



Cold Press

The Newsletter of The Garden State Watercolor Society • January 2021



A Look Back at 2020

General Membership Meeting

On November 18th, Garden State Watercolor Society held a membership meeting to explain and vote on adopting revised bylaws. In attendance on Zoom were 24 members, including 13 board members.

Tess Fields began the meeting which was facilitated by member Chris Valente. Tess explained that GSWS is a healthy organization and growing! We discussed the changes to our bylaws and the plan to have biennial meetings (once every two years).

Board of Directors

Officers

Tess Fields, *President*
Judy Hummer, *Vice President*
Joanne Amantea, *Treasurer*
Jinnie May, *Recording Secretary*

Chairs

Lois Westerfield, *Membership*
Grace Chiarella, *Assistant Membership*
Lynn Cheng-Varga, *Hospitality*
Margaret Simpson, *Publicity*
Clara Sue Beym, *Website Liaison*
Barbara March, *Historian*
Linda Arnold, *Corresponding Secretary*
Joan Capaldo, *Exhibit Chair*
Monica Seabald-Kennedy, *Assistant Exhibit Chair*

The Bylaws were unanimously approved by members in attendance. (The board approved them in a follow-up meeting on November 22). The board members introduced themselves, explained how long they have volunteered for GSWS and what tasks each performs.

Judy Hummer spoke next and commented on the events of the year. "2020 was a year like no other!" Every aspect of normal day-to-day life had to be altered with COVID-19 and GSWS was no exception. Read on for more events.

GSWS Painting Challenge

In March, we began the GSWS Painting Challenge on Instagram and Facebook. Some of the challenge topics included: Abstract Painting and Social Distancing, Mindfulness/Peacefulness, Household Subjects, Earth Day, Landscapes, Plein Air at Farmstead Arts Center, Nocturnes, and Gratefulness/Thankfulness. Many interesting paintings were posted throughout the year.

The painting challenge is ongoing and provides a creative spark for artists. You do not have to be a member to participate. Ask your friends to join the fun!

Follow us on:



[#GardenStateWatercolorSociety](#)

[#GSWSPaintingChallenge](#)

Small But Mighty



We were faced with holding our Small But Mighty exhibition virtually July 1–August 30. There was a learning curve involved in putting together an exhibition online. It grew to be a video on our new YouTube channel, with links to Instagram, Facebook, and websites of both GSWS and Farmstead Arts Center (who handled sales and received a commission). Several paintings were sold.

The Exhibition Committee did a fabulous job. We held a live plein air event on the grounds of Farmstead Arts Center, Basking Ridge, New Jersey, (shown above) at a healthy social distance. It felt very good to be around other artists doing what we love most – painting – on a beautiful August 1. Those who could not attend could paint from home and post images using the hashtags #GSWSpaintingchallenge and #gardenstatewatercolorssociety on social media.

50th Anniversary Juried Exhibit: Out of the Wild

In early fall, we tried to hold on to the idea of hosting our big 50th anniversary juried exhibition in person, but the pandemic wouldn't allow it. We had to make the hard decision to hold that milestone exhibit virtually.



We worked in concert with D&R Greenway Land Trust, Inc. to create two beautiful online shows, *Out of the Wild! Our 50th Anniversary Juried Exhibition*, and our *Beautiful Creatures Art Installation*. (See images, top.) Revisit the exhibit on [YouTube's Garden State Watercolor Society channel](#). Please subscribe, it is free. We would like to build up our followers.

Our *Wild Art Virtual Happy Hour* and awards ceremony on August 26 was quite interesting on Zoom. It provided us with a new audience from D&R, with Linda Mead who is *President and CEO*; James Fiorentino, *D&R Trustee* and GSWS member who was awarded *Best in Show*; Steve Zazenski, the juror of acceptance and awards of our exhibit; and 4 member artists who won awards: Thomas Rutledge, Richard Hoffman, Doris Ettlinger and Joan Capaldo. All artists listed spoke at the happy hour event, for a heart-warming combination of nature and art. (For the full list of member awardees please revisit the exhibit.)



