



Orange County
Fine Arts
AN ASSOCIATION OF ARTISTS

Artist's Eye

A Non-Profit Organization • P.O. Box 1727 • Costa Mesa, California 92628 • 714-540-6430 • orangecountyfinearts.com

TOM BROWN TO DEMONSTRATE OILS AT AUGUST GENERAL MEETING

Tom Brown is a lifelong artist, born and raised in the Midwest and now living in Southern California.

A plein-air painter, he creates Impressionist landscapes outside in order to capture the true essence of the scenes. He also paints in the studio, creating paintings of still life compositions, portraits, figure paintings and animals. His art has sold through top galleries across the country for over twenty years and his work is in private and corporate collections like Sears, Standard Oil, and Coca Cola.

At the Irvine Fine Arts Center he teaches oil painting classes for all levels of artist, both in the studio

and outdoors on location (*en plein air*).

His natural gift for teaching has created an enthusiastic following for his popular workshops and classes, where he reduces complex concepts to simple techniques his students can use right away. He also shares his teaching methods through a continuing series of art lessons on CDs.

August 19 he will give a workshop at our general meeting.

September 16 will be the opening reception for a one-man show of his work at the Irvine Fine Arts Center, which will include over 100 new works. The theme of the show is "Unexpected Vistas of Irvine."

On Tom's daily blog he offers new paintings every day, plus other interesting tidbits like step-by-step demonstrations, inside tips on painting and art equipment, and other art news. Check that out at: <http://tombrown-fineart.blogspot.com>.



Opportunities

OCFA's "THE ART OF FLOWERS" show will be held at the UCI Arboretum October 20th, from 10:00 am to 4:00 pm.

This is a small show limited to the first 10 artists. For information contact **Marie Taggart**.

Also coming up: **Paint the Lake 2007** and the **Family Nissan of Rancho Santa Margarita Art Show**. Check inside for more information.



Greg LaRock demonstrated at our July meeting.

OCFA Indoor Exhibits

Jeannette Hart shows colorful plein air paintings through August 25 at the Mesa Verde Branch Library
2969 Mesa Verde Dr. East,
Costa Mesa

Know of a venue that may be interested in displaying the work of OCFA artists? If so, let Chairperson Marie Taggart know! 714-546-0784

Thoughts from the President



Happy Summer
OCFA Members,

Our own Artist's Eye Show was a wonderful prequel to all the shows that fill the summer months in SoCal. Avantgarden will be including works of artists recently seen in the Artist's Eye

Show—**Tiffany Baca**, **Michael Magrutsche**, and **Ken Marapese**. Showcase Gallery is featuring **Rob Utz** now, and later in August, **Wayne Tarshis**. **Souzan Zargari**'s artwork filled Bear Street Gallery during the latter weeks of July, and in August will be joined by paintings of **Raymond Otis** and photography by **Roger Reading**.

If you have not had the opportunity to see all the OCFA members's artwork at the Orange County Fair in Costa Mesa and the Art-A-Fair, Sawdust Festival, and Fes-tival of the Arts in Laguna, you must make the time to do so. Yes, it is the season, and these are major art attractions that draw tourists and local art enthusiasts as well.



Bill Fisher at Art-A-Fair.

Each of those venues have different criteria for jurying who will be accepted as featured artists each year. In the Orange County Fair, the line is very fuzzy about when an artist moves from being an amateur to being qualified as professional and affects the jurying of your work. The jurying process can feel brutal if we are not juried into a show or a venue. It is important to know that there are certain standards and that we artists can keep improving. Perhaps not being accepted can be signal for us to raise the professional bar by attending to the implementation or presentation of our work or by strengthening our designs to convey our messages with greater impact.



Echo Baker at Artist's Eye show.

However, it is also important to remember that jurying may be subjective as well. Humans make the final call of what gets in and what does not. The jurors, while trying to be without bias, cannot help being influenced by seeing new ideas that resonate, or being affected negatively by repetition of styles and repetition of ideas or just simply the fatigue of jurying.

