

October 2009

Gallery/Member Notes

If you currently have work hanging in the gallery please note:

Early Pick-up of artwork: Sunday, October 4, 2:00 – 6:00 pm from the September All-Media Membership Show and September Bin Gallery.

Gallery Painting: Monday, October 5, 10:30am – 4:30pm. If you have some free time to help out, please call the gallery, 703-683-1780, or email roseo@theartleague.org. (Free lunch and early entry for October "Interaction of Color" and Bin Gallery!)

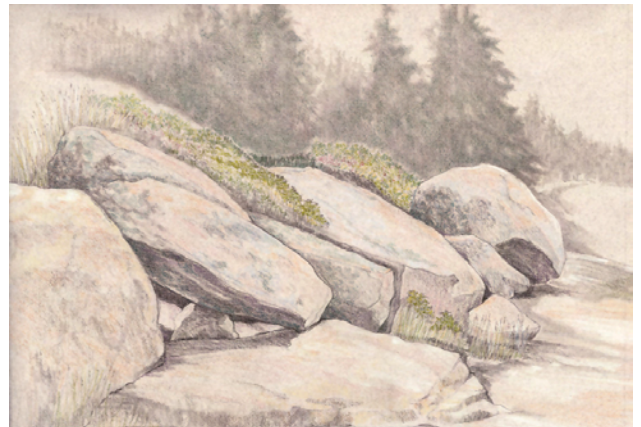
Volunteers Needed: If you've always thought about volunteering at The Art League gallery we need you now! This fall we are without one staff person and our wonderful interns. We need enthusiastic gallery aides to assist in the operation of the gallery. Weekday aides work from 11:00 am – 2:00 pm and weekend aides work from Noon – 4:00 pm. Please contact our Gallery Aide Coordinator, Marilyn Milici, mjmilici@aol.com, if you are interested.

Please note: There is NO BIN GALLERY in November.

October Solo Artist: Merri Nelson, "Summer Island"

"**Summer Island,**" Merri Nelson's solo exhibit of delicate, detailed drawings portrays the diverse environments of a small Maine island. For years this island has been her subject and inspiration.

This small island, which will remain unnamed, was once inhabited but has reverted back to the wild. "The moment I stepped on the island I felt at home. I love that it's absolutely pristine, private, and untrampled. The interior forest of ancient firs, dripping with moss and filled with ferns like a tropical environment... the island's pink granite ledges scoured by glaciers and smoothed by waves... and deserted coves of cobblestones, tidelines, and tidepools with shells and sea creatures are all as they were a hundred years ago."



The shoreline constantly changes bringing new shapes and colors. Nelson is interested in contrast that is created, inspired to realistically capture the forms, textures, and colors in the environment. "The landscape is dramatic, yet quiet and contemplative. My medium (colored pencil and graphite) is perfect to capture the soft colors and details of these landscapes."

"**Summer Island,**" October 8 – November 2, 2009

Opening Reception & Meet the Artist: Thursday, October 8, 6:30-8:00 pm

Artist Demonstration: Saturday, October 24, 1:00 – 3:00 pm

October Gallery Exhibit: "Interaction of Color"

The title for this exhibit is taken from Joseph Albers seminal book on color theory. According to Albers, "In visual perception a color is almost never seen as it really is – as it physically is. This fact makes color the most relative medium in art. In order to use color effectively it is necessary to recognize that color deceives continually." This exhibit will focus on how colors can be juxtaposed to create excitement, movement, space, contrast and dynamism in a work, whether representational or abstract. For a complete Call to Artists call or email roseo@theartleague.org.

Juror: Patrick Craig

Craig received his MFA degree from the University of Cincinnati, and has been a member of the Department of Art faculty since 1976. Professor Craig has been featured in numerous solo and group exhibitions in galleries and museums throughout the U.S., including the Corcoran Gallery of Art, the Chrysler Museum in Norfolk, VA and St. Lawrence University in upstate New York. He has been the recipient of several fellowships including the Maryland State Arts Council Individual Artist Award in 1989, 1992, 1997, and 2000. Professor Craig has also been the recipient of the Lilly Fellowship for Teaching Excellence. Craig's work can be seen at www.patrickcraig.com.

