

# IOWA WATERCOLOR SOCIETY

## 2019 Second Quarter Newsletter

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### Quote

"I found I could say things with color and shapes that I couldn't say any other way - things I had no words for."

Georgia O'Keeffe

### Contact Us

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### President's Remarks

As all of you know, our organization is one made up entirely of volunteers. We couldn't exist if it is not for the wonderful work all the volunteers do. There are multiple areas in which a volunteer can help. An important one is to be a member of the Board of Directors. This year, we need to fill two positions. These are: Secretary, and Exhibition Chair. Here is a short description of these positions.

Secretary: To ensure minutes of the Board of Directors meetings are recorded and kept on file as well as the minutes of the Annual Meeting.

Exhibition Chair: To ensure annual exhibit is scheduled and proceeds as planned. Ensures registration information and forms are up-to-date. Coordinates the juror activities. Ensures exhibit set up. Procures



award money or prizes. Organizes two miniatures shows per year.

Please give me a call at 515-229-1686 if you need more information. I would be glad to answer any questions or concerns. Please volunteer!

## 2019 Miniature Show

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The Miniature Show held at the Urbandale Public Library has come to an end. There were more than 45 entries and they were all excellent. The reception “Meet the Artist” was very well attended and members enjoyed listening to comments from the exhibition visitors. Six works of art were sold, among them Larry Castek’s “Yellow Caboose”.



Justin Young won the People’s Choice Award with his watercolor “Rainy Day in Downtown”.



## The 2019 Spring Workshop

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There is just 1 space available for the Spring Workshop with Kateri Ewing. All the information about the workshop is up in our website. The list of materials for the workshop has some rather unique items. Things that you may not want to buy. Please do not feel obligated to do so. I have extra materials available and we can share. Don’t let this stop you from participating in the workshop.

The workshop will start at 9:00 am (you can come early at 8:30 am to

set up) and go till 4:00 pm. It will be held at La Poste in Perry. Lunch is included with the cost of the workshop.

To register for the workshop please complete the registration form in our website.

## Traveling Show Update

Jan Vander Linden and Mayela Fonseca taught a watercolor class at the Fort Madison Area Art Assoc. during the exhibition of the Traveling Show.

A total of 24 people signed up for the class. The class was divided into beginners and intermediates.



Here is Jan with the beginner students.

Mayela's group worked on painting a group of vases.



Watercolor classes or watercolor demonstrations at the locations of the Traveling Show is something we introduced this year. It gives the community an opportunity to meet Iowa Watercolor Society Members and know a little bit more about or organization. We also want to encourage more people to paint with watercolors.

The Traveling Show is now at the Muscatine Art Center (1314 Mulberry Ave., Muscatine, IA). There will be a reception and demonstration on April 12th from 1:30-3:00 pm. IWS member Tom Hempel will do the demonstration.

After Muscatine the Traveling Show will go to the Old Post Office Gallery (28 South Linn St., Iowa City, IA). We don't have a date for the reception and demonstration yet so I will send this information in the next newsletter. The demonstration will be done by Janice Bell and Jo Myers Walker.

## Member Viewpoint

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Cedar Falls is the home of the University of Northern Iowa and a very viable group of artists, numbering near forty. They refer to themselves as the Thursday painters. You can find and/or join them as they meet and work in the open studio at the Hearst Center for the Arts on Thursday mornings.

The nucleus for this group was a bunch of watercolor artists who painted in each other's homes over forty years ago. Our senior Thursday member, Helen Logan, was one of these "dab n gabbers".  
Thanks

For many, watercolor is the medium of choice. We have several longtime Iowa Watercolor Society

members, many signature members, and two lifetime members.

Watercolor and other media are explored through workshops and individually. A branch of this group works together on Tuesday afternoons outdoors.

The best part of sharing this positive creative bubble is support, friendship and even passion.

This piece was contributed by member Priscilla Meyermann



## How to be Your Own Best Critic

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Even veteran artists can benefit from honest self-critique. Watercolor artist Francesco Fontana shares the grading tool he uses to make sure his paintings hit the mark.

“Judging your own work can be harder than judging someone else’s,” says Francesco Fontana. “Beyond liking or disliking a finished painting, it’s crucial to understand where you are in the big picture and what there is to be learned for the next challenge.

“We artists tend to be too involved – either too self-critical or too self-indulgent. In an effort to be as objective as possible, I treat myself as a student, despite my experience, status, and age. I am aware that the highest levels of growth are the hardest to achieve. They take more time and require a greater struggle to master than a beginner-level step. To remind myself of that and to keep track of my progress, I started rating my work on a scale of 1-10 for each major aspect of a painting: mood, synthesis, style, subject, design, value, color, execution.

“The average is the overall score of that specific piece. I flag the lower scores so that I can begin to identify the weaker aspects of my painting that I need to work on and push myself to the next level. This system is also useful to establish a minimum limit. For example, I don’t submit a piece to a competition under a given rating – though a high self-rating doesn’t guarantee an award! Sometimes, I’m driven to paint a new version of a painting to increase my score on the lower marks.

“I try to have my self-evaluation scale hanging in the studio when I’m painting a new work, and periodically check the progress of the painting against my goals. For example, if I continue in this way, is color going to get the mark I want? Every year, I give myself an overall rating and set new standards. Of course, objectivity is an illusion, but self-critiquing your art helps you create discipline and can provide a valuable learning tool.”



## FRANCESCO'S ART CRITIQUE SELF-RATING SYSTEM

Title \_\_\_\_\_

Medium \_\_\_\_\_ Date \_\_\_\_\_

1. Mood \_\_\_\_\_
2. Synthesis \_\_\_\_\_
3. Style \_\_\_\_\_
4. Subject \_\_\_\_\_
5. Design \_\_\_\_\_
6. Value \_\_\_\_\_
7. Color \_\_\_\_\_
8. Execution \_\_\_\_\_

Total \_\_\_\_\_ / 8

Average \_\_\_\_\_ / 10

This article comes from American Watercolor Weekly, a free weekly e-newsletter, published Feb. 27, 2018. <https://americanwatercolor.net/art-critique-how-to-be-your-own-best-critic/>





## Member Corner:

Congratulations to the following members who sold their watercolors at our first Miniature Show of 2019 at the Urbandale Public Library: Larry Castek, Susan Baer, and Connie Guillaume.

Anna Conway's work will be on display in the Urbandale Public Library Art Gallery March 16 – April 30. Meet the artist in person at a reception in the Art Gallery on Saturday, March 30, from 10:00 – 11:30 a.m

Marilyn Romine and Lisa Christensen have jointed the IWS Board as Membership Chair and Media Marketing Chair respectively. A very warm welcome and thanks to these two members for volunteering.