



# Artist's Eye

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## BERNAL PERALTA TO DEMONSTRATE AT SEPTEMBER 16 GENERAL MEETING

Retired chemical engineer **Bernie Peralta** enjoys both black-and-white and color photography. In color, he has done most of his work with positive transparencies, which has allowed him to present numerous slide shows. However, for the last four years he has been photographing in digital format, with Nikon equipment. His shows these days are all digital.

Bernie's subject matter is extensive because he has traveled worldwide for business and pleasure. He continues part-time consulting in oil refining for the Petroleum Industry.

Bernie will address the issue of preparing a portfolio of an artist's work and the necessary brief biography for presenting to a gallery.

"We'll also talk about composition and the elements that enhance the impact of the image on the viewer and, hopefully entice the viewer(s) to buy the work."

Painters and artists of all stripes will be interested in what Bernie has to say, even if they aren't photographers themselves. "Essentially all principles of art and art design are shared by the two media," as Bernia notes.

Effective presentation of one's work, regardless of the medium, is essential to gain entrance into the galleries.

"It takes good-quality work to begin with, but also a significant amount of knocking on gallery doors, with associated self advertising and good marketing skills. It must also be realized that because of limited space the timing may not be right for a gallery to accept your work for display!"

Bernie has won a number of awards and ribbons from various competitions in the Orange County area. He has exhibited some of his images at the Irvine Fine Arts Center and at the Orange County Fine Arts Showcase Gallery; also, at the annual juried exhibition of the Newport Beach Arts Commission and at the Orange County Fair's juried exhibition. Some of his work was in exhibit at the Art Angles Gallery in Orange.

However, he feels particularly proud of winning 7 First Place Ribbons and 18 Second Place Ribbons at the monthly competitions while he's been a member of Orange County Fine Arts.

In June of 2007, three of his photographs were juried into the 11th Artist's Eye Open all-Media Juried Exhibition, with one being given an Honorary Mention.

He is an active member of Photographers' Exchange—a group of professional photographers who get together in Irvine to discuss their photographic work.

The use of bold colors is very evident in his images, as will be seen when samples are shown to demonstrate the principles discussed.



You may view Bernie's photography work at his web site at: [www.pbase.com/bernal1](http://www.pbase.com/bernal1), where he has twenty-eight different online galleries of varying subject matter. Be sure to join us in September and bring some work of your own for the monthly competition!

## Thoughts from the President



Greetings OCFA members,

The Fair is over, the summer shows have closed, and it may seem that it's a wrap. But that is not true for OCFA members. There is just enough time to catch our breath in September before October begins. Rest well or paint well because in

October we will be presenting our work at the **UCI Arboretum Art and Flowers show**, and then at the end of the month, we will have a 10' by 20' space at the **Home Remodeling and Decorating show** for a three-day weekend at the OC Fairgrounds. If this works out well for us, we will be there three times a year and OCFA will be something for area shoppers to look for when they are there. All artist members are invited to participate. We will be looking for demonstrators for Saturday and Sunday—and the theme for that weekend will be Halloween. Is there anyone out there who wants to demonstrate pumpkin decorating?

The Home Show has free tickets for members and will be advertising Showcase and Bear Street galleries sandwiched in their own ads. Here is an Internet link to view our TV commercial in advance [http://www.rogerdreadingphoto.com/sc\\_vid/index.html](http://www.rogerdreadingphoto.com/sc_vid/index.html) It was put together by our own production team and filmed by **Tina Ellingwood's** video crew from Garden Grove High School. They also did the video on **Roger Reading's** great new Avantgarden website.

Visit at <http://www.avantgarden-artgallery.com>

There are several special congratulations in order. Congratulations to Tina Ellingwood for being listed as a Teacher of the Year by the Festival of the Arts in recognition for student artwork presented as a part of Laguna Beach's 75<sup>th</sup> Anniversary celebration. She also is the new Studio Director at our Artist's Studios.

Congratulations to **Dana Cooper** (right). Her painting entitled "Colorful People" won



a first place, division winner, juror's choice, staff award and best of show in the amateur division of the Orange County Fair. In addition, the painting was purchased by the fair to become a part of their permanent collection.