Special Event: Day Trip to Fallingwater, One of Frank Lloyd Wright's Architectural Masterpieces, October 22, 2009 Last chance to register!!

Experience the magnificent fall landscape of Virginia and Pennsylvania as you visit the architectural masterpiece of American architect, Frank Lloyd Wright.

Located in Mill Run, Pennsylvania, and nestled within the Bear Run Nature Reserve, Fallingwater is a "timeless monument to organic architecture," the harmonious union of nature and art. Designed in 1935 for the family of a wealthy Pittsburgh department store owner, this home is designed to actually rise over a waterfall, rather than near it. Hence, the name Fallingwater. It is the only major work by Frank Lloyd Wright to come into the public domain with its setting, original furnishings and artwork intact.

A motorcoach will depart the Torpedo Factory Art Center at 7:00 am. Includes lunch at the Fallingwater Cafe', and a guided tour through the home. Time to explore and visit the museum store is included.



**Spaces are limited as October, with its autumnal landscape, is the high season for visiting the Nature Reserve. \$89 for Art League gallery members and \$95 for non-members. For more information, please contact Margaret Cerutti, margaretc@theartleague.org, 703-683-1780 x13

Two November Gallery Exhibits: "Small Works" and "Becoming Animal"

"Small Works"

Image area may not be larger than 6" x 8" or 48" square, with an overall size of not more than 10" x 12" or 120' square, including mat and frame. Three dimensional work can be no larger than 120 square inches total using all three dimensions, ex: 4" x 5" x 10". (Exception: stretched canvas (un-matted) work, image size can be up to 8" x 10" or 80" square). **Juror:** Caroline Thorington.

"Becoming Animal"

In this exhibit works can explore the animal within us all. Artists can submit images of animals real or imaginary including everything from our favorite pets to endangered and/or extinct species. For a complete Call to Artists e-mail roseo@theartleague.org. **Juror:** Jesse Cohen.

Opportunities at The Art League and Beyond

FotoweeekDC at The Art League

This exhibit will be part of FotoweeekDC, the region-wide celebration of the art of photography. Art League members accepted into this online exhibit will have their works on The Art League's photo sharing site, www.flickr.com for the month of November. Work must be submitted by Friday, October 16 at 4:00 pm. Artists may submit up to two works. **Guidelines for submission:** Images formatted in JPEG or TIFF measuring at least 1,000 pixels on their long dimension are preferred. Images may be color profiled in sRGB, Adobe-1998, or not color-managed.

Juror: Chan Chao. Chao is a DC-based photographer. He has exhibited widely, including shows at Numark Gallery, the Corcoran Gallery of Art, Yancey Richardson Gallery in New York City and was featured in the 2002 Whitney Biennial. Chao teaches at George Washington University and the Corcoran College of Art and Design.

How To Approach a Gallery: Thursday, October 22, 7:00 pm in The Art League Gallery

Come hear Kate Fraser of Fraser Gallery in Bethesda as she gives us a "How To" for artists in approaching and getting your work in galleries. She will discuss types of galleries, including vanity galleries, co-ops and commercial galleries, how to approach a gallery, gallery artist relationships and contacts. Don't miss this excellent opportunity to learn about the art world from a recognized professional that has worked in the DC region for many years.

Art Outlet's Annual Ofrenda

Art for the Dead will be held at the Torpedo Factory Art Center this year. Ofrenda is an exhibition of local artists' shrines, altars, paintings, photography, music, dancing, magic and spoken word based on the Dia de los Muertos (Day of the Dead) tradition. Artist-made Dia de los Muertos altars and ofrendas will draw the beloved dead to visit their loved ones, feast on their favorite food and drink and listen to their favorite music - remembering the dead and celebrating life. A public altar outside the Torpedo Factory will include candles and incense.

