



RAINBOW ARTISTS

a WOMEN'S COLLECTIVE IN NEW MEXICO

ESTABLISHED JANUARY 1990

WWW.RAINBOWARTISTS.COM

March 2014 Newsletter

March meeting: Monday, March 17, 6:30 pm
OFFCenter Community Arts, 808 Park Avenue SW

Program: Video: Artists at Work, a 35-minute documentary film on the New Deal artists. Produced and directed by filmmaker Mary Lance of Corrales and narrated by Morgan Freeman, the film was released in 1981. It focuses on the visual arts programs of the New Deal, highlighting the impact on the lives and work of American artists. When President Franklin D. Roosevelt took office in 1933 during the Great Depression, nearly 10,000 artists were out of work. Over the next decade, a series of programs known as the New Deal Art Projects was developed. Under the WPA and other programs, thousands of artists were able to earn a living while devoting themselves full-time to their art.



From the National Archives

ARTdates

March 7-28: Tee-Shirt Fantasies" co-sponsored by Rainbow Artists and OFFCenter, opens on Friday, March 7th from 5-8pm at OFFCenter Community Art Gallery. Exhibit entries were donated for raffle with proceeds to benefit the programming of OFFCenter Community Arts. Exhibit will end with a closing reception and raffle drawing on March 28th.

The shirts are hung "clothes-line" style across the gallery wall. The beautiful shirt at right was created by Suzanne Visor.



March—the Women show at Java Joe's is installed. Thanks to Ginger's son Sam, the ladder man.

March 7: Harwood Art Center Open Studio Night, this Friday 6-8pm. Carol Adamec's studio is #S-5 upstairs.

March 7-28: The People's Art Show, Factory on 5th Gallery, 1715 Fifth St. NW—Opening reception Friday March 7, 6-10pm.

March 7-31: Apron Happening by Womyn's Work. Opens with milk and cookies on Friday, March 7, 4-6pm. On March 15 four poets respond with poetry as performance. This outdoor art installation features over 70 aprons and can be found at 9th and Gold.

April 21—Monthly meeting at OFFCenter. Program: Grace Collins will present either collage or another technique for improving composition

April 28—Work to be delivered for Ragin' Shrimp exhibit, *At the Table*. Call for Entry is in the March newsletter.



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Publicity Committee Meeting

The Publicity Committee met January 30, 2014 with Marian Berg, Teej Fisher and Jackie Hertel present.

Purpose: We see the Publicity Committee's purpose as publicizing Rainbow Artists Exhibits and promoting Rainbow Artists as a group.

Ideas for pursuing our task:

1. Update the Rainbow cards with the new statement and mission.
2. Develop a two-sided colorful brochure for distribution and email version. Could have space for sample artwork and list the year's exhibits. Use same logo as the card.
3. Have a permanent exhibit in a restaurant, bank or bookstore with rotating art from members.
4. Develop "In Kind Sponsors" for 2015. Exchange credits, ads, mention with other arts organizations (example: Tricklock, House AMP concerts, South Broadway Cultural Center, NM Women's Choir).
5. Produce postcards/posters to advertise exhibits as we did in the past.
6. Schedule and publicize events, poetry readings or workshops at location of exhibits during the month or time of exhibit to increase attendance at gallery space.
7. Make openings a CELEBRATION.
8. Collaborate with other groups in exhibits.
9. FOSTER ONGOING TIMELY COMMUNICATION WITH RAINBOW'S EXHIBIT COMMITTEE OR INDIVIDUAL EXHIBIT COORDINATORS TO GET INFORMATION AND PHOTOS FOR PSAs, PRESS RELEASES, AND CALENDAR LISTINGS.

Media Contact Assignments:

Marian—Q Clap, Wingspread Collector's Guide, AbqARTS.
Teej—Albuquerque Journal, NM Convention and Visitors Bureau, AAA Magazine and will write the articles and psa's for the Publication Committee to send out.
Jackie—Alibi, iQ, KUNM online calendar and research NMCultureNet.org/calendar.

Upcoming exhibits to publicize: T-shirt show at OFFCenter March 2-28 (see Women and Creativity Calendar for details) and Portraits of Women at Java Joe's in March.

February Meeting

Meeting was held at OffCenter on February 17, 2014. The Facilitators for March, April and May will be Ginger and Grace. Members are invited to give program suggestions to the facilitators who have ultimate responsibility for the month's program.

We celebrated Thora Guinn's 98th Birthday with cake and ice-cream and then stayed to share member's artwork and comments.



Galleries we love!

An increasing number of Rainbow Artists have gallery representation on a regular basis ... we congratulate them and want to give expose to those who have faith in us.

