



HIGHlight

January 2009

From the President...

Dear PSNM Friends —

Here we are at the beginning of another year. Perhaps this is a good time to think of New Year's resolutions as far as our participation in PSNM is concerned.

Four objectives are listed in our bylaws:

- 1) we are to promote the use of pastel as a fine art painting medium.
- 2) we are promote educational programs for our membership and others who may be interested and to provide opportunities to exhibit our work.
- 3) we are stimulate in the general public an interest and appreciation for the pastel medium.
- 4) we are to conduct activities which are appropriate to the objectives stated.

Although we don't see any reference to how we relate to each other, I would like to emphasize the importance of the encouragement we give to one another. As we all know, it doesn't matter what level of achievement we have attained, there are always those times of discouragement as well as elation. Let's resolve to continue to reach our objectives both as a society reaching out to the public and as individual artists encouraging each other to meet our own personal goals. Let's keep PSNM the friendly, welcoming and supportive organization it has always been.

I look forward to seeing you all back from the Holidays and hope you will be considering how you might help PSNM in 2009. A number of positions are open and need to be filled. I'm excited about a number of ideas under consideration and I'm looking forward to another year.

— Elaine Koehler

Monthly Meeting at the Albuquerque Museum

Saturday, January 10 • 10 - Noon

Portrait Painting with Fred Miller

Being able to paint a realistic representation of a person is something many artists would like to achieve. In this demonstration, Fred will show you key steps to reach that goal. Fred has been teaching portraiture at The Artist Studio for the last seven years. His demo is something you won't want to miss.



Curly by Fred Miller

INSIDE...

pg 2 - Dues Renewal
& Gallery Pages
Reminder,
Officers List
Finances

pg 3 - Program Review
pg 4 - Member News
pg 5 - Workshops
pg 6 - Call for Entries

Coming Up...

February 14 - Lee McVey - the theory of simultaneous contrast

March 14 - Fred Yost - "Patterns, Fractals, and Painting" experimental painting techniques that mimic nature's amazing and beautiful patterns.

PSNM Officers & Committee Chairs

| | |
|----------------------|--|
| President | Elaine Koehler |
| Vice President | Fred Miller |
| Treasurer | Peggy Orbon |
| Secretary | Carol Lovelady |
| Member-at-Large | Enid Sorenson |
| Communications | Carol Hall |
| Corresponding Sec. | Kathleen Dietz |
| Evaluation | Marilyn Drake, Lee McVey, Fred Yost |
| 50/50 | Mary Stovall |
| Librarian | Karen Servatt |
| MasterWorks Rep | Carol Lovelady |
| Membership | Gaye Garrison |
| National Show | Vacant - Please Volunteer |
| Newsletter | Marilyn Drake, Alice Flitter |
| Programs | Maryann McGraw |
| Program Review | Jeanne Weitz |
| Publicity | Diana Stauffer |
| Refreshments | Vacant - Please Volunteer |
| Signature Membership | Leila Hall |
| Website Manager | Marilyn Drake |
| Workshops | Lyle Brown |

* To send emails to people on this list, go to www.pastelsnm.org then click on Contacts.

Membership Renewal

DUES ARE PAYABLE by JAN. 1st
for Jan. to Dec. 2009

NEW THIS YEAR...

Pay Online with a Credit Card using PayPal.

Renewal Form can be found in the December issue of HIGHLIGHT, or go at www.pastelsnm.org
Go to: about PSNM, click where indicated for Membership Form. Follow instructions on the form to complete the process.

For inclusion in 2009 Membership Phone List your dues must be paid in full by Feb. 15, 2009.

YOUR GALLERY PAGE on PSNM Website

Renew or Apply by Jan. 15th!

For information, go to www.pastelsnm.org
and follow instructions to apply for, or renew,
your personal Gallery page for 2009.