Beautiful Creatures Scavenger Hunt

For *Beautiful Creatures*, the miniature 5x7 inch paintings (above) were painted only in secondary colors of green, purple and orange. We had excellent turnout with 43 artists painting 90 creatures. We sold prints and originals from that endeavor.

The idea of a *Beautiful Creatures Scavenger Hunt* of 90 beautiful creature cards (copied laminated, and hidden around D&R, next door at the beautiful Greenway Meadows and in downtown Princeton) was born as an installation, but *of another sort* than *Head and Shoulders* at Farmstead Arts Center last year... It created a media buzz and was a fun escape from pandemic isolation with the hashtag #gswsbc. It received some newspaper press too. See [link](#).

It was a fun, family-friendly, and safe way to enjoy art while the weather was still mild, August 29 to September 13.

The poetry trail in Greenway Meadows enhanced the outdoor escape for many of us. What could be better than sunshine, art and prose? Whether coupled with photography and family or alone to wander, these tranquil experiences sooth our souls.

Halloween Fun

Lastly, we participated in D&R Greenway's *Masquerade Parade* fundraiser on Halloween. GSWS represented with costumed adults and kids, a painted sunset backdrop, fun bamboo and stuffed animal creatures, as well as a couple plein air painters in the afternoon. Rather than have displays on parade it was the opposite. The displays were stationary and the spectators dressed up themselves and their cars and paraded through the park. The event was fun with many displays and 70-80 cars passing through St. Michael's Preserve in Hopewell, New Jersey. Additional photos are on D&R's website.



Farewell 2020

Even though 2020 was an unprecedented year, it provided us with creative options to expand our presence and exhibit in some unconventional ways. We took on more followers on social media, website and YouTube video channel, and new members. Despite the social distancing, we had a physical presence in Princeton and Hopewell as well as an online one with larger reach.

The New Year

For 2021, many of this year's activities will be continued.

- Our **new website** will be unveiled by early 2021. The URL address suffix will change from ".com" to ".org" to reflect our nonprofit status.
- We hope to have at least one **gallery exhibition** in 2021 and look forward to an in-person reception. We will adhere to state guidelines to ensure the safety of members and the public while advancing our goals.
- Starting off, our **Members Exhibition** will be online in March and April.



- During the long, cold winter we'll reintroduce the **Members Teach Members Program** in which a member, teaching other artists, can demo or host a short workshop via Zoom. This and the painting challenges will help keep our members' creative juices and watercolors flowing!

The first of these is "Paint from a Photo Spontaneously: A Marilyn Rose Demo" held on Jan. 10:

- We plan a **3rd Annual Small but Mighty Exhibit** at Farmstead Arts Center in Basking Ridge in the early summer. In conjunction, a joint event with a local non-profit located in that area is possible, and that joint event is likely to include an art display.
- We are in negotiations to see where the **51st Open Annual Juried Exhibition** will be held this year. If we are fortunate enough to exhibit at D&R Greenway, their theme is centered around the Delaware River. (Wondering why? Click [here.](#)) We will include another art installation; they are a big hit and our artists enjoy creating them.
- It would be a lot of fun to promote a **scavenger hunt** at a larger community event to bring more public awareness to our society of artists.
- We would like to hold the **Annual Art Sale** in the fall. This is a favorite event and the sales were missed in 2020.
- The year 2021 will also mark the 20th anniversary of the tragedy of 9/11. We feel this anniversary may be a cause to have a stand-alone exhibition that reflects upon that time of our nation's history. Think



about how this event has changed us personally or globally and how you may choose to express those feelings. Ideally, we would like to hold as a physical exhibition in the month of September.

- We are always looking for people to help **volunteer with our events.**
- We also seek suggestions to bring artists together and help inspire each other. You may have participated with a local art show or a regional event with something unique you enjoyed. These events help to form a wonderful art community. Together we form bonds and create friendships through our common interest.

Ideas

To send GSWS your ideas, use the **Contact Us** tab on our website at <http://www.gswcs.com/contact-us.html>. To run a successful art organization, it takes a village!

We thank all of our volunteers.