Also, what is wonderfully innovative one day might seem passé the next. As most of you know, sometimes you can enter a first place winner from one show into another, and it doesn't even get accepted! That does not mean we should be discouraged. Stay motivated. Understand the process. The process is intended to recognize the outstanding of what has been offered, not to discourage creativity.

Congratulations to the many, many of you who achieved recognition of your marvelous talents in the summer shows. OCFA artists gave demonstrations, showed fine artwork, and won awards. What a pleasure to see your work and the flurry of ribbons at the fair.

So, do these shows compete with our local galleries? Not at all. They serve all the art community by heightening the awareness of the general public of how art can enrichen lives. These shows stimulate the public to buy original art to fill their homes with personal pleasure, rather than just choosing popular prints that match the couch.

These next few months offer many exciting opportunities. Current announcements are found at orangecounty-finearts.com. Be sure to keep up with our calendar. Lastly, a huge thank-you to all who responded to serving on the board. The new directors will be formally announced to the membership at this month's general meeting.



Barbra Higgins at the Irvine Fine Arts Center's Photo 2007 show.

— Laura Rice Robinson, OCFA President

Calendar

June 21—August 12

Showcase Gallery in South Coast Plaza Village features the photography of **Rob Utz** and other artists. Gallery and Gift Shop open Thursday--Sunday. Reception: Saturday, June 30, 5pm to 7pm. 714-540-6430

August 1—August 31

Bear Street Gallery in South Coast Plaza Village features **Raymond Otis, Roger Reading, and Souzan Zargari**. There will be sculptures, paintings and photographs by these award-winning artists. Gallery open daily; call for appointment. Reception: Saturday, August 25 at 5pm to 7pm. Gallery and studios will be open. 714-825-0592 <http://www.orangecountyfinearts.com/>

Saturday, August 4

Art Walk at Artists Village. AvantGarden—the Art Gallery, Santora Arts Building at 207 North Broadway, Suite B-7B downstairs offers contemporary and experimental art by OCFA artists. Open House from 7-10pm for galleries and studios in the village. Fine dining and entertainment available in the Second Street Plaza. Park in the city structure at Third & Broadway. 714-558-8843. Email ocfa_avantgarden@sbcglobal.net
<http://www.orangecountyfinearts.com/>

August 16-October 7

Showcase Gallery features **Wayne Tarshis** in South Coast Plaza Village. Displayed will be his oil paintings and the artworks of other outstanding Southern California artists. Gallery and gift shop open Thursday-Sunday. Meet the artists at the Reception: Saturday August 25, 5pm to 7pm. 714-540-6430
<http://www.orangecountyfinearts.com/>

Saturday, August 18

Jewelry-making class with **Sandy Hefnider** at OCFA Artists Studio, South Coast Plaza Village. Learn to crochet a beaded-wire necklace. For information, time, fees, and reservations call 714-540-6430

Sunday, August 19

Tom Brown demonstrates Oil Painting techniques at Orange County Fine Arts-Artist Studio, South Coast Plaza Village, from 1:30-3pm. Public is invited. Free event. 714-540-6430.
<http://www.orangecountyfinearts.com/>

Saturday, August 25

Jewelry-making class with **Sandy Christey** at OCFA Artists Studio, South Coast Plaza Village. Dare to Bloom! For information, time, fees, and reservations call 949-454-8411

Saturday, August 25

Meet the Artists of OCFA Studio, ShowcaseGallery and Bear Street Gallery at the reception 5pm to 7pm. All South Coast Plaza Village galleries and studios will be open to the public. 714-540-6430
<http://www.orangecountyfinearts.com/>

August 25-26

Rancho Santa Margarita Nissan hosts Orange County Fine Arts artists for a show featuring OCFA artists and their students. The Rancho Santa Margarita Chamber of Commerce will have a reception on Saturday afternoon. The Outdoor Show is open to the public both of these days, and the inside art display will continue until Labor Day. For art show information call 714-540-6430 visualartsmurals@cox.net

Submit news & pictures no later than the 15th of the month for the following month's newsletter to:

Jared Millar
perimeter@att.net
301 Orion Ave.
Santa Ana, CA 92707

The *Artist's Eye* newsletter reaches over 250 local artists. A business card size ad is \$10 for one month or \$20 for three months. Additionally, your printed flyers can be inserted for \$25 per issue. E-mail or mail your ad and then send payment made out to OCFA to the above address by the 15th of the month.