2008 Year End Financial Report

Submitted by Peggy Orbon, PSNM Treasurer

Financial Highlights of 2008 National Show

We had a beautiful show this year, with participating artists from all over the country. I heard many positive comments about the show when it was my turn to sit. Financially we lost money, but considering the state of the economy this fall, we did fairly well, with over \$6000 in sales.

| | |
|--------------------------------|--------------|
| National Show total income: | \$18,811.32 |
| Painting Sales, including tax: | \$6,470.45 |
| National Show total expenses: | \$21,136.93 |
| Balance/Deficit: | (\$2,325.61) |

Yearend Review

Even though PSNM had a deficit for this year's National Show (see below), we ended 2008 in the black, due to some of the economies we made this year, such as digitizing our newsletter. These savings also enabled us to do things such as donate a couple of scholarship awards to high school students, buy library materials, and purchase a new projector for our membership meetings.

Upcoming expenses for the remainder of the year include \$2500 deposit to Masterworks 2009 and the payment of \$355.45 in NM gross receipt taxes. Many members are paying their dues and their website gallery page fees this month, so we can expect a fair amount of income from these payments.

| | |
|--------------------------|-------------|
| Total Income for 2008: | \$33,728.05 |
| Total Expenses for 2008: | \$31,443.03 |
| Balance: | \$2,285.02 |

Bank Account Balances

| | |
|-------------------|-------------|
| Money Market: | \$10,550.32 |
| Checking Account: | \$9,408.31 |
| Overall Total: | \$19,958.63 |

Thank You, Gail Murray

After serving as our official Program Reviewer for several years, Gail Murray has resigned the position. We will miss reading her well-written, comprehensive and informative reviews.

As of the February issue, Jeanne Weitz will once again be submitting program reviews. If any of you would like to assist Jeanne from time to time, please let her know you'd be available.

December Program Review

by Gail Murray

Marie Meyer's Huechroval: Hue Chroma Value

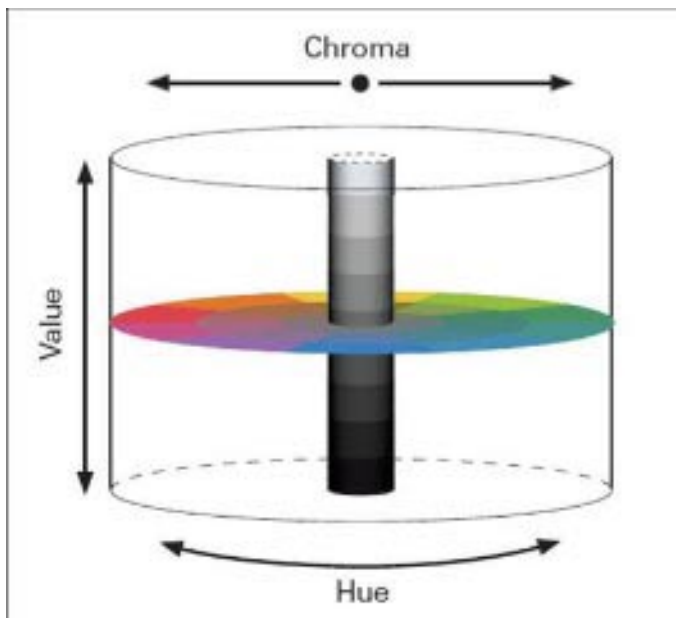
After the annual Christmas Potluck was devoured, members who attended the December meeting enjoyed the presentation by Marie Meyer, the author of a valuable new book, *The Multi-Brand Color Chart*. Marie, is also the president of Huechroval ("hew-crow-val" - rhymes with "you go gal") Corporation, which is the specialty art book publisher of the book, and she brings several years of experience in art and publishing, as well as a background in science and engineering to the research and writing of *The Multi-Brand Color Chart*. Marie decided that by compiling this resource, artists can compare every brand and color of pastel to every other brand and color, and help in organizing their pastels.

Marie's book is the first book that helps you understand what the marketplace offers to artists working in pastels! It is based on the Munsell Color System which is explained in more depth at this link:

http://en.wikipedia.org/wiki/Munsell_color_system

Basically, Albert Munsell, also an artist and teacher, was the first person to have the insight to take color and divide it into its 3 attributes of Hue, Chroma and Value.