Art Outlet is a group of visual and performing artists of all genres who have joined forces to stage public events. Founded in 2006, Art Outlet's mission is to amplify the artist's voice and to engage the local communities in contemporary art. For more information and to apply for the exhibition, visit Art Outlet's website: <http://artoutlet.org/component/content/article/39-spotlight/172-ofrenda>

Gallery West 13th Annual National Juried Show

February 3 -28, 2010. Juror: Jack Rasmussen. Juried by CD, \$35/1-3 images, \$10 ea. additn'l. Deadline: Nov. 13, 2009. All media, original 2-D/3-D, no reproductions. Total awards: \$1000. For prospectus and entry form go to: www.gallery-west.com.

Tour Guides Needed for the Torpedo Factory

Are you interested in leading small groups on tours of the Torpedo Factory, learning about the history of our unique location and getting to know the artists who work here? The Torpedo Factory will provide you with training and materials to conduct 30 – 40 minute tours for visitors on Wednesdays or Fridays. If you are interested in helping out occasionally(once every other month) please let me know, roseo@theartleague.org

Holiday Ornament Collection

This is a great opportunity to sell your original ornaments and receive a 75% commission on all work sold. Ornaments are juried for prizes and must be created by the artist. The gallery has blank, round glass ornaments available for \$2 each. You are not required to use The Art League blanks and are encouraged to "think outside of the box" when designing your ornaments. Past exhibits have featured paper mache figures, mosaics and tiny painted canvases. Each artist can exhibit no more than 10 ornaments at a time and as they sell we replace them, so bring in more than 10 if you want. This year we will be displaying and selling ornaments at our December 4 ArtFest at the Madison Annex and at the Carlyle House visitors center.

Receiving: November 21 and 22, 2009

Jurying: November 23, 2009

Pick up of unsold work: January 2, 2010 (No late fee applies for work left over two weeks)

September Juror's Dialogue and Award Winners

Excerpt from Juror's Dialogue with Berthold Schmutzhart:

"I am humbled when I think of the hours of work that have gone into creating the pieces that are here today. All of the artists should be respected for their efforts." There is always an abundance of good work, and narrowing down the show is an extremely difficult task for Schmutzhart. "I wish space weren't an issue. There are several strong shows within the work submitted. I have to become nitpicky to narrow the show down."

Schmutzhart declared the pieces he selected as award winners, "perfect – they shine more than everything else." Raka Bose Saha's "Cloud Shadows" received the best in show award. "This piece has a wonderful sense of depth and space. The color is just right – it is how it is. The clouds are fluffy – this artist has mastered how to paint air. The complementary colors are perfect. This couldn't be any better." Visit our website to read the full article.



Award Winners

The Shayna Heisman Simkin Award: Raka Bose Saha

Honorable Mention: Rana Geralis, Pete McCutchen, Jean Schwartz, Barabara Steinacker, John Stier

Winter Travel Workshop to the Bahamas Bahamas Winter Break with Susan Abbott January 27 - February 1, 2010

Escape to an island known for its spectacular white sand beaches and aquamarine waters, pastel clapboard cottages, and white picket fences overflowing with tropical foliage, hibiscus and bougainvillea... Elbow Cay, Bahamas. Escape to this little gem of inspirational beauty with internationally known artist and instructor, Susan Abbott. \$1,565/person, double occupancy. Limited singles available for an additional charge.

For reservations or information please contact The Art League at 703-683-1780 x 13, email: margaretc@theartleague.org



School News

Our Fall Term has begun, however many of our classes have not started and others have only met once. Consider joining one of our classes to explore something new, or to expand your knowledge in your current media. Be sure to check out our many new fiber offerings.

Thank you to those who have donated their old 35 mm film cameras for use in our teen classes. We could still use some more, so if any one has a camera that is no longer used, please consider donating it. Just drop it off at the school office.