Family Nissan of Rancho Santa Margarita Art Show

All OCFA Artists and students of OCFA Teachers are invited to participate in an art show on August 25 and 26.

The fee for an outdoor 8' x 8' space will be \$20.00. Each artist will be responsible for his or her own sales and must man the exhibit, or arrange for someone else to do so, during the entire time of the show. Every participating artist must submit a copy of his or her California sales tax certificate and will be responsible for all sales taxes due/collected from sales of art work.

Both two dimensional and three dimensional works will be accepted (painting, any medium – photography – sculpture). If sculpture is to be included, substantial stands must be provided to hold the art. The outdoor displays may be contained on grids, a-frames, or easels, or a combination of any of the three.

No banners or large signs for an individual artist will be permitted, but small signs with artist information are suggested. All work shown should be “for sale” and each piece should have a visible price tag of some sort.

Locked storage space will be provided for overnight storage of artwork Saturday night.

Hours are Saturday morning set-up from 8 to 10 a.m. Exhibits to be open and manned by 10 a.m. Saturday take down is 5 p.m. Sunday set-up is from 9 to 11 a.m. All exhibits are to be open and manned from 11 a.m. Sunday until 5 p.m., take-down time. If you must be at the Showcase Gallery opening Saturday evening, please appoint a person to man your exhibit during the last hour and handle take-down and storage.

The Santa Margarita Chamber of Commerce will be holding a mixer at the site at 1:30 p.m. on Saturday, so there will be plenty of local business people to view your work. In addition, flyer masters will be available for you to copy to send to your own patronage list.

There will be a separate student exhibition. If you are a teacher, any student under the age of 18 may exhibit in an area designated with your school or class identification on a small sign.

No fees are required of the under 18 students and each student will be limited to two (2) pieces of work each. Student work may be shown either framed or matted, and must be exhibited on easels or a-frames.

You may exhibit adult student work under the name of your school, or your teaching I.D., but the usual space fee of \$20 will apply, and you will be assigned a normal 8' x 8' space to exhibit this work.

Student work is both welcomed and desired. Of course, all student work must also be “for sale.”

Sign-up forms are also available at the Showcase and Bear Street Galleries, or call Marillyn at 949-951 -5971.

Family Nissan is aggressively marketing this show and it should be an excellent venue for everybody.

I will be exhibiting at the Family Nissan outdoor show in Rancho Santa Margarita on August 25th and 26th.

Please reserve _____ space/s for me. I am including my check made out to OCFA in the amount of \$____._____.

Name: _____

Street Address: _____

Apt. No.: _____

City: _____

Zip: _____ E-Mail: _____

Phone: _____

I will be showing _____ student artists under 18 years, and _____ total pieces of work.

Please fill out the above form, attach your check for \$20.00 (or more if required) and take to Showcase Gallery or mail to OCFA at the Showcase Gallery address. Mark your envelope in either instance:

Attention: Marillyn Brame

Re: Nissan Ranch Santa Margarita Outdoor Show

**We have strong imaginations, and we'd like to help.
It's our job to improve your printed materials and
make them better than you imagined.**



15375 Barranca Pkwy., Bldg. J108 • Irvine, CA 92618
949.753.8877 • fax: 949.753.8883 • www.ocprintworks.com

“Paint the Lake 2007”

The Paint the Lake Art Competition is almost here again. Lake Mission Viejo extends an invitation to participate to any artist who is a member of Orange County Fine Arts, the Saddleback Art League, or belongs to the Mission Viejo Lake Association or is sponsored by a Lake Association Member.

A \$500 purchase prize will be awarded to the winner, chosen through a combination of popular vote, decision of prominent artist judges, and decision of Association judges.

Participating artists will draw or paint on site for a minimum of two hours during Lake Fest, August 15. The paintings may be completed at that time or later on site or in studio.