- **Hue:** general color family: Red, Yellow, Green, Blue, etc. and determines the temperature (warm, cool) of a color; hue advances or recedes objects
- **Chroma:** the intensity, saturation, purity of color: diluted vs. pure
- **Value:** Relative lightness or darkness



Marie made the point that paint can't compete with nature. That is, value in pigment isn't the same as value in the real world. The whitest whites and the blackest blacks are easily outstripped by nature. She spent quite a bit of time discussing the concept of Chroma and its relation to Hue and Value. She compared the Color Wheel, the Hue Wheel, a Cylindrical Color Space and a pattern of hexagonal wedges in Chroma. Terms like high chroma, low chroma, perfect neutrals and zero chroma were addressed. For example, when comparing a painting of Leonard DaVinci to Vincent Van Gogh, she noted that DaVinci mostly painted in low chroma with gold leaf and ultramarine being the most intense colors of his time. Van Gogh, was a high chroma painter, primarily because he had more ready made paints available to him at the time. By understanding the differences of chroma in your palette, you can organize your pastels more effectively. Marie has taken nearly every pastel color from every manufacturer and assigned a color notation to them, and organized them in color charts in her book.

How to use her book:

1. make a note of what pastel colors you already have
2. see what the gaps are in your box – noting what you don't have
3. visualize what is available in the gaps
4. avoid duplication
5. save money by buying from open stock instead of complete sets
6. experiment with new brands

Marie said, "buying sets is a lot of fun, but you often feel bad about trying them and breaking up the set and putting them into the general pastel palette population".

In preparation for evaluating the individual colors, she made test swatches on Wallis paper, noting that there can be subtle variations in pigments of the same color and same maker from year to year. Most pastel manufacturers have their recipes very consistent, but due to some variables beyond their controls, there can be some slight variations.

This book is not sold in stores, and is available exclusively through the Huechroval website. The website is also very good at presenting the concept of this system and the book. I suggest you visit it for more information. You can also contact Marie directly via email.

Huechroval Corporation

1807 Second St., Unit 62, Santa Fe, NM 87501

Phone: 505-715-6445

Email: marie.meyer@huechroval.com

Website: www.huechroval.com

CLASSIFIED ADS

STORAGE UNIT NEEDED: PSNM is looking for reasonably priced, clean, safe & secure room or

VOLUNTEER NEEDED FOR MASTERWORKS: If you have **savvy computer skills** and are able to run **macros** in **Excel spreadsheets** - then you're the one we need to help with the digital entry processing for MasterWorks!

Your service will be needed for the 2010 show, which has entries received during the latter part of 2009, and the full processing of files at the end of January, 2010.

There will be an opportunity for observing the process during the work done for the upcoming show at the end of January, 2009.

Please contact our MasterWorks reps, Enid Sorenson at enids@comcast.net or Carol Lovelady at lovelady101@comcast.net if you would like to help.

Lost & Found...

Sketch Book

*Found after our November meeting at the Albuquerque Museum.
If these sketches are yours and you'd like to get the book back, please send an email to: marilyndrake@comcast.net*

Mark Your Calendar

May 28 - 31, 2009

IAPS Convention • Albuquerque
www.pastelinternational.com

Sept. 17 - 20, 2009

Artisan Artist's Material Expo 2009
• Santa Fe
www.artisan-santafe.com



Member News

James Roybal won the Blue Ribbon for Pastels at the 2008 Contemporary Spanish Market in Santa Fe. See the Workshop section for details about upcoming classes.

Lee McVey will give a pastel demonstration at New Mexico Art League, 3407 Juan Tabo NE (behind the library) on Thursday, January 8 at 6:30 pm.

Mike Mahon is selling Stocking Stuffers & Year Long Gifts for Art Lovers — his 2009 Desk Calendars & Note Cards. The calendars have a different painting of Mike's for each month of the year and the note cards are all made from his paintings. For details and ordering information contact Mike at: art@mmahon.com or 505- 473-1098.