Carol Adamec—Weyrich Gallery, 2935D Louisiana NE
www.weyrichgallery.com

Marion Berg and Pea Garvanian—SE-OC Right Brain Gallery, 3100 Menaul NE
www.se-oc-rightbraingallery.com

Joan Fenicle—Arte de Placitas, 221 State Highway 165, Placitas - www.artedeplacitas.com



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ARTvictories

Breeze Wise sold several items at the Unitarian Church's Mercado including altered tin boxes, collaged wood boxes, artist books and notecards.

Eleanor Trabaudo has two pieces in the recycle show at Openspace Gallery. The opening is Saturday, March 8, 3-5pm.

ARTips

Renoir declared, "I've been forty years discovering that the queen of all colours is black! What he meant was that black works as a darkener because its near chromal neutrality does not sully the colour it grays. While scorned on a few snooty palettes, black is the loyal friend that helps make other colours look more brilliant than they are. Wise artists do not say derogatory things about black.

The essential blacks are lamp black, ivory black and Mars black. Lamp black is a pure carbon pigment—one of the oldest manufactured pigments. Ivory black, originally made from burning real ivory, is now a bone byproduct of the slaughterhouse. Mark black, one of a pantheon of Mars colours, is an iron-oxide product that in many ways is more stable than the other blacks. It does not effloresce, maintains total integrity in oil and water-based media, and is the only paint that's magnetic.

Black inks, Indian, Chinese, etc., are carbon derived and go back to the dawn of writing and drawing. Cuttlefish ink, used by the early Romans, is an impermanent anomaly. Japanese "Sumi" ink has a tradition of nuance and refinement.

Give black a chance. A challenge is to work with only black and white for a day. After a week, one begins to feel the brilliance of black. As seasoned artists have found out, if it works in black and white, it works.

Try the method of grisaille—a monochrome painting executed in shades of gray. Used as an under-painting, grisaille was first popularized by the Northern Renaissance artists. These days, using bright white grounds and a range of grays, full value can be had by glazing with acrylics or other media. In painting, black is the mother of learning.

(From RobertGenn's Twice-Weekly newsletter)

ARTportunities

MasterWorks of NM 16th Annual Show— standard and miniature fine art, April 4-26. The deadline for the standard division has closed but entries for miniatures are being accepted through March 15. Prospectus on line at <http://www.masterworksnm.org>

Call for 2-dimensional New Mexican Art— The Albuquerque Public Art Program announces a call for medium to large scale 2-dimensional artworks by artists living in New Mexico. These artworks will be placed at various city-owned facilities. The submission deadline is April 30 at 5pm. Read the entire Prospectus at http://www.cabq.gov/culturalservices/public-art/Call_for_Art

Call for Artists—Placitas Artists Series: The Placitas Artists Series invites all artists and craft-persons 18 years of age and older to submit three electronic images of their work and a completed application found online at http://www.placitasarts.org/images/PAS_Art_Prospectus_2014-2015.pdf by April 1, 2014 to be selected by a jury for a one-month exhibit during the PAS 2014-2015 season (September through May). The application pdf contains all instruction. For additional information, contact Vicki Gottlieb at 505-404-8022 or vicki-gottlieb@gmail.com.

Calls for Entry with CAFÉ—If you are not registered with CAFÉ, consider it. You will receive notices of Calls for Entry and once you register by completing a profile and uploading images, responding to the Calls is a piece of cake. Check it out at <http://www.Callforentry.org>. There are two New Mexico exhibitions currently listed by CAFÉ:

1. **After Dark III:** A National Juried Gallery Exhibition. After Dark is a show celebrating all things nocturnal and the varied reactions emblematic to this subject matter. Entry deadline April 15.
2. **2014 Plein Air Santa Fe:** Plein Air Painters of NM will be conducting its second annual Plein Air Santa Fe this coming June and July. Forty-nine artists will paint Santa Fe and its environs for six days in June followed by an exhibition of the art created during the week. Entry deadline April 7.



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Mission Statement

Rainbow Artists, an award winning women's collective established in 1990, supports, promotes, and encourages women artists.

- * We embrace ethnic and artistic diversity.
- * We strive to grow in our art and our association with each other.
- * We share our talents and enrich our creativity and our community through collaborative exhibits and projects.

Rainbow Artists
 124 Marlowe NE
 Albuquerque, NM 87113
www.rainbowArtists.com
 (Newsletter now on line)

Newsletter deadline is the 1st of each month.
 Submit your news to joanf41@gmail.com.
 News can be added at any time on the website.



Another great T-shirt at OFFCenter