the impact of someone's appreciation. It got me thinking of how there are so many great art teachers out there that deserve recognition. I proposed to the board that we establish a way to honor all teachers by inviting students and former students to donate to The Art League by giving in a teacher's name. At the end of the year, at the awards ceremony, we will present each teacher with a scroll of all the students who honored them with a donation in their name. I'm sure there is a teacher out there who you would love to let know how much you have appreciated them and how they have influenced your life. So please consider donating in the name of a teacher who has made a difference in your life.

Jane McElvany Counce
Board member of The Art League

"A Hosta Story," Yoshimi Matsukata's Solo Artist Exhibit of Watercolor Paintings

Hostas, often used as the border or backdrop in a garden, are the subject of Yoshimi Matsukata's solo artist exhibit of watercolor paintings at The Art League Gallery, "A Hosta Story."

"It may be the scientist in me that keeps going back to organic subjects." Continually drawn back to nature, Matsukata enjoys visually portraying something previously unnoticed in her environment.

The rhythm created by the abstract shapes formed by light and shadow inspired Matsukata to create this series. "I find the colors, the curls, the deep veins in the foliage irresistible. I am particularly inspired when the sun creates a pattern of shadows underneath the foliage. I am most intrigued with hostas in the spring, when the foliage is fresh. I enjoy the sense of a new beginning."



The use of watercolor is an integral part of Matsukata's work. "I like to work wet on wet, drop different colors on top of each other, and watch the pigments mix on paper. This often produces a granulated effect and a natural transition of color on the paper."

Matsukata's works have been exhibited throughout the Washington area, nationally, and internationally. She studied painting at The Art League School, the Corcoran School of Art, and the Washington Studio School. She holds a BA from Harvard University in Biochemistry.

December Juror's Dialogue and Award Winners

First time Art League juror Fritz Briggs emphasized the importance of proficient drawing skills, a good sense of composition, and overall presentation while jurying the December All-Media Show. He was extremely impressed with the overall quality and variety artwork presented.

"Valentina" by Teresa Oaxaca received The Marker Award, best in show. "The anatomy is perfect. The lighting is excellent, creative – keeps the focus near her face and chest. The shadows and lighting push and pull parts of the figure forward guiding the viewer. The addition of red is very smart, in that it helps to make the piece pop." Read the full juror's dialogue online or pick up a copy in the gallery.



Award Winners

Teresa Oaxaca, Rachel Collins, Edward Reed, Jill Banks, Lesa Cook, Leigh Culver, Nancy Lee Davis, Carolyn Grosse Gawarecki, Rana Geralis, Bonita Glaser, Elisabeth Hudgins, Eva Jacob, Emilie McBride, Margaret Pearson, Tim Poly, Jacqueline Saunders, Florence Setzer, Mary Ann Stevens, Katherine Sullivan, Peter Ulrich, Karen Vaitiskis, Charles Wang, Harriet Westfall.

Opportunities at The Art League and Beyond

"Sculptors of The Art League," May 4, 2009 – July 31, 2009

The "Sculptors of The Art League" exhibit is a fantastic opportunity for three-dimensional member artists to showcase their work. It will be held in the Washington Square Building, 1050 Connecticut Avenue NW in downtown Washington, DC. Artists may submit up to three pieces digitally. Submissions must be free-standing. The deadline is Monday, March 2, and receiving for accepted pieces is Sunday, May 3. A complete "Call to Artists" is available in the gallery or via e-mail, barbarap@theartleague.org.

Spotlight Grants for Individual Artists – Residents of Arlington County

Spotlight Grants are intended to encourage Arlington-based Visual, Media and Performing Artists to develop and present innovative new arts projects or programs that benefit Arlington County and its residents, increase access to and involvement in arts experiences for Arlington residents, and respond to diverse community needs. The deadline is January 27. For more information visit: www.arlingtonarts.org/cultural_affairs/funding.htm

New Gallery Series at Sitar Arts Center

Sitar Art Center is in the process of filling its 2009-2010 dates for art exhibitions. For more information and to obtain the application materials visit www.sitarartscenter.org

Call for Exhibition Proposals

Cultural Development Corporation (CuDC) is requesting proposals for the Gallery at Flashpoint's September 2009 – August 2010 season. Open to all artists, independent curators and arts organizations presenting contemporary work in any medium. The deadline is January 23, 2009. Visit www.flashpointdc.org for more information.