Deborah Paris has gained membership in the Outdoor Painters Society and will be participating in the Plein Air Texas event sponsored by OPS and the Southwest Gallery in Dallas in the spring of 2009. She has also been invited to exhibit at the Panhandle Plains Museum Invitational. The show will open on February 28 and run through March 29, 2009. She has also received an invitation to participate in the 2009 Telluride Plein Air Invitational.

Lorenzo Chavez has a one-man exhibition at Piñon Fine Art Gallery in Littleton, Colorado. The show opened December 5th and runs through January 7th and features 35 new pastel paintings.

Workshops

LISTING POLICY: All new announcements will be published with as much detail as space will allow. Repeat listings will be abbreviated. Deadline for submissions is 15th of month preceding next issue.

Please send your listings for classes, events, workshops, or news via email to: Alice Flitter - awflitter@aol.com

To find out about other workshops, shows, etc. check magazines and online sources. Use Google to search for additional information.

TAUGHT BY PSNM MEMBERS

Deborah Secor Workshop

January 8- February 26, 2009 • Albuquerque, NM
Held at Paradise Hills Methodist Church from 11:30 am - 2:30 pm, with a break for a sack lunch. Emphasis will be on the landscape, with a brief introduction to how to paint cat portraits this session! Also explore painting sunsets, how to approach night scenes, mountains and hills, the foreground, and experiment with 40- and 20-stroke paintings.

Cost of each 8-week class is \$200.00 (tax included). \$75 deposit reserves your space, balance due at first class. To reserve your space, contact me and then send your check to address below. You may purchase Great American pastel sets if you order ahead, and Wallis paper and charcoal by the stick from me in class. Detailed materials list available on my web site: www.deborahsecor.com/classes.html

Email: deb@deborahsecor.com Phone: 505-850-8435

June 1 & 2, 2009 • Albuquerque, NM
Held after the conclusion of the IAPS convention next year, the *Special Techniques in the Landscape* workshop shows how to structure a painting in the studio, gives you a chance to paint and have a group critique. This rare chance to do a workshop with me will cost under \$200 per person! If you're considering this possibility, please contact me to discuss any thoughts or ideas you have. E-mail: deb@deborahsecor.com

James Roybal Workshops

January 14 - March 18, 2009 • Santa Fe, NM
Weekly classes held at Valdes Art Workshops.
Tuition: 10 Weeks for 209.95 + tax.
For more information, call Valdes at 505-982-0017

Michael Chesley Johnson, MPAC, PSA, PSNM Plein Air Workshops

January - March, 2009 • Sedona, AZ
Advanced workshops (see www.paintsedona.com)
Check www.MichaelChesleyJohnson.com for full details,
e-mail mcj@sff.net or call 506-752-2482.

Mike Mahon Workshops

February 25 - 27, 2009, Odessa, TX
May 25 - 27, Santa Fe
June 1 - 3, Santa Fe
July 13 - 17, Cloudcroft, NM
August 3 - 7, Santa Fe, NM
Sept 28 - Oct 2, Taos, NM
November 2 - 6, Hot Springs, AR
For info, contact Mike Mahon at: art@mmahon.com or
phone: 806-359-5130

Lee McVey Workshops

February 25 - April 22, 2009 • Albuquerque, NM
8 weeks, Wednesdays, 6:30 - 9:30 pm — No class
March 11. At New Mexico Art League
February 26 - April 23, 2009 • Albuquerque, NM
8 weeks, Thursdays, 1 - 4 pm — No class March 12
At The Artist Studio in Hoffmantown Shopping Center.
For beginners with some pastel and drawing experience
through intermediate levels.
Experience lots of one on one attention as you develop
your painting skills while working from landscape
reference photos. Improve your ability to see and to
extract the information from photographs needed to
create a successful painting.
\$175 tuition includes tax.
To register and for more information, contact Lee at:
505-884-5566, or leemcvey1@msn.com
To register for the NMAL class go to:
www.newmexicoartleague.org OR call 293-5034.