Plein Air Meet Ups

We are looking for individuals to volunteer to host informal **plein air events**. You would coordinate a day to gather and paint at a nearby location where you live. Examples could be the shore, scenic parks or farms, northern NJ, the Delaware River, etc.

The coordinator can provide information on address, supplies to bring, parking, whether bath-



rooms are nearby and so forth. Some may plan to pack a lunch; some may plan to meet at a local sandwich shop if safe to do so.

Artists should rsvp to the host/leader so that a maximum number can be adhered to, in case of local restrictions. This would not be a teaching event but an informal "meet up." The host can then let the board know for a future newsletter, and provide a photo and caption/paragraph to describe the event.

If interested, contact Clara Sue Beym via email at csbeym@gmail.com with subject PLEIN AIR and include your ideas.

Our History

Reading back through previous issues of the newsletter, it's hard to believe so much time has passed; let's reminisce about GSWS history (also on our website). Dagmar Tribble was the founder of our organization in 1970 and remained President until her death in 1989. She was an esteemed member of the American Watercolor Society and recruited artists nationally to help jury the exhibitions of the 70's and 80's.

The Presidents who followed her also helped shape the good reputation and watercolor expertise and standards for which GSWS has been known:

1990-1994	Mary LaForge
1995-1996	Elizabeth Lombardi
1997-1998	Rachel Hendershot
1999-2000	Elizabeth Roedell
2001-2002	Deborah Paglione
2003-2004	Barbara March
2005	Carole Bleistein
2006-2007	Charles McVicker
2008-2010	Ruth Kaufman
2011-2014	Fran Franklin
2015-now	Tess Fields

2020 Membership

Associate Members: 97

New members:

Welcome to Rosemarie Campbell, Rita Feeney, Richard Haynes, Sue Ann Rainey and Annie Strack

Signature Members: 82

In Memorium:

Robert Sakson, AWS-DF

Past President* Member:

Ruth Kaufman

Emeritus Members: 5

Joanne Augustine, Joyce McAfee, Charles McVicker, Lucy McVicker and Elizabeth Roedell**

Honorary Members: 4

Total: 188

Please invite your friends to join!

Our 50th Anniversary and Beyond

Though the pandemic prevented art sales this year, we're hopeful upcoming events will be as successful as those of 2009-2019. We'd love to grow the society – in printed publicity, in online exhibits and news, and in-person exhibits and events with amazing art, sales and engagement with our communities, sponsors and followers.

We are extremely grateful to those who volunteer with GSWS each year. They do it because they LOVE it and the friendships they develop.

Plein Air Painting Tips

1. Find a view that has a foreground, a middle and a background to portray depth and space in your scene.
2. On cold or windy days, park your car overlooking the scene. (You can either paint from it or find refuge.)
3. Know where the closest bathrooms are!
4. Have someone as "base camp" who knows your location and what time you're expected back.
5. Bring your cell phone with a trail map or use GPS in case you've walked too far.
6. Keep supplies in a travel bag for when the inspiration strikes, with water and snacks.
7. Follow the rule of thirds.
8. A 10-minute value study can save time in the long run.
9. Do an underpainting to help with mood.
10. Plan ahead. Watch for tangent lines leading the viewer off the page; avoid elements too similar in size or heavy values that make the composition feel lopsided.
11. Simplify things in nature by squinting to see, then block in large areas of color. Don't paint every flower and leaf.
12. Elements in your painting should be portrayed smaller, lighter and bluer as they move into the distant background. This creates great atmosphere!
13. To create high contrast, compress your values.
14. Pay attention to the transient light, time of day and the rhythms of nature.
15. Load your brush with paint. Your painting will dry lighter.
16. Keep variety in forms: lost and found edges, varied brushwork, complementary hues for balance and pop of color.
17. Sunny days may yield bright, clear colors, while overcast days yield muted colors.
18. Work in details last. A good trick is to start with a large brush and go smaller to finish. Use a credit card edge dipped in paint for straight lines. Allow the lines to be broken. The viewer sees the whole picture.
19. Take photos of your work on location for social media.
20. Remember to have fun!

Milestones

Send your recent exhibition news in a sentence or two to simpsonmr@verizon.net for publication in future issues, subject "GSWS MILESTONES".