**Wayne Tarshis**, in addition to being Showcase Gallery's featured artist, won First Place in the Orange Open for his oil painting of a still life that hangs in the entrance to Showcase beside his ballet dancers, which was also an award winner.

And we hope everyone saw **Yachiyo Beck's** work this summer. She achieved a very high goal of not only having her work in publications this year, but was accepted and committed herself to two of the major Laguna Canyon shows, the Art-A-Fair and the Festival of the Arts, both nationally recognized.



Congratulations to all of the winners and participants of all the shows of the summer, including our own Artist's Eye. And thank you to all the organizations and individuals who go to the work of establishing, organizing, and pulling off events that otherwise would not happen.

Congratulations to our new Showcase Gallery director **Mary Wolf** and thank you to **Marilee Stockman** and the Gallery Committee for raising Showcase Gallery to the level of excellence that it presently has in 2007. Thank you to new and continuing board leaders who are building programs to benefit OCFA artists, and to all OCFA volunteers!

Here is a reminder to all Artists. Let **Jared Millar**, our newsletter editor, know of other events that you as an artist have been involved in. It is always wonderful to hear good news. YOU are our OCFA reporters in the field. We want to include YOUR good news.

Have a creative autumn and blast away with those colors!

— *Laura Rice Robinson, OCFA President*

## News from Showcase Gallery Mary Wolf, Director

I want to thank the OCFA members and board for giving me the opportunity to be your new Showcase Gallery Director. I look forward to meeting those of you I don't know and working with everyone at the gallery.

The Showcase Gallery Committee wishes to thank our former director, Marilee Stockman, for her many years of leadership and hard work. Marilee created a professional and fun atmosphere and greatly increased public awareness of the gallery and participation by members. Marilee, we hope to see you back as a member of the committee in the future.

To bring more art lovers into the gallery, we are starting two exciting marketing programs. The Orange County Performing Arts Center is including Showcase Gallery in promotional materials and in exchange we are offering their members and subscribers a 10% discount (excluding gift shop). We are also forming a marketing partnership with the American Coast Theater Company.

The gallery committee is now scheduling featured artists for our 2008 shows. We invite anyone interested, especially new members, to apply. We are also looking for volunteers to help in the gallery for a few hours each month. Contact the gallery and join in the fun!

### Meet Gallery Artist Marilou Hogeboom

"To be as creative as possible," is **Marilou Hogeboom's** primary goal. Born in Los Angeles, she graduated from CSULB with a BA in Education and a credential for Special Education, and entered the world of art after a career in teaching. Taking classes at Orange Coast College and Coastline College, Marilou worked with ceramics and sculpture, and became interested in painting. She began exhibiting through OCC.

"My work would be considered somewhat abstract," she notes, "since I like to be 'expressive.' I use distortion for design, and I don't like to follow the rules."

"My paintings are exaggerated: arms appear thicker than necks and often longer than legs."

Groups and venues with which she has been affiliated include OCFA, Coastline Community College Artist's Association, Southern California Artist's Association, Chapman College, the Orange County Fair and SoCal PAPA.



### Calendar

#### September

10 Showcase Gallery committee mtg.— 1 pm

#### October

8 Take-in Day

8 Showcase Gallery committee mtg.— 1 pm

20 Showcase Reception -- 5-7 pm

#### November

12 Showcase Gallery committee mtg.— 1 pm

17 Showcase holiday open house

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

Photos by Dolly Meyerhardt



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

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

## The OCFA Commission Network

<b>Marilyn Brame</b>	Oil Portraits	949-951-5971
<b>Jeanmarie Frassinelli</b>	Clay Sculpture, Pets	818-379-3302
<b>Audrey Grider</b>	Pets, Wildlife	949-489-1919
<b>Patricia Howard</b>	Watercolors	714-641-9629
<b>Alice Leggett</b>	Oil Portrait	714-540-2557
<b>James McGehee</b>	Creative Photo Lab	949-494-9462
<b>Karen Shaw</b>	Portraits	949-859-5983
<b>Marilee Stockman</b>	Portraits in Sculpture	949-720-0639
<b>Marie Taggart</b>	Oil—Your View	714-546-0784

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## Announcements:

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**Cypress Annual Autumn Exhibition** take-in is September 15, 9am-1pm. 3-D, Paintings, photography, digital art, and other 2-d media. Cypress Community Center, 5700 Orange Ave, Cypress.

