

Letter from the President

Rhonda Lane Coleman

The 29 Palms Art Gallery is leading the way with innovative new art projects, important arts education initiatives, support from major grant organizations, and national press for the Joshua Tree Gateway Communities.

Last January the National Endowment for the Arts announced a new Artworks grant called "Imagine Your Parks," and shortly thereafter, the California Arts Council confirmed the availability of the "Creative California Communities" program. Perfectly positioned, we jumped at the chance to highlight our backyard – Joshua Tree National Park – and our diverse creative community. In less than a month, with support from our local Park administrators, we worked together to develop a collaborative project that would positively impact numerous organizations, entities, artists, inhabitants, and visitors. The outcome – *Sand to Stone: Contemporary Native American Art in Joshua Tree* – a multidisciplinary series that will shed light on important perspectives of our artistic and cultural heritage and celebrate the contemporary expression of Native American artists tied to this region.

In Education news our intrepid Chair, Ed Keesling, noting the ever-dwindling arts education in our schools, continues to up the ante with sold-out youth art classes and has gone above and beyond by independently instituting the ICE ART Program, where he brings professional artists in to work with home-school students on drawing, painting, 3D Development and Color Theory.

Finally, with eager anticipation, our Gallery website will launch next month. Our online presence is one of the most valuable tools for the Gallery, our member artists, the arts community, local visitors and out-of-towners. Last year, our Marketing Chair, Lori Rennie, developed a new brand identity and applied it to all of our materials. This year she has created a beautifully-designed, user-friendly professional website.

We hope that you will join us by becoming a member and capitalize on the Gallery's new online presence, social media campaign, national press, and numerous exhibition and education opportunities.

Call for Exhibitions

The Call for Exhibitions for the 29 Palms Art Gallery's 2016-17 season is now OPEN. If you are interested in proposing an exhibition for the time period between September 2016 and August 2017, please review the new application form and submit by April 29, 2016. The exhibition committee will meet to review all the submissions, decide on the best fit for the Gallery's program, and alert artists and curators by June 2015.

Each year we receive a number of competitive applications from artists and curators for the upcoming exhibition season. Numerous factors filter into the exhibition decision-making process, among them selecting the highest quality art, and consider how the variety of exhibitions function together over the course of the year and serve our diverse community.

SAVE THE DATE

MARCH 19, 2016

Shamrocks in the Desert
ART AUCTION

find your *pot o' gold*

Artwork donations for the auction are currently being accepted. Contact us at: 29palmsgallery@gmail.com.

Art Education

A New Season Begins...
Offering unique classes during days & times for even the busiest schedules!

The 2015-16 Season started off a year of new classes focused on highlighting artists showing in the gallery, allowing participants an opportunity to learn about the artists and their processes. To open the season, Esther Shaw did an informal watercolor plein air demonstration and talk on the patio. The afternoon presented a beautiful cloudy sky which magically emerged from the canvas surface as Esther brushed on blues, grays and a touch of magenta. Nearly 20 people dropped in and donated \$5 each.

In addition to the successful season opener, artists on exhibition conducted a variety of engaging classes for youth and adults. Hiroko Momii and Mark Spangenberg teamed up for a Friday evening gallery talk. Hiroko presented a retrospective of her development as an artist...from a student in Japan through print in LA, and finishing with her current large abstract works exhibited in the gallery. Mark followed with an informative talk about his historical paintings as well as his process for making his own "walnut" ink for drawing, as many of the old masters did.

In October, Mark Spangenberg offered a Wednesday evening class more attractive to working adults. Monochromatic oil painting taught participants to build and fine tune a simple still life set up into a seemingly three dimensional painting using multiple values of a single hue.

Sculptor, Scott Doten, accommodated 16 kids sculpting unique seasonal pumpkins. Students drew plans before carving and incorporated carrots to their sculptures as horns and noses.



The Joshua Tree National Park Art Exposition weekend offered several art class opportunities for all. Mark Spangenberg demonstrated plein air painting, Darlene Morris did a water color workshop with

participants of all ages, and Thyrza Segal was a hit sculpting small clay critters with children. Flint knapping and special tours of the artifact collection at JTNP visitor center were made available through the *Sand to Stone* grant with the assistance of Jason Theurer, Chief of Cultural Resources.

