

Celebrating years of workshops at the Gualala Arts Center

Gualala Arts workshop series has been providing information, hands on learning and a vast array of talent to inspire and support artistic passions for many years.

Here's a list of workshops lined up for this fall with something for everyone.

Jan and Bryn Harris are co-instructors for **Musical Theater and Rehearsal and Performance Techniques** which will be Tuesdays and Thursdays, Aug. 23 to Oct. 15.

This workshop is an Introduction to musical theater performance, styles and history through the study and practice of musical scenes from the Broadway stage.

Anchor Bay Choral and Dance Project with Sue Bohlin and Melissa Newhall will take place on Mondays, Aug. 29 to Oct. 24. This voice and dance workshop is for girls grades two through 12.

Sculpturer and basket maker, Norman Sherfield will teach **Knot This Way** for those interested in learning to create sculptural objects using a basketry technique known as knotting. The class will be Sept. 9 through 12 from 9 a.m. to 4 p.m.

Quilt Line as the Third Design Aspect with instructor Hollis Chatelain is now filled but those interested can join the waiting list.

The Joy of alla Prima plein air workshop with instructors Brigitte Curt and Jim Smyth will be on Oct. 8 and 9 from 9:30 a.m. to 5 p.m.

No Rules — Brushless Painting with instructor Jane Head has been a favorite workshop for three years. It will be held again on Oct. 29 and 30 from 10 a.m. to 4 p.m. New students are welcome.

Gerda Randolph will again offer **Pine Needle Basket Making** on Nov. 5 and 6, 10 a.m. to 4 p.m. Using the process of coiling, students will be taught to weave swirling, interlocking stitches. Students will learn how to begin a basket both around a centerpiece and with a thread wrapped center, and how to add beads and other decorations.

The last Gualala Arts workshop of 2011 is **Intermediate/Advanced Free Motion Machine Quilting** with instructor Bonnie Toy. This will be a two-day class for students that have some experience with free motion quilting, and would like to learn more advanced techniques.

More information is available on the Gualala Arts website, www.GualalaArts.org, or by calling Gualala Arts at (707) 884-1138.

Find us on the web...

GualalaArts.org website and Facebook page

The Gualala Arts website, GualalaArts.org, contains about 1,100 web pages, plus 1,000 documents and more than 5,000 images. The website provides information on upcoming performances, festivals, exhibits and workshops, as well as information about GA interest groups and committees, and displays the work of local artists.

People can buy tickets to upcoming events, subscribe to Gualala Arts' email lists, download registration forms, explore opportunities for artists, and view photos and videos of selected events.

The website provides information about accommodations, food, beaches, parks and art galleries in the area for visitors, as well as information about renting the Arts Center for private events (weddings, conferences, etc).

After an event has occurred, its web page remains as part of Gualala Arts' institutional memory. When someone needs to remember the details of a particular event, it's easy to find. Information about every performance, festival, exhibit, workshop and monthly edition of the "Sketches" newsletter since 2004 is still available on the website. People can view the archive chronologically by date or by category.

Finding one's way around the website is easy — users can get to any page in two or three clicks. Some examples:

Want to know what exhibits are planned at the Dolphin Gallery? Just click Exhibits>Dolphin.

Want to know more about upcoming Chamber Music concerts? Click on Performances>Chamber Music.

Want to find something but don't know where to look? Click on "Search/Sitemap" in the left column, and then enter a query to search the entire website.

More than 200 people visit the website per day, on average (not including search engine robots), which makes it one of the most popular websites in the area. The number of visitors is a more accurate measure of website activity than hits, but many websites report hits, so for comparison, the Gualala Arts website got about three million hits in the past year.

Gualala Arts Facebook page, which can be found at Facebook.com/GualalaArts1961, now has more than 495 "Likes," (as of July 29, 2011) a term that previously was called "Fan." The page has been up for more than two years and has been populated with more than 100 photo albums from past events. People have viewed the News Feeds posted by GA Page 149,162 times. Post feedbacks, which is the number of times people "like" and comment on stories and comments posted by the GA Page, is 891 over the previous year which is a 527 percent increase.

Currently the GA Facebook page has about 430 active monthly users. Gualala Arts encourages comments, tagging of art pieces and sending the photos to family, friends and potential clients. Anyone with a Facebook account can post or add a photo to the Gualala Arts Wall on the GA Page.

The website for the annual Studio Discovery Tour, Studio-Tours.com, has photos and a written description representing the artwork of each of the artists on the Tour, as well as maps to help visitors find the studios, and a downloadable copy of the Tour brochure. The 2011 Studio Discovery Tour takes place on Labor Day weekend (Sept. 3-5) and the following weekend (Sept. 11-12).

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