Upcoming workshops:

October 24, 2009: Jumpstart in Felted Jewelry with Renate Maile-Moskowitz, \$50.00

October 18, 2009: Mosaic Mirror with Gene Sterud, \$45.00

October 24 & 25, 2009: Monotype Explorations with Penny Barringer, \$155.00

October 31, 2009: Halloween Clay Animation with Andrew Morgan, \$100.00

October 26, 2009: Jumpstart in Nuno Felting with Renate Maile-Moskowitz, \$90.00

october 2009

State of The Art League FY2009
July 1, 2008 – June 30, 2009

As we close our 2009 Fiscal and Membership Year, we reflect on a very challenging year past and look forward to the opportunities on the horizon. The economic landscape of the last year, unprecedented in the 55-year history of The Art League, presented difficult situations in virtually every sector of the economy and certainly within the nonprofit community. We are happy to have this opportunity to report to you on The Art League's current position, both in regard to service to our mission and our financial viability.

In anticipation of shifting trends—given the difficulty in predicting the track the economy would take—our FY09 budget included a plan for closely monitoring our performance and the environment and for making adjustments in our spending plan if warranted. Our ability to monitor the unfolding situation was challenged by difficulties encountered in the implementation of a new accounting system. Fortunately, our experienced staff in every department leveraged an intimate understanding of the League's operations to successfully assess and respond to the challenges during the implementation process.

Ultimately, the new accounting system was activated, allowing more efficient data entry and providing enhanced and more timely reporting. All departments have seen greater efficiencies in the streamlined processes, and our financial statements assure us that we are achieving success even in this difficult economy. As soon as our audit for the year is complete, our annual report will be published and available online.

Education:

The prestigious Art League School continued to provide the most comprehensive offering of visual arts classes and workshops in the Washington, DC area. Our 117 talented instructors taught 5,500 students this year, filling 10,348 class seats; we served 1,405 students through onsite or travel workshops. Our after-school program provided satellite children's art classes in several Alexandria public elementary schools. Our corporate "creative retreat" program is growing, providing the opportunity to explore the visual arts to employees of local businesses and corporations. More than 1000 children and teens took advantage of our camps and classes for kids. Sixty-eight participating artists and hundreds of observers enjoyed "Paint" Alexandria 2009, an all-media, plein air event featuring 12 instructional sessions in a variety of media. This year's program expanded across the river to include a special sunset session at the new National Harbor in Maryland.

When Springwater Fiber Workshop, a local 501(c)(3) nonprofit, was forced to close its doors, The Art League stepped up to carry on Springwater's mission by incorporating and expanding their curriculum within our own and incorporating their facility into our contiguous space at the Madison Annex. Our enhanced fiber department, launched in January 2009, offers a fiber curriculum inclusive of many of the subjects previously taught at Springwater, as well as new and expanded fiber/textile courses of The Art League's design.

Nationally recognized ceramist Blair Meerfeld joined us as The Art League School's new Ceramics Department Chairman. Blair, whose work has graced the covers of publications such as Ceramics Monthly and who has been a featured artist in Clay Times, brings a national reputation to our department.

Membership and Exhibition:

Membership provided entry to a fellowship of more than 1,000 artists, as well as new and exciting opportunities to exhibit and sell work. In addition to our VA/MD/DC-based members, our membership includes artists from 13 other states. This year, more than 1600 works of art were exhibited in the monthly, juried shows, and 11% of those works were purchased. The 1400+ Bin Gallery artworks saw a similar (10%) sales rate. Patrons visited the gallery from all over, and purchasers were from 27 different states, one territory, the District of Columbia, and six foreign countries. The gallery presented more than 25 exhibits, including 13 Membership shows, FotoweeKDC at The Art League, the Patrons' Show, the Student-Faculty Show, and 9 Solo Artist Shows. Off-site exhibits included two "Art in City Hall" exhibits, and participation in Artomatic.

The gallery has increased professional and educational opportunities for members, offering critiques with Art League instructors, gallery talks with jurors, and the opportunity to have artwork professionally photographed.