December classes continue to introduce unique



opportunities at the gallery. Art historian, Marjorie Franklin of the Six Chicks, engaged a new adult audience discussing high points in the unique development of California Art.

London artist, Alexander de Cadenet hosted a guided meditation experience in the West Gallery where his works were on exhibit. Participants experienced a deeper understanding of his Inversion photography. Tea was served in original Ed Keesling clay cups as an insightful discussion among the participants followed. It was expressed that people spend less than a minute truly looking at works of art. Just imagine how much more the participants were able to see in 5 minutes of quiet contemplation.

Janis Commentz led an after school class for kids painting silk scarves. Students actually "painted" with permanent markers, and then wet with rubbing alcohol to cause the colors to bleed into wonderful abstract art. Students were able to learn through experience the use of the elements of color, pattern, design, and repetition to make wonderful holiday gifts.

Watch for announcements of future classes (minimum 2 per month) scheduled at various times/dates in an effort to accommodate a wider audience. Follow our website, posters, email blasts and Facebook for these announcements.

Art Education is an integral part of our gallery. If you would like to join our current education committee (Cathy Allen, Ed Keesling, Helen Matoush, & Mark Spangenberg), contact Ed Keesling, chairperson at **760.365.8193**, or ededkeesling@aol.com.

Gift Shop News



We are excited to announce that effective January 1, 2016, the gift shop will offer **20% off** to all gallery members. Visit our Gift Shop for something special to give as a gift, or just for yourself. From jewelry to ceramics, metal works, books and more! This is the financial backbone of our gallery.

During the coming year we hope to do some gift shop improvements. Any artists interested in placing items in the gift shop on commission should contact the gallery at 29artgallery@gmail.com.

~ Becky Huffman, Gift Shop Manager

To Our Members

Our Guild is growing! 2015 saw a 20% growth in membership, with most new members being contributing artists. This amazing feat makes our gallery a more diverse and unique place for both locals and visitors to add to their list of things to do. Due to this growth, the Board of Directors has positive shifts to membership and rules that govern contributing artists. These changes are outlined in the Member's Application, Guild Info & Exhibition Opportunities, and Exhibiting Member Rules.

Please read everything carefully. Any questions or concerns may be addressed to:

Heather Sprague, Human Resources Coordinator
 PHONE / TEXT: 760-220-1311
 EMAIL: feylittlewingphotography@gmail.com

To Our Exhibiting Members

Hello Artists! To simplify our process, and make things easier and equitable for all of our artists, the Board of Directors has voted on a few changes. These are listed in your membership packet and highlighted here. As of February, membership cards will be required at intake. This eliminates any confusion as to who is a current member, especially before our member's show in March. Our new cards are in! Membership fees are due by the end of January and new cards will be mailed out once fees have been received.

To encourage our artists to docent, our fees are going up. Intake fees will now be \$14 per piece for seniors, students, and military, and \$20 per piece for individuals. These fees may be waived by sitting in the gallery or gift shop for a three-hour shift during the month when you have work displayed.

Due to the size of the Pickering Room, and as a courtesy to our other exhibiting artists, if you are displaying two-dimensional art, we ask that artist's submissions, not exceed a combined total of 60" for all dimensions. For example: one 24"x36" (60"); two 15"x15" (60"); or three 10"x10" (60"). One exception to the size rule will be the Member's Show in March. If there are questions, or you wish to inquire about a certain piece, those may be discussed with the curatorial committee.

As an added incentive for being a docent, we will now have a featured docent easel/pedestal. If you choose to sit in the gallery or the gift shop, on the day of your shift you may bring one additional piece to showcase during your shift. This gives visitors a chance to speak directly with an artist, and offers added exposure and an opportunity to sell a piece of your work. Art must be taken home to allow for the next day's docents to display.

Gallery Happenings

Our Gallery is the happening place to be several times throughout the year as we host a variety of exciting events. In October we hosted the annual Chili Dinner, with guests hanging out into the evening listening to the live music. Most recently, the Fine Art and Craft Faire drew a continuous stream of patrons for a nice start to the holiday season.



Our first "Paint Night" fundraising event will be held February 5, 2016 at the Gallery, and will feature the talented Ed Keesling advising budding artists as they paint while enjoying refreshments and mingling with friends old and new.

Back by popular demand will be the "Shamrocks in the Desert Art Auction" on March 19, 2016. Festivities will fill the patio with folks bidding against each other for some great original artwork.