Daily Campello Art News Live Webinars - Art Boot Camp For Artists

How to build your resume, Sunday, February 2, 11:00 am - 12:30 pm, \$85

An artist's resume is not only one of the key factors in potentially helping to sell artwork, but also in getting grants, residencies and awards, as well as attracting gallery and collector attention. In this seminar, Mr. Campello will cover a number of proven tactics for building your resume quickly and easily. The tactics are applicable to new Art school graduates, emerging and mid career artists, as well as those starting a new career in the visual arts after retiring from another career. Visit dcartnews.blogspot.com for more information, to register, and to see other upcoming web seminars.

Visit our blog regularly for more opportunities: thartleaguegallery.blogspot.com

School News

It's a new season at The Art League School!

After a very successful re-launch of Springwater Studio, we are thrilled to announce increased class and workshop listings in our expanded fiber department. Study a variety of weaving techniques with our talented and experienced instructors. Enter into the world of felting by taking workshops in Needle Felted Jewelry, or in the popular Nuno Felting technique. Join a knitting class to expand your skills, or take rug hooking and discover an old process with contemporary possibilities. Watercolorists could easily cross over into the fiber world by taking the Silk Painting and Surface Design workshop being held January 10 and 11 with Cindy Brandt for \$185. Quilt artists and fiber sculptors will enjoy creating their own fabrics in Silkscreen for Textiles with Candace Edgerley, or Surface Design with Julie Booth. Artists from all backgrounds now have the chance to explore new things! To view the full schedule, go to www.theartleague.org/school

Need a creative outlet to fight off the winter weather?

The Art League School is offering a variety of workshops to start the New Year. A sampling of our workshops listed below:

Jumpstart in Enameling with Abby Goldblatt

January 3-4, 10:00am-4:00pm, \$155

Wood Frame Cutting and Joining with Eileen Yeager

January 5, 10:00am-4:00pm, \$90

Portrait Sculpture with Rick Weaver

January 9-11, 10:00am-4:00pm, \$260

Creative Encounter: The 30 in 30 with Lisa Semerad

January 10, 10:00am-4:00pm, \$90

Hands and Feet with David Carter

January 10-11, 10:00am-4:00pm, \$170

Creative Encounter: The Birth of Whimsy with Lisa Semerad

January 11, 10:00am-4:00pm, \$90

Mosaic Table with Gene Sterud

January 30, February 6, 13, 7:00pm-9:30pm, \$70

2009 Travel Workshops

John Singer Sargent: Through The Eyes Of The Artist

Boston, Massachusetts

with Robert Liberace

April 4 - 9, 2009

A museum exploration/sketching workshop

It was during Robert Liberace's workshop to Venice, Italy earlier this year, that the idea for a workshop with a focus on the works of John Singer Sargent was conceived. In the late 1800's Venice, Italy was a popular travel destination for artists, writers, and wealthy arts patrons. It was there that Sargent and Isabella Stewart Gardner, patron of the arts, met and began a lifetime friendship. Later, Mrs. Gardner built her own museum in Boston, inspired by the Palazzo Barbaro in Venice, where she and other artists had often stayed. Boston is home to some of the finest examples of John Singer Sargent's extraordinary talent including full portraits, watercolors and wonderful mural cycle projects. The agenda includes visits to the Gardner Museum, (several fine examples of Sargent's full portrait paintings and watercolors from his trips to Venice), the collections of the Museum of Fine Arts and the Boston Public Library (Sargent Hall, his monumental mural cycle).

Join Robert Liberace as you investigate, "through the eyes of the artist", the magnificent work of this master painter.

Workshop price: \$1,595 per person, double occupancy. Single rooms are available for an additional charge.