Our monthly newsletter, Tidings, moved online and became more interactive, informative, timely, and broader-reaching as a result. Each work of art juried into our monthly membership shows is now featured on The Art League's Flickr website, providing exhibiting artists with more exposure. We also launched our blog, theartleague-gallery.blogspot.com, a great resource for members and visitors, providing information about upcoming shows, lectures, and events, as well as links to other sites of interest.

Outreach:

Our outreach programs, valued and supported by our community, have garnered national attention and inspired other communities to follow our lead. Operated in collaboration with Alexandria's Court Service Unit (CSU), our "Space of Her Own" (SOHO) program is an art-based mentoring program for low income, at-risk girls in Alexandria. To date, the program has provided a meaningful engagement in the arts, coupled with mentoring and life-skills development, to more than 100 girls. A feature article on SOHO, "A Fresh Coat of Perspective," was published on the front page The Washington Post Metro Section in May 2009. In April, SOHO was chosen for national recognition as a 2009 Coming Up Taller Semifinalist by the President's Committee on the Arts and the Humanities and its partner agencies. This year also saw the launch of a new SOHO program, created with the assistance of The Art League and CSU staff, at the Visual Arts Center in Richmond.

Community:

The Art League was honored by the Alexandria Chamber of Commerce with the special "Chamber Champion of the Arts" Award at the 2008 Business Awards Dinner in November. The Art League's staff members are engaged in many community activities and organizations, including the Alexandria Commission for the Arts' Public Art Committee and the city's Waterfront Committee, and serve on the boards of the Torpedo Factory Artist Association, the Old Town Business & Professional Association, and the Alexandria Arts Forum. In December we celebrated the grand relaunch of the Springwater Studios at The Art League, during ArtFest. Visitors toured our newly renovated and expanded Madison Annex, where our jewelry, sculpture, ceramics, photography, silkscreen, stained glass, mosaic and fiber arts classes are taught. They enjoyed live jazz music and refreshments while viewing an exhibit of artwork by Art League instructors and observing professional artist demonstrations in the various media taught at our Madison space. The Art League continues in a leadership role providing additional exhibit opportunities through the "Art in City Hall" program.

Marketing:

Social networking and expanding our online presence was a focus in the Communications department this year. We launched our own Facebook page, created The Art League Gallery Blog, and started our own Twitter feed. We continued our marketing partnership with the Cultural Alliance of Greater Washington on CulturalCapital.com, and we began promoting events on the Virginia Tourism website and the Alexandria Convention and Visitor Association's website. Radio ads promoting classes and special events ran on WAMU 88.5FM, the NPR news station in the Washington area, and on Classical WETA 90.9FM, which broadcasts to the Washington area and beyond. Print ads in select publications promoted classes to varying demographics, and earned media (feature articles and free publicity) promoted our exhibits and events throughout the region.

Governance:

With the assistance of a professional consultant, the Board of Directors initiated an ambitious Strategic Planning process that included an extensive survey of members and students, focus groups, and board retreats. In the spring, the Board undertook a review of the Board bylaws. After several members of the Board stepped down before the end of their terms, The Art League was very grateful for the willingness of new members to step forward and serve in that capacity. We look forward to an active year with the new and invigorated Board.

Budget:

Our proposed budget for FY10 anticipates a deficit, so we have taken steps to both increase income and decrease expenses. We have initiated slight increases in membership dues and some fees as well as minimal increases in some class fees. We remain committed to offering the finest educational opportunities at the most reasonable prices to ensure the broadest access. We continue to offer scholarships to those who require additional support. We have cut back on non-critical expenses and re-negotiated some contracts. We have applied for Stimulus Funds for job retention with the goal of preserving the employment of our valuable and dedicated staff. We are

committed to positioning The Art League to remain viable and sustainable in the long term, in order to continue providing the services integral to our mission.