The **OCFA Membership Only Show** is coming in December. Get your paints ready and have something wonderful to share with us. Details in the October newsletter!

**Terry Walker** is working on putting together **workshops for kids** at the Showcase Gallery: Any artist interested in helping to present a workshop to a small group of children please contact Terry Walker at [theresawalker5@verizon.net](mailto:theresawalker5@verizon.net) or by phone at (562) 803-4961

**Paint the Peninsula**, a SOCALPAPA plein air event, takes place September 9-16, and leads to a **Quick Draw** on Friday and outdoor sales on Saturday and Sunday at the Nautical Museum on Balboa Peninsula. Selected works will be on display through October 18. For more info email [ocfa@sbcglobal.net](mailto:ocfa@sbcglobal.net)

## Member News

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**Dana Cooper's** painting titled "Colorful People" won first place, division, juror's choice, staff award and best of show in the amateur division at the Orange County Fair.

**Laura Rice Robinson** will have a one-artist show of paintings and sculptures at the Laguna Hills Community Center the month of October at 25555 Alicia Parkway. There will be a Sunday reception on October 14 from 3 till 6. Everyone is invited.

**Gloria Silber's** painting, "Fountain King" has been accepted in the 27th SDWS International Exhibition at the new San Diego Showcase Gallery at NTC Promenade in San Diego. The show runs from October 1 through October 31. **Barbara Lawson's** painting was also accepted into the show.

OCFA gallery featured artist **Wayne Tarshis** was awarded first place in oils in the Orange Open juried exhibition at Chapman University's The Guggenheim Gallery. Over 200 pictures were picked for exhibition.

## Workshops at OCFA Art Center:

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### **YACHIYO BECK Four Day Watercolor Workshop, "Still Life with Abstract Background"**

Four day workshop on Saturday, October 27, November 3, 10, and 17, from 1:00 to 4:00 pm at OCFA Art Center classrooms, South Coast Plaza Village \$130.00 per participant for four weeks.

Contact Yachiyo for more information: 949-294-4429 [YachiyoB@aol.com](mailto:YachiyoB@aol.com) [www.YachiyoFineArt.com](http://www.YachiyoFineArt.com)

**Marilee Stockman: Sculpture classes** weekly on Thurs. 10 am-12pm starting September 6 at the Artist's Studio. For more information contact Marilee at 949-720-0639 or [artylady65@yahoo.com](mailto:artylady65@yahoo.com)

**Susan Alderson** will be teaching small day and evening watercolor classes. Tuesdays 11:00am-2:00pm Tuesday 6:00pm-9:00pm Each student will receive one-on-one instruction to reach their personal goals as an artist. Each session will run three consecutive weeks. Enrollment for the first month will be \$135, and \$125 for each month thereafter. Info: [brushworksart.net](http://brushworksart.net) [brushworksart@sbcglobal.net](mailto:brushworksart@sbcglobal.net) 714-632-5683

**Barbara Close** will be teaching a series of classes in Calligraphy; Session IV: Experimental Techniques starts Wednesday, September 26, from 6:30pm-9:00pm at the OCFA Studio Classroom: Includes brush lettering as well as ruling pen and pencil caps. Then we will learn of watercolor techniques for pages in our books. Beginning classes will resume in February 2008. 714-522-3084 or [BARBICL@aol.com](mailto:BARBICL@aol.com)

### **OCFA Indoor Exhibits**

Children's Librarian **Virginia Edwards** shows watercolors through October 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 at 714-546-0784*

## 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: September 16

**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
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Director at Large	Bernal Peralta
Director at Large	Victoria Wood
Past President	Thomas Tom

### Chairpersons:

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