



Published by Potomac Valley Watercolorists, Inc. - *promoting the art and excellence of watercolor painting*

Message from our president:

Leigh Culver

Many longstanding organizations are asking hard questions about their relevance in the 21st century. For some associations, membership is dying out without the interest of younger generations to sustain them. Others are necessarily shifting paths and goals in order to adapt to contemporary demands, needs, and cultures. What about PVW? What is our relevance in the 21st century? Who are we and what do we want to be?



Part of the answer lies in the larger question of the relevance of watercolor and what it means to be a watercolor artist. I'm reminded of Linda Nochlin's canonical essay, "Why have there been no great women artists?" The common immediate response to this question is, "What do you mean? Of course there have been great women artists: Mary Cassatt, Georgia O'Keeffe, Artemesia Gentileschi, to name a few." A comparable question: "Why have there been no great watercolor artists?" would no doubt prompt a comparable response. But Nochlin argues that the women artists who are household names are few and far between due to cultural conditions that have prevented most women from achieving the highest ranks in the art world. This, it could be argued, is also why watercolorists are generally accorded less attention: cultural conditions, not an inherent lack of "greatness."

For a young person with high artistic ambitions, one standard path has been to enroll in a top BFA or MFA program. Such programs offer, at best, maybe one or two watercolor classes for credit. Watercolor is not for the serious fine artist, these programs imply; it is for the hobbyist, the retiree—best offered on weekends, not for credit. Famous watercolorists of the past were primarily oil painters who used watercolor's convenient portability when travelling or for studies for their oil paintings.

The serious artist, it was thought, must create larger works in other media. Given that young, ambitious artists are not directed primarily towards watercolor, is it any surprise that watercolor associations are generally not attracting "young" members to renew their ranks?

But is this a problem? Certainly it doesn't have to be. PVW seems to be sustaining and renewing itself just fine with a more mature demographic. We've got a large crop of impressively talented new members this year, and interest in PVW has been steady. Our financial health is robust, participation in exhibitions and workshops have increased, and members are creating multiple new initiatives to respond to the desire for greater opportunities to create-in-community.

Watercolor artists seem to develop under different cultural conditions than those that create the young, hot-shot fine artists who make it into museums and art history books. Many of us have family and other careers pull on our time; many of us are retired and finally able to explore an important facet of ourselves that went ignored at an earlier time in our lives. Others of us are holding down full-time jobs and family life, and watercolor fits into the interstices—a valued respite or venue for tapping into otherwise ignored aspects of self-actualization. Once we master the medium, we can aim for signature memberships in prestigious watercolor associations of international and national status as hallmarks of success. We can make a living from our art, gather a following, teach, publish in watercolor magazines, and continually renew and challenge ourselves within our large and growing watercolor world.

But how removed is this watercolor world from the art world of national museums and galleries? Certainly, museums recognize that any Homer, Sargent, or Wyeth watercolor exhibition in this country can be counted on to draw large, profitable crowds for the host institution. And yet, with very few exceptions, this does not seem to translate into comparable attention on contemporary watercolor art. Why not?

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Upcoming Events

Spring Workshop: Ken Goldman

April 11 -15

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Spring Luncheon Columbia Country Club

April 17

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Green Spring Gardens

April 26 to June 26

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Paint Outs

March 26 & April 16

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Many argue that watercolor is stigmatized by high-end collectors and galleries because of a misperception that its materials are subject to deterioration over time and thus not a sound investment. Photography, however, suffers from the same perceptual problem, and yet by contrast, contemporary photographs have seen an increase in relevance and collectability by museum and gallery professionals. In fact, the very impermanence of works by artists such as the Starn Twins, who have intentionally used unstable materials scotch taped together, are conceptually compelling to museums, and some have reconfigured their storage capabilities in order to accommodate such works.

So I return to the question: Why are there relatively few contemporary watercolor artists being noticed by galleries and museums? Does this matter to us? If so, then perhaps it is up to us to convince museum professionals, historians, and critics of watercolor art's significance in the 21st century. How do we go about doing this? Perhaps one step might be to understand better what these art professionals find compellingly significant and why—if only to better bridge the gap in dialogue between our two art worlds. One of my New Year's resolutions is to become more knowledgeable and steeped in the contemporary art revered by museums, high-end galleries and art critics, at least to better clarify my relationship to it.

But some of us may legitimately feel that the high-end world of art critics and museums is irrelevant to what we are and what we do. We create for different art worlds, for ourselves, for each other, for our local communities, friends, and family, and this provides all the relevance, joy, and validation we need.

Others of us in PVW have been exploring options for how our art might best benefit others. Can our art be used to serve those in our greater metropolitan area who have less? My other New Year's resolution is to explore these possibilities.

To remain committed and relevant by any measure, perhaps it is important to periodically ask ourselves how and why our art matters. With almost three hundred members strong, PVW has more than enough room to support all perspectives. I would love to hear your thoughts. Please, as always, call or email me anytime. And in the meantime, please join me in welcoming our fifteen newest members: I look forward to sharing with you at the many events we have scheduled for 2016.

Warmly,

Leigh Culver
President

Leigh.culver@gmail.com
202-232-0788

Spring Newsletter

Deadline April 21, 2016

Newsletter Info:

Please submit your newsletter information to:

Elaine Nunnally Editor	elainenunnally@gmail.com
Lorrie Herman Graphic Designer	lahermanart@cox.net 703-906-5815

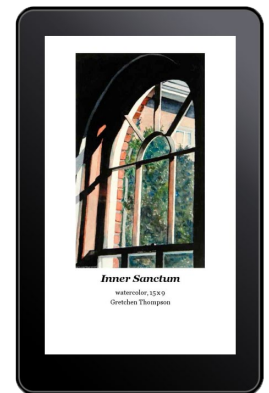
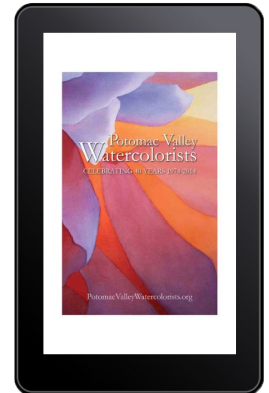
PVW's 40th Anniversary Book is NOW AVAILABLE in ebook format!

The Potomac Valley Watercolorist's 40th Anniversary book features stunning watermedia paintings created by 175 juried members who have come together to share some of their best work, along with insights on the personal processes used to create these particular paintings.

The ebook is available on Amazon.com in Kindle format for \$5.99. If you have a smartphone, tablet or desktop computer, simply download the Kindle app directly from Amazon.

\$5.99

eBook on Amazon



http://www.amazon.com/Potomac-Valley-Watercol.../ref=sr_1_1...

Saturday
April 10th at 3:00 pm
FREE art demonstration by
Ken Goldman,
Spring Workshop leader,
followed by brief
PVW discussion forum:
"Tips on How to Market Your Art,"
St. Andrews' Episcopal Church
4000 Lorcom Lane, Arlington, VA 22011

PVW Sign In to Member Side of our