Support:

The 42nd Annual Patrons' Show fundraiser was the most financially successful show to date. We received over 650 donations of artwork and sold more than 550 tickets. In August, Whole Foods Market Old Town Alexandria hosted a 5% day on behalf of The Art League, with five percent of the day's net sales benefiting The Art League. The contribution went to support our SOHO program and to general operating support. We launched an exhibition sponsorship program in The Art League Gallery. In October, The Art League began working with The Monument Group, a fundraising consulting team, to aid in development activities. We are excited to have expanded our base of individual, corporate, and foundation support, and we thank all of our contributors for supporting our mission.

Our programs are sustained by the regular support from the Virginia Commission for the Arts (VCA), Alexandria Commission for the Arts (ACA), and the City of Alexandria's Fund for Human Services/Youth Fund in the form of grants and other assistance. Our FY09 grant from the VCA, funded at the highest level, was reduced midyear because of budget cuts in Virginia's legislature. The Art League has again been approved for full funding in FY10, contingent on the state budget situation. We have also applied for VCA/NEA stimulus funds for job retention through the American Recovery and Reinvestment Act of 2009.

The ACA, with their available grant-making funds reduced, has limited their grants to operating support only; The Art League has been approved for 2010 support.

Looking to the Future:

With planning for the redevelopment of Alexandria's waterfront activated, and the City committed to a goal of June 2010 for reaching approval on a plan, The Art League recognizes that our Duke St. Annex location will be affected. We are actively seeking alternative ways to ensure the sustainability of our organization and the valuable services it provides to the community. We will be seeking the support of all who appreciate the value of this artistic and cultural resource and wish to see it continue as a legacy to those who will follow us.

We are most grateful to all those who have provided support in so many capacities throughout our history, and we encourage you to consider how you might be involved in assuring our future. We invite you to contact us with any questions you may have, or to offer your support of a strong and sustainable League. You may reach us at the phone numbers or email addresses listed below.

Thank you for giving us the opportunity to serve this outstanding organization during the past year. It is an honor to serve you and the Alexandria community through our association with The Art League.

Betsy Anderson
President, Board of Directors
art.and@cox.net

Linda Hafer
Executive Director
lindah@theartleague.org

theartleague

105 North Union Street
Alexandria, VA 22314
www.theartleague.org

gallery: 703.683.1780
school: 703.683.2323
store: 703.548.8127
development: 703.519.1741

Calendar

October 2009

October 1/Thursday: Deadline for applications for solo jurying.
October 4/Sunday, 3:00–6:00 pm: Early pick up of works from all September exhibits.
October 5/Monday, 10:00 am–5:00 pm: Gallery CLOSED for painting and repair.
October 5/Monday, 6:30–8:30 pm: RECEIVING, "Interaction of Color" and Bin Gallery.
October 6/Tuesday, 10:00 am–12:00 noon: RECEIVING continues.
October 6/Tuesday, 6:30–7:30 pm: Early pick up of unselected works.
October 8/Thursday, 6:30–8:30 pm: Opening reception for "Interaction of Color" and "Summer Island," Merri Nelson's solo artist exhibit. Awards presented at 7:30 pm.
October 22/Thursday, 7:00 pm: Lecture with Kate Fraser, "How to Approach a Gallery."
October 24/Saturday, 1:00–3:00 pm: Solo artist Merri Nelson demonstrates in the gallery.

November 2009

November 2/Monday, 6:30–8:30 pm: RECEIVING, "small works" & "Becoming Animal." NO BIN GALLERY.
November 3/Tuesday, 10:00 am–12:00 noon: RECEIVING continues.
November 3/Tuesday, 6:30–7:30 pm: Early pick up of unselected works.
November 5/Thursday: Tory Cowles' Solo Artist show "Boing!" opens.
November 12/Thursday, 6:30–8:00 pm: Opening reception for all November shows. Awards presented at 7:30 pm.
November 21 & 22/Saturday & Sunday: Receiving for Holiday Ornament Collection.
November 26/Thursday: CLOSED for Thanksgiving.