Maggie Price Workshops

April 3 - 5, 2009, Merriam, KS; indoor, landscape from
photographic reference
May 28 - 31, 2009, Albuquerque, NM (IAPS Convention);
indoors sessions and 2-day plein-air post-convention
workshop (June 1&2)
June 15 - 19, 2009, South Freeport, Maine; indoors and
plein air
June 22 - 26, 2009, Marshfield Hills, Mass.; indoors
and plein air

continued on page 6

Maggie Price Workshops

July 10 - 12, 2009, Denver, Colorado; indoor, landscape from photographic reference

July 27 - 31, 2009, Kimberly, Wisconsin; indoor and plein air

August 23 - September 2, 2009, Scotland (Highlands), all plein air, materials furnished and shipped to/from

September 18, 2009, Santa Fe, NM (Artisan Art Expo), indoor sessions

October, 2009, Juzcar, Spain (dates to be announced)

Details at www.MaggiePriceArt.com or call 505-294-7752

Lorenzo Chavez Workshop

April 26 - 28, 2009 • Albuquerque, NM

3-day Intermediate to advanced landscape workshop.

Held in conjunction with MasterWorks. Cost: \$250

\$100 deposit will reserve your spot. Make check

payable to PSNM and send it to Lyle Brown,

8813 Brandywine Rd NE, Albuquerque, NM 87111.

For more information contact Lyle at: 505-797-9642 or

email: lhbrownart@msn.com

TAUGHT BY OTHERS

Pastels in Umbria

June 27 - July 11, 2009 • Italy

La Romita School of Art is offering a class taught by Mariya Zvonkovich (www.bluecanyonart.com) from Colorado Springs, where she also teaches drawing and painting. Information at www.laromita.org

Call for Entries

EDITOR'S NOTE: Please send an email to Alice Flitter at awflitter@aol.com with complete information about any shows that will be of interest to your fellow PSNM members. Submissions must be received by 15th of the month preceding the issue in which you'd like the show mentioned.

Remember, there are many shows and competitions listed on the internet, as well as the art magazines. So do some exploring on your own to see what is coming up.

January 15, 2009

20"x20"x20": A National Compact Competition

& Exhibit. LSU Union Art Gallery, Louisiana State University, Baton Rouge. \$5000 in Cash Awards. Open to all artists in U.S. All media. \$30 entry fee for 3 entries. Juror: Rene Paul Barilleaux, Chief Curator of Contemporary Art, McNay Art Museum, San Antonio, Texas. Contact for prospectus: LSU Union Art Gallery, Box 25123, Louisiana State University, Baton Rouge, LA 70894 OR <http://www.lsu.edu/union> OR unionartgallery@lsu.edu

January 31, 2009

Neoteric Abstract • April 4 - 26, 2009

Thematic exhibition open to all abstract artists.

Exhibit at the Limner Gallery. \$2600 in publication awards. For a prospectus send an SASE to: SlowArt Productions, 123 Warren St., Hudson, NY 12534 OR <http://www.slowart.com/prospectus/abstract.htm> OR slowart@aol.com

Digital Deadline: January 31, 2009

Masterworks of New Mexico • April 4 - 25, 2009

Prospectus available at: www.masterworksnm.org
For a printed copy, please contact Carol Lovelady
email: lovelady101@comcast.net
phone: 505-345-2267

Slide Deadline: March 19, 2009

IAPS 13th Exhibition • June 4 - 8, 2009

Ventana Fine Arts Gallery on Canyon Road, one of the finest and most prestigious galleries in Santa Fe, NM, will host the exhibition. The exhibition will be pre-juried by Doug Dawson, PSA and juried for awards by Albert Handell, PSA. Acceptance and awards in this exhibition will go towards Master Circle points. Prospectus available on the IAPS website: www.pastelinternational.com

FREE Admission to State Museums & Monuments

Commuters, Residents and Tourists who ride the NM Rail Runner Express be admitted free of charge to select monuments and museums along the corridor between Belen and Santa Fe during January, February, and March of 2009. To gain free admission, passengers must obtain a Discount Card on board, which they must then present at the door of the Museum or Monument they wish to visit.

For schedules, stations, fares, maps and a list of participating museums and monuments, go to: www.nmrailrunner.com