Artwork donations for the auction are currently being accepted. Quality pieces from your personal art collection will be appreciated. A tax receipt can be provided upon sale of the item(s). A percentage of sale can be arranged for artists donating an original work. Contact the gallery for more information at: 29palmsgallery@gmail.com.

Watch your email and follow us on our Facebook page, or visit our new website soon for more information about all of these events and more. Don't forget to come out to our monthly artist receptions at the beginning of each new show to get an early look at what's at your Gallery.

~ Joe & Helen Matoush, Events Chairs

When did you become a member?

After taking over membership administration last April, and looking through the records for the prior year, it occurred to me that the one thing that has never been tracked is how long our members been loyal gallery supporters. In creating a more complete database for our membership, I would like to know how long you have been a member of our guild and gallery. I would love to recognize you for that support. Please submit this information to:

Heather Sprague, Human Resources Coordinator
 PHONE / TEXT: 760-220-1311
 EMAIL: feylittlewingphotography@gmail.com

Fundraising

The 29 Palms Art Gallery has recently been awarded three very important grants in the amount of \$82,458, almost double our annual operating budget. Two of the grants support a special community project entitled *Sand to Stone: Contemporary Native American Art* and one is dedicated to the Gallery's Arts Education Program.

Sand to Stone: Contemporary Native American Art in Joshua Tree

Sand to Stone is a multidisciplinary project that focuses on contemporary Native American artists, and will center on the Oasis of Mara, an area of cultural significance to the tribes affiliated with Joshua Tree National Park. It encourages Native American artists to reconnect with the park in the production, exhibition and performance of art, music and dance and fosters cross-cultural interaction, and the celebration of the land within and around park boundaries. Activities will include an art exhibition, outdoor music and dance performances, a site-specific installation, website, dedicated publication, and free or low-cost education and outreach programs.

California Arts Council - \$59,958

The Creative California Communities program supports large-scale collaborative projects that harness arts and culture as a key economic and/or community development strategy. *Sand to Stone* is one of 30 funded projects that will benefit CA residents and visitors in California's communities by leveraging the assets of the creative sector, which includes artists, cultural organizations and arts-related businesses.

Curatorial

The Gallery is ready to kick off 2016 in full throttle. Upcoming exhibitions will continue to highlight artworks by top-notch local artists and Guild Members. We are privileged to open the New Year with our fresh young artists Annual Juried Students' Art Show from January 13-31, 2016 with the opening reception on Sunday, January 17 from 12 to 3 pm. During the reception the high school and community college student artwork will be judged with cash awards and ribbons. Come show your support to our local youth artists!



In February, our West Gallery will feature Suzanne Ross' exhibition, *Burka*, showcasing handmade fiber life-size Burka pieces with found objects. In our Pickering Room, local artist James O'Keefe will present abstract paintings with his special technique of small dots and intriguing pathways. Guild Members will be exhibiting in the Main Gallery. Exhibition dates, February 3-28, with the opening reception on Sunday, February 7 from 12 to 3 pm.

National Endowment for the Arts - \$20,000

"Imagine Your Parks" is a new grant initiative to celebrate the milestones of the NEA's 50th anniversary and the centennial of the National Park Service. It supports projects that use the arts to engage people with memorable places and landscapes of the National Park System. *Sand to Stone* is 1 of 33 "Imagine Your Parks" grants in 16 states.

Arts Education

One of the most valuable services provided by 29 Palms Art Gallery is Arts Education. The Gallery is the only non-profit art organization in the region to offer art education classes and as such, has the added responsibility to serve our diverse public. The 29 Palms Art Gallery's 2016 Arts Education Program offers Young Artists Classes, Art Workshops, Home School Groups and School Group Field Trips, Youth and Members Exhibitions, and Summer Camps.

Southern California Edison - \$2500

SCE offers grants to nonprofit organizations whose missions and programs focus on four priority areas: education, the environment, public safety & disaster preparedness, and/or civic engagement. This grant is targeted to help meet the needs of diverse groups that are often under-served and organizations that have demonstrated success in making a difference in priority areas. Funding from SCE will help offset low-cost attendance fees, provide art materials, fair wages for experienced artist instructors, and production of outreach materials.