Tiptoe Through the Tulips: Holland in the Spring

with Marsha Staiger

April 13 - 21, 2009

A museum exploration / mixed media workshop

Join Marsha Staiger and welcome Spring with tulip time in Holland. A museum exploration, mixed media workshop. Explore the sights and museums of Amsterdam, and interpret with graphite and color. On the agenda are visits to the Van Gogh Museum, the Rijksmuseum, the Stedelijk Museum, Keukenhof Gardens, the windmills, Ann Frank's House, Rembrandt's House, the fishing villages of Volendam and Marken among others. Workshop participants will exhibit their art pieces at the Alexandria Symphony Orchestra's "Passionate Voice" Concert, May 2, 2009. Workshop Price: \$2,385 per person, double occupancy. Single accommodations available for an additional charge (extremely limited).

Istanbul, Turkey, Ankara and environs including Cappadocia with Gwen Bragg

June 4 – 15, 2009

Plein air painting

Explore Turkey, home of 13 civilizations and three great empires (the Roman, Byzantine and Ottoman). The "cradle of civilizations," boasts a treasure trove of historic art and architecture, as well as decorative arts and traditional handicrafts. Gwen has painted here before, and is familiar with all the prime locations, including the Blue Mosque and the Spice Bazaar. Experience the area of Cappadocia, unique in all the world for its geographic volcanic tufa formations referred to as "fairy chimneys." If you travel to Turkey, you must experience this natural wonder! In ancient times, humans hollowed out homes and constructed underground cities (to escape invaders) utilizing these formations. There will be an additional airfare charge (approx. \$200 per person) for a domestic flight within the country to this region, but it is an adventure not to be missed! The itinerary includes five nights in Istanbul, two in Ankara, and three in Cappadocia. \$2,995 per person. Limited single rooms are available at an additional charge.

Provence 2009 with Susan Abbott

June 26 – July 11, 2009

Plein air painting

Experience the beauty of Southern France in this plein air watercolor workshop. The countryside's fields of lavender and sunflowers, beautiful orchards and vineyards, dramatic hill towns, and magical light captivated Cezanne, Van Gogh, and generations of artists and writers. Includes accommodations for 14 nights, double occupancy and three wonderful meals each day. \$2,970 per person, double occupancy. Limited single rooms available at an additional charge.

English Villages and Gardens: Painting the British Landscape, The Cotswolds with Peter Ulrich

June 14 - 23, 2009

Plein air painting

A wonderful opportunity for plein air painting in one of the most intensely scenic areas of England. Located approximately two hours west of London, the Cotswolds encompass ancient villages and towns rich in some of Europe's finest domestic architecture. Situated here are the uniquely beautiful and historically protected thatched cottages of this region. Visits to Bampton, Cloanfield, Woodstock, Burford, Windrush House, and Blenheim Palace, home to the 11th Duke of Marlborough, are on the agenda. \$1,995 per person, double occupancy. Limited single rooms and some larger rooms are available for an additional charge.

For questions or additional information please contact Margaret Cerutti, 703-683-1780 x 13, margaretc@theartleague.org

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Calendar

January 2009

January 1/Thursday: Art League CLOSED for New Year's Day.

January 5/Monday, 6:30 - 8:30 pm: RECEIVING for "Let There be Light," and Bin Gallery.

January 6/Tuesday, 10:00 am - 12:00 noon: RECEIVING continues.

January 6/Tuesday, 6:30 - 7:30 pm: Early pick up of unselected works.

January 8/Thursday, 6:30 - 8:00 pm: Opening reception for "A Hosta Story," Yoshimi Matsukata's solo artist show of watercolors and "Let There be Light." Awards, 7:00 pm.

January 12/Monday: Winter Term begins in the school.

January 17/Saturday, 10:00 am: Patrons' Show tickets go on sale in the gallery.

February 2009

February 2/Monday, 6:30 - 8:30 pm: RECEIVING Patrons' Show DONATIONS.

February 3/Tuesday, 10:00 am - 12:00 noon: RECEIVING Patrons' Show DONATIONS.

February 15/Sunday, 5:00 pm: Patrons' Show Drawing.

February 18/Wednesday: Student/Faculty Show opens.

February 21/Saturday: Soup Bowl Fundraiser

Gallery Calendar for 2009

The complete 2009 calendar will be available to download on our website or is available to pick up in the gallery. For information about upcoming theme shows check our blog.