

## The Art of the Bouquet Friday, March 30 from 10 a.m. – 1:30 p.m.

Gualala Arts Center presents *The Art of the Bouquet*, a how-to floral demonstration featuring author and lecturer, Marsha Heckman. This early spring garden event will include a champagne luncheon and fashion show by the Cotton Field clothing store of Gualala.

Marsha Heckman will create flower arrangements using the wonderful blooms and plant materials available in springtime on the North Coast as well as branches and bulbs from the garden and commercial cut flowers.

Marsha's style is not artificial or grand, but easy to do at home with your own containers and tools. She will demonstrate several arrangements for us while teaching the basic techniques for preparing and preserving the bouquet yourself. The arrangements will be raffled off at the luncheon. Marsha is a fun and informative instructor who will give us lots of stories about the meaning and fascinating lore of flowers. Best of all she makes the audience feel confident enough to do imaginative creative floral designs. Following the luncheon she will be available to sign copies of her books.

Easter center pieces, raffle baskets, and living garden décor will fill the auditorium with spring. Be part of the "show" by fashioning an Easter Bonnet. Yours might win the prize for the silliest or the most exquisite hat.

Don't miss this first time garden event welcoming spring at the Gualala Arts Center. Enjoy our *early bird special and save!* Buy your ticket before March 1, and the price is \$45 for an individual ticket or if you host a table for you and seven of your friends the cost is \$360. In March the cost is \$50 per person or \$400 for a table of eight. The charge on the day of the event will be \$55 per person. Call in your reservations today to 884-1138.

## Introducing Scott Chieffo as Festival & Events Coordinator

For the past two years, Scott Chieffo has worked for Gualala Arts as the coordinator for the outdoor artists' vendors' booth portion of Art in the Redwoods, as well as for the Summer Saturday Art Fests held behind the Gualala Hotel on holiday weekends.



This year he will be the Director for the Studio Discovery Tour, continue with Art in the Redwoods and Summer Saturday Art Fests, and work events here at the arts center.

Scott was born and raised in Southern California, and has lived most of his adult life in various Northern California locations. His degree in Environmental Biology sparked a strong interest in the natural world that has continually grown throughout his life. He received his first 35mm SLR camera as a college graduation gift more than twenty years ago and has been seriously photographing the natural world ever since.

In the short two years that he has been living on the North Coast, Scott has begun to develop an intimate photographic relationship with its unique landscape. These images capture the subtle beauty of the coast with a highly unique style. Currently, Scott makes his living selling fine art photography prints at art festivals in the Bay Area and beyond. Additionally, he teaches photography classes and provides photography and digital imaging services, as well as related consulting services within the local community.

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## Bruce Jones's Introduction as given at the Wet Paint Exhibit

This is our third annual juried show. Several of us from the North Coast Artists' Guild started putting on juried shows because Gualala Arts hadn't done them before. We wanted to see if we could have some good juried shows that fit our coastal art community based on the best actual art rather than the best photos of art. By eliminating the expense of getting professional slides made, we could enable the artists to enter their best current work; perhaps something of which they hadn't yet had a chance to make slides. We also wanted judges to give professional feedback to our local artists from artists who teach and have a lot of experience beyond this area.

This year the curators are Russ Hardy, Bill Apton, and I. As jurors we got Karen Bowers and Susan Ball. Russ, Bill and I thoroughly enjoyed working with these two fine ladies and we think they did a great job, but I want to say a couple of things about the jurying results over the past three years.

Each year one or two artists who won prizes one year got their art rejected the next. This year one artist shortened the cycle by getting one work rejected and a prize for the other. The more we do juried shows the thicker our skins get when rejected – which is a healthy thing. Don't let it get you down. Judges aren't rejecting you, or all your work, just one specific piece and it might be loved by another juror at another time.

We purposely chose jurors who would give feedback to the artists. The artists got notes on all the rejected pieces and most of the accepted ones. The jurors tried to provide helpful comments, but some of them are cryptic – how can you explain in a few words how the values, shapes and colors in a non-objective piece miss conveying meaning or emotion – and tough to do. Please use them for whatever value you can get from them.

Thanks for coming out on such a rainy night and thanks to Diane Cochran for again being the lead hanger. We hope you enjoy the show.