~ Rhonda Coleman, Development Chair

Springtime is prime tourist season in the desert and this year's Guild Members' Juried Exhibition will be held March 2-29, with the opening reception and awards presentation on Sunday March 6, from 12 to 3 pm. Twentynine Palms

Art Guild Members have the opportunity to enter their artwork in this juried show. Follow our website and Facebook page, and sign up for our email list to receive more information.

If you are not currently an Artist Guild Member, sign up today. This provides artists the opportunity to submit work

to our Annual Members Juried Exhibition, apply for an exhibition for the coming 2016-17 season, and show your artwork during the numerous Guild Member Exhibitions throughout the year. Applications are on our website, or visit the gallery for your application.

Suzanne Ross, *Curator*

Robert Kreitz, *Copper Mountain College Curator Intern*

Finance Update

Our finance department is stepping into the modern world with some technology updates that will be both time and cost saving. Our first ever official budget was passed by the board for the fiscal year beginning April 2015. For the past several months the finance committee has been transitioning our accounting to QuickBooks. This will provide ease of use, consistent records and print reports making tax time much easier too!

The gallery purchased a new credit card system that will reduce our credit card fees and streamline the credit card procedure. In October 2015, new laws stated that liability for credit card fraud would only be covered by the merchant service if a chip reader type system was used to scan the cards. The gallery purchased an iPad to use with the "Square" merchant program (Square Register, Stand w/ Swiper & Chip Reader). Once this new system is fully set up, training for gift shop volunteers will be coordinated.

Marketing

Coming very soon...a new website! Continuing with our plans to update the branding of the gallery, our new website will share a recognizable theme and provide robust content that enhances the user experience. Our guild member artists, exhibitions, and classes will be showcased with online membership subscriptions, online class and event registration, photo galleries, email sign-up, newsletter distribution, calendar of events, gift shop highlights, and of course online donation acceptance from our loyal supporters. Kick-off will be announced on Facebook.

Visit us on Facebook and "Like" us so you won't miss this news as well as updates on upcoming exhibition, art classes and events.

Help us expand our audience..."Share" us with your friends! www.facebook.com/twentyninepalms.guild/



Operations

Shedding Light on Giving Many Thanks...

For many years a new lighting system has been at the top of our wish list. After a great deal of research and hard work by Hugh and Becky Huffman, the board carefully evaluated our options and decided to keep the more contemporary track lighting system in the West Gallery and Pickering Room and move to new energy-efficient LED bulbs, courtesy of Home Depot and a generous donation from the Huffmans. The Main Gallery, however, is currently being overhauled by Hugh and the 30+ year-old lighting system is being removed and replaced with new track, fixtures, bulbs and a centerline for lighting sculptures.

Docents & Volunteers

Welcome everyone, to the New Year! We had a great 2015 with a lot of growth for our gallery. We plan to continue our growth and prosperity in 2016. To do this, we need your help. Running a successful *all-volunteer* organization cooperative participation from everyone. That is the spirit in which the Guild and Gallery's foundation was built.

Following is a partial wish list from our board and committee chairs. The boat sails more smoothly with more hands on deck. We are looking for the following:

- "Play by the Numbers" Bookkeeper-*someone with Quickbooks knowledge*
- Lead Curator-*important job, lots of details*
- Intake Day help-*see curatorial*
- "Press Release Guru"-*write content for press releases & submit to media.*
- Monthly Reception help-*set up/ take down/ oversee*
- "Party Planner" Special Events Asst-*help with upcoming Wine and Paint and Art Auction*
- "Awesome" Admin-*filing, organizing, update the calendar, stuff envelopes, all the fun office type stuff*
- Docent Coordinator-*keeps the docent calendar, contacts members to fill in openings*
- Social Media "Butterfly"-*someone to oversee our Facebook and other social media accounts*

Don't see anything here that fits your style, then tell me what you want to do. I promise I can find a place for you!

Contact: Heather Sprague, Human Resources Coordinator.

PHONE / TEXT: 760-220-1311

EMAIL: feylittlewingphotography@gmail.com

2015-16 BOARD OF DIRECTORS

PRESIDENT:	Rhonda Lane Coleman	
VICE PRESIDENT:	Joe Matoush	
SECRETARY:	Heather Sprague	
TREASURER:	Stephanie Ince	
DIRECTORS:	Cathy Allen	Lori Rennie
	Becky Huffman	Mark Spangenberg
	Helen Matoush	Heather Sprague

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