

ARTSTORY



Newsletter February 2023

Wildlife
EXHIBITION
MARCH 4-31, 2023
JUDGED BY JULIA SAN ROMAN

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

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



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,

WWW.ESCONDIDOARTASSOCIATION.COM

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

Escondido
ART Association
442-317-0980

March 2023 Wildlife Exhibition

The Escondido Art Association welcomes demo artist/judge:

Julia San Roman

Our March Wildlife exhibition is always a member Favorite! We love

to celebrate the earth and all her beautiful expressions of life. We welcome all artists (both members and non-members) to contribute artistic interpretations of WILDLIFE or whatever that means to you!

Julia San Roman is a California artist born in Madrid, Spain. Although she concentrated her formal education on science, choosing to move to the United States to further her career and earning a Ph.D in Biology, the influence of her childhood exposure to art remained an integral part of her passion for life and, after receiving training in Studio Arts and Art History at the college level, she has committed her life to painting.

With solo exhibitions at the Oceanside Museum of Art, Oceanside, CA; W.D. Cannon public gallery, Carlsbad, CA; West End Space, San Diego International Airport, CA; Stephen Clayton Gallery, Coronado, CA; L-Street Fine Art, San Diego, CA; Salazar Contemporary Art Exhibits, La Jolla, CA. Group exhibitions include Cheryl Hazan Gallery, New York, NY; Corcoran Gallery of Art, Washington DC, San Diego Museum of Art, San Diego, CA; Latino Museum, Los Angeles, CA; Dawson Cole Fine Art, Laguna Beach, CA; Lew Allen Contemporary, Santa Fe, NM; Madison Gallery, La Jolla, CA; Laura Rather Fine Art, Houston TX; MaryAnn Doran Gallery, Tulsa, OK, Graphite Galleries, New Orleans, LA; Contemporary Fine Art Gallery, La Jolla, CA; J.Cacciola Gallery, Bernardsville, NJ, we howling at the moon to welcome this fantastic talent!

We are excited and honored to welcome this amazing artist! To learn

your personal history, and how your artwork impacts the world!

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 to Member Peggy Stokes' recent Instagram Reel:

https://www.instagram.com/reel/CovQZqXNZOG/?utm_source=ig_web_copy_link

more about Paul, visit his website at:

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

And don't forget DEMO on Thursday,
March 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., March 4

11am-4pm

Artists Gallery

121 W. Grand Avenue

Escondido, CA 92025

**REMINDER:
WILDLIFE EXHIBITION
SIZE LIMIT
16" X 20"**



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 other 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".



**2023 Visual Art
Scholarship**

Announcing 2022-23 Visual Art
Scholarship For Graduating
Escondido High School Seniors

***EAA's 2022-23
Visual Arts***

Scholarship Awards

Graduating seniors who represent many of the Escondido high schools and have met the deadline date of March 4th for drop off of all materials and artwork, will be judged on March 8th and winners selected by our judges. Judging the competition this year will be Tokeli Baker and Pat Hunter. Awards totaling \$1,000 will be made through the generous support of Dan Forster and Heather Moe of Design Moe Kitchen & Bath, in the following amounts: \$500 for First Place; \$250 for Second Place; \$150 for Third Place; and two Honorable Mention awards in the amount of \$50 each.

All artwork will remain on exhibit in the gallery for the month of March. A reception and award ceremony will take place at the Artists Gallery on Saturday, March 11, 2023 from 4:00 p.m. – 6:00 p.m., with awards being presented at 5:00 p.m. Refreshments will be served.

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

FUN TIMES WITH CHOCOLATES AND WINES!



The EAA Gallery was CHOCOLATE site #5..... all 350 wine sippers and chocolate lovers had a great Time!

Escondido Art Association's two college interns and one high school intern served chocolate (maybe eating some), manned the sales desk and demonstrated their drawing skills. Member volunteers served 19 Crimes, Cabernet Sauvignon wine from Australia.

■ 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: www.

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:

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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. THIS IS A GREAT WAY TO HAVE A PLACE TO SEND COLLECTORS TO SEE YOUR WORK, WITHOUT PAYING HIGH FEES FOR WEB DESIGN!

CLICK here to see example:
www.escondidoartassociation.com/artists

Visit our Square account HERE to purchase your Artist Listing:
<https://checkout.square.site/buy/NH6W16QVJ2RTBWELQYCP43DO>

Thanks to all the volunteers who worked the crowd, monitored the door and helped with the Art Reception.



The gallery sold more than \$400 worth of crafts and paintings. It's always one of our best sales days during the year.



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



THANK YOU DOWNTOWN BUSINESS ASSOCIATION (DBA) for all you do for Escondido Businesses.

PRESIDENT'S MESSAGE

Dear Members and Friends,

It's WILD around here! Things are growing and growling (oh, that's my tummy), and we're having so much fun!

Welcome to the March WILDLIFE EXHIBITION, where all things Wildlife (plants, animals, ideas) are coming to life on our gallery walls and it's fun to see! Don't forget to submit your Wildlife art this month on 1st Saturday Take-in but beware the size limits because we share gallery walls this month with our high school scholarship show!

We are enjoying this fine weather and getting ready to do more plein air painting and other great Masterclass Series workshops. Find out more on our website's Education page.

Have a beautiful March!

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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