

ARTSTORY



Newsletter February 2023

Exhibition
ROMANCE
February 4 - March 3, 2023
Juded by Paul Kobriger

DEMO @ FUSION
Thurs. Feb 9 @ 2-4pm 201 E. Grand Ave.

GALLERY RECEPTION
Sat. Feb 11 @ 4-6pm 121 W. Grand Ave.

WWW.ESCONDIDOARTASSOCIATION.COM

ARTISTS GALLERY
121 W. Grand Avenue
Escondido, CA 92025
escartassociation@gmail.com

Escondido
ART Association
442-317-0980

February 2023

Romance

Exhibition

The Escondido Art Association
welcomes a brand new judge:

Paul Kobriger

CONGRATULATIONS, EAA MEMBER OLGA LAVROVA

Solo Exhibition at the Encinitas City Hall.

We love our members and we love to promote their success! Today, our congratulations go out to member, Olga Lavrova for her solo exhibition at the Encinitas City Hall.

This special honor was a juried application process through the Encinitas City Arts Program last fall. A Visual Arts Committee selected several artists from a pool of applicants to exhibit at various public spaces in Encinitas in 2023. Olga was selected to exhibit at the City Hall from January through April. This program is free and open to artists from San Diego County. All sales proceeds go to the artist.

Support this Escondido Art Association member by attending the Reception on March 4th (5-8pm).

If you would like to learn more about this exhibition or future opportunities from the City of Encinitas Arts program, detailed information is here:

<https://www.encinitasca.gov/government/departments/parks-recreation-cultural-arts/cultural-arts/visual-art>

Our February exhibition promises to be a lovely one, filled with images of Love and Romance! Welcoming all artists with something to say about LOVE!

Paul Kobriger is a new addition to the EAA Judge line-up, bringing a fresh perspective with his FOCUS on detailed portraiture. Kobriger grew up skateboarding and drawing in a small town in Wisconsin before moving to San Diego for sunnier skies and maybe a job at a skate shop. His drawing took a backseat for nearly 20 years as he pursued a career in skateboarding that ultimately led him to the Marketing Director position at TransWorld SKATEboarding Magazine. Inspired by the talents of his new coworkers and friends, he decided to start a ballpoint pen sketch of his friend Wes Kremer. At age 39 after 20 years of not creating a single art piece, Paul rediscovered his talent and love of drawing. Paul's preferred medium is ballpoint pen on paper, but has also recently started working with charcoal and chalk.

We are excited and honored to welcome this amazing portrait artist! To learn more about Paul, visit his website at:

<https://www.paulkobriger.com/>

And don't forget DEMO on Thursday, February 9 at 2pm at Fusion Restaurant: 201 E. Grand Avenue, Escondido 92025.

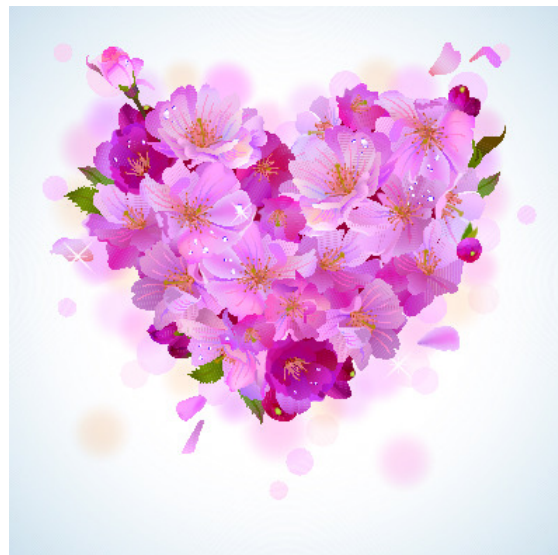
And don't forget to bring in your art!
Take-in 1st Saturday:
Sat., February 4



Attention watercolorists:

This is a friendly reminder to all artists (like Watercolorists) WHO PUT THEIR ART UNDER GLASS. We need a photo (jpg) emailed to tokelibaker@gmail.com of your artwork BEFORE YOU PUT IT UNDER GLASS, in order to avoid glare and reflections. We want to help you to market your work as an artist and we need a good photo of your work to do so. Please email our Webmaster your artwork every month!

[**tokelibaker@gmail.com**](mailto:tokelibaker@gmail.com)



11am-4pm
Artists Gallery
121 W. Grand Avenue
Escondido, CA 92025

■ Escondido Art Association

ARTIST LISTING

ONE-TIME FEE
\$35

Make checks payable to EAA, on our website, or you may pay via credit card/cash at the Gallery.

ARTIST LISTINGS are for Members only. This is an opportunity to have a Listing on the Escondido Art Association website with: a photo of your artwork, your social media links, your own website, if you have one, and contact information for interested Collectors/Buyers. Once you have paid, please provide the following information on this form and EMAIL A PHOTO of a piece of artwork for this listing to our web developer: tokelibaker@gmail.com [Changes: \$15 for every update/change]. See www.escondidoartassociation.com/artists for examples of Artist Listings.

Artist Name:

Your website:

Facebook or Instagram Handle:

Contact info for Buyers (email and/or phone):

Bio and/or Artist Statement (one short paragraph, 1-3 sentences).
Or you may email all info to tokelibaker@gmail.com:

WWW.ESCONDIDOARTASSOCIATION.COM

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121 W. Grand Avenue
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^ DON'T FORGET YOUR ARTIST LISTING:

Escondido Art Association's newest offering for MEMBERS ONLY is your very own Artist Listing on our website. CLICK here to see example:

www.escondidoartassociation.com/artists

Visit our Square account [HERE](#) to purchase your Artist Listing:

<https://checkout.square.site/buy/NH6W16QVJ2RTBWEIQYCP43DO>

2023

"SHOW WEEK"

This is a reminder that from now on, we will have a SHOW WEEK after the Take-in. ALL of our major monthly events (Art Take-in, Judging, Demo, and Gallery Reception) will take place between the 1st Saturday Take-in and the 2nd Saturday Reception. This gives the Gallery time to build momentum for the rest of the month to focus on Sales.

So, your DEMO will be in SHOW WEEK. This streamlining of the schedule means that Demo will never take place after the Art Reception (no more 2nd Thursday's). This new schedule puts our DEMO right where it should be smack dab in the middle of SHOW WEEK!

ART STORYTELLING

The Escondido Art Association Gallery wants to HELP YOU sell your art!

We have increased our Social Media presence on Instagram significantly in the last few months. Visit our handle on Instagram,

[@escondidoartassoc](https://www.instagram.com/escondidoartassoc)

<https://www.instagram.com/escondidoartassoc/>

You'll notice that we have begun promoting SALES of art on our Social Media by encouraging artists to do a little bit of what we call "Storytelling" for each piece of art. We find that serious Art Collectors WANT TO KNOW MORE. They want to understand WHO the artist really is, where they come from, how they FEEL about their art, and so much more! We find that we get a lot more social media "hits" (traction and engagement) by using photos, video, audio, interviews, and storytelling in our descriptions of art. People don't just want to see a pretty picture. They want to know WHY you painted it, your personal history, and how your artwork impacts the world!

DID YOU KNOW?

Did you know that Escondido Art Association has a NEWS BLOG with lots of exciting local artist news and Artist OPPORTUNITIES listed regularly? You can visit our News blog as often as you want by going to

www.escondidoartassociation.com/news



We received an invitation from the Assistance League (AL) to decorate the windows of their store on East Valley Parkway. The Assistance League is a non-profit volunteer organization promoting community programs benefitting children.

Suzanne Nicolaisen agreed to undertake the task. The weather did not cooperate at first. Rain does not agree with outdoor painting, but finally toward the end of the year it was possible to get the job done! Two of the front windows are now decorated to the satisfaction of all.

Therefore, in the future when you submit artwork for 1st Saturday Take-in, PLEASE take the time to also send us a good photo (jpg) of the art, and include with it a small paragraph about the piece or yourself as an artist. It's also important to collectors to be able to FIND you. So, include your social media handle(s), your own website if you have one, contact info and bio. Please email directly to our Webmaster: tokelibaker@gmail.com and put SALES AND STORYTELLING in the Subject Heading. We will work hard to promote on Social Media and make a special effort for those artist members who go the extra mile and send us their marketing links and Storytelling.

PLEASE NOTE: This Sales promotion will be available only to Members who have submitted artwork for monthly exhibition AND agreed to sit gallery (or do some other kind of Volunteer work) at least one shift during the month when they have art in the gallery. Remember, Escondido Art Association is "an all-volunteer organization" as we say on our non-profit description, so that means we all need to pitch in together to make this Gallery and Artist Organization great!

For examples of Storytelling for the painting below, please visit this link:

https://www.instagram.com/tv/CmugumkMIAC/?utm_source=ig_web_button_share_sheet



Thank you, Suzanne!

NEW RULES!

As we've learned over the years, being an all-volunteer organization is an exercise in creative juggling! We have so many great artists in our organization and want to find ways to get them more involved in EAA.

At your next Take-in, you will notice that we are offering **new ways** to get involved. We need your help in a variety of ways, not just gallery sitting (although that's SUPER important too!), and we are getting organized making sign-ups easier for you!

There are many ways to help: sit gallery, bring a refreshment to the reception, help the Reception Committee with Set up or Clean up, help the monthly Cleaning Crew to spiffy up the gallery. If you plan on submitting artwork for any of the monthly exhibitions, you must sign up for one of these duties OR pay at \$10 fee.

At your next Take-in, our Volunteer Coordinator, Dave Allen (dallen135@sbcglobal.net) will have a sign-up sheet or you can choose at Take-in to pay the \$10 fee.

NEW ART TAKE-IN FORMS

Please make note that we have a new Take-in form. Please find it on our website:
www.escondidoartassociation.com/schedule

Or, you can download it with this button and bring with you to Take-in's:

[New Take-in Form](#)

*Masterclass Workshop:
Rich Stergulz*



Everything's coming up ... CHOCOLATE?!

“For the Love of Chocolate” once again comes to Escondido thanks to the DBA (Escondido Downtown Business Association). February will be a special month for EAA, our show theme is **“Romance”** – be sure you enter this show!

There are 350 tickets sold for the Love of Chocolate. Can you imagine 350 people coming by our gallery to view your art, drink a little and eat chocolate?! We can!

It is always a special sales day. We hope you join us. Enter the show and have some wine and chocolate on us!

Take-in for the February show is Saturday February 4th at 11am-4pm. Bring up to 3 pieces of artwork and your NEW Take-in and Submission Guidelines form and money.

[New Take-in Form](#)

Paint with a Master! This exciting one-day workshop opportunity is not to be missed! Richard paints primarily in oils on linen canvas. His work is mostly figurative and loves capturing the human soul. His work is truly spectacular. He also runs an art school so he understand the art of teaching. Richard's work hangs in galleries in Santa Monica California and Boca Grande Florida. His paintings have won numerous awards from Best of Show to People's Choice.

Tuesday, 2/28/23 9 AM - Noon

The Green Art House

**at the Pala Mesa Resort
2001 Old Hwy 395
Fallbrook, CA 92028**

\$52

Space is limited, please reserve via email to
escoartassociation@gmail.com
make payment to
Escondido Art Association

REGISTRATION DEADLINE: February 14



OUTDOOR ROTATION

There are many ways to get your Artwork out into the world! We want to help with that. Along with the 12 gallery exhibitions we host per year, we also do Rotations in various restaurants, bars, and event spaces in town. You provide the artwork (no Take-in Submission Fee, this is totally FREE to members); we help facilitate the venue. Rotations can be various lengths of time: one month at minimum, a year at maximum. Any sales made from the Rotation location go through the gallery with the usual 15% commission going to EAA. Our Rotation locations include:

Cute Cakes
Escondido Public Library
The Grand Escondido
Good Omen
Hoorah Restaurant
Crab Fever

Our newest Rotation is a single painting one! You can have a painting on the easel out in front advertising the gallery for one month. This opportunity does not cost you anything, no submission Take-in fee. Any 2D medium; minimum size 12" x 12", maximum size 36" x 36".

If you are a member and want to participate in any of our Rotation programs, please contact our Rotations Manager, Byron Marler at marlerstorm1@gmail.com

CALLING ALL CRUSTACEANS!

CALL FOR ENTRY CRAB FEVER ART

EAA has a new Rotation conveniently located right next door at the soon-to-be-open CRAB FEVER Restaurant! We have been asked to host artists on the walls of the new build-out for this exciting new restaurant on Grand. We will need a selection of 2D art (acrylic, watercolor, collage, oil, mixed media, the sky's the limit) with a thematic emphasis on things like:

Crustaceans, Crabs, Lobster, shells, etc.
Seafood
Sea creatures
Ocean paintings
Fisherman and fishing boats
Beach paintings
Harbor paintings

As with all of our Rotations, there is never a fee for members to take advantage of this opportunity to have their artwork up on the walls of local restaurants, bars and event venues. It's a great way to promote your work to local art collectors. All sales go through the EAA Gallery and are subject to normal commissions.

If you are interested in the Crab Fever Rotation, please contact our Rotations Manager, Byron Marler at marlerstorm1@gmail.com

PRESIDENT'S MESSAGE

Dear Members and Friends,

Sometimes you fall in love with a person, and sometimes you fall in love with a place, and sometimes you fall in love with an idea, and sometimes you fall in love with all of that wrapped up into one little gallery on Grand Avenue. That's how I feel about the Escondido Art Association.



There are people here I've come to love. I walk into the gallery to sit and the place feels like home. I feel in my bones that the organization's mission of supporting artists is dear to my heart. It's all connected. I've fallen in love. In love with who we are and what we do for each other and the things we accomplish together! I hope you feel the same way about the Escondido Art Association and Gallery. I hope that this little gallery on Grand fills your heart as much as it does mine.

Happy Valentine's Day!

Warm regards,
Tokeli Baker, President
Escondido Art Association

ESCONDIDO ART ASSOCIATION



Escondido Art Association | 121 W Grand Avenue, Escondido, CA 92025

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