Paintings may be any medium (Sorry, no computer graphics, photography or collage) and must be larger than 12” x 14” and smaller than 30” in either direction. All canvases or papers to be submitted for final judging must be stamped by a Lake staff member at Lake Fest. You may do as many paintings as you wish, but only one may be submitted for judging. The final painting must be appropriately framed, and matted if under glass, with screw eyes and wire suitable for hanging. Excluded from frame requirements are paintings on canvas designed for painting to wrap around all four sides. These may be submitted with hanging hardware as specified above.

Judging will take place during Jazz Fest on September 15, and all work must be brought to the Lake area for judging at that time. Participating artists who have participated in prior “Paint the Lake” competitions may, during Jazz Fest, bring any of their previous paintings of the Lake and the surrounding area to exhibit in the Clubhouse area. Although no paintings may be sold on site, the artist is allowed to show prices and make contact information available to prospective buyers.

Please contact **Lake Mission Viejo Association**, Recreation Department, 949-770-7049 for entry information.

OCFA artists have provided a large portion of the participating artists for the past three years of this competition and will hopefully do so again this year. Painting and drawing during Lake Fest is always a fun thing to do and the free tickets to Jazz Fest are always welcome for a great evening of music, food and, of course, the judging.

Member News

Susan Alderson, Barbara Higgins, Marilou Hogeboom, Jared Millar, and Joseph Rivera were among the OCFA artists at the Orange County Fair, many of them award-winners.

Shows to See

The Irvine Museum: Through September 8: “Passionate Visions: Botke, DeRome, Rider & Wendt.” Tues.-Sat. 11am-5pm 18881 Von Karman Ave., Irvine 949-476-2565

*Anyone interested in renting a studio space should contact **Bill Hudson** at watermenart@aol.com*

Watercolor Workshop

Susan Alderson will be teaching small classes at the Showcase Gallery. Each student will receive one-on-one instruction to reach their personal goals as an artist. Classes start on Tuesday, August 14, and each session will run three consecutive weeks. Enrollment for the first month will be \$135, and \$125 for each month thereafter. For more info: brushworksart.net brushworksart@sbcglobal.net 714-528-4526

OCFA Art Center:

South Coast Plaza Village
3851 South Bear St., Suite B-15
Santa Ana, CA 92704

•Showcase Gallery

ocfa_showcase@sbcglobal.net
714-540-6430

Open Thurs., 11am-6pm
Fri. & Sat., 11am-9pm
Sun., 11:30am-3pm

•Bear Street Gallery

bearstreetgallery@sbcglobal.net
714-825-0592

Open Wed.-Thurs. 11:30am-7:30pm
Sat. 11:30am-7:30pm
Sun. 11:30am-7:30pm

•OCFA Studio

714-825-0592

Avantgarden-The Art Gallery

ocfa_avantgarden@sbcglobal.net
Santora Arts Building
207 North Broadway, Suite B-7B
Santa Ana, CA 92701
714-558-8843

Open Sat. 11:30-9:30 pm or by appt.

Open House and Reception: First Saturday of each month, 7-10pm

Orange County Fine Arts

An Association of Artists
P.O. Box 1727
Costa Mesa, CA 92628

DATED MATERIAL

NEXT MEETING: August 19

General Meetings are held at the OCFA Art Center on the third Sunday of each month, with refreshments at 1:15pm and the general meeting and artist's demonstration starting at 1:30pm. Guests are welcome.



Officers and Directors

ocfa@sbcglobal.net

Officers:

President	Laura Rice Robinson
Vice President	OPEN
Recording Sec'y	Jaqueline Zimbalist
Treasurer	James Cooper

Directors:

Program Dev.	Touraj Hakimi
Student Activities	Terry Walker
Marketing	Jila Hakimi
Comm'ty Liaison	Marilyn Brame
Showcase Gallery	Mary Wolf
Bear St. Gallery	Bill Hudson
Avantgarden	Roger Reading
Artist Studios	Tina Ellingwood
Membership	Max Yamada
Director at Large	OPEN
Past President	Thomas Tom

Chairpersons:

Newsletter	Jared Millar
Programs	Susan Leonhard
Hospitality	Sally Goldberg
Scholarships	Katherine Monsour
Publicity	Raymond Otis
Historian	Sally Wilson
Outdoor Shows	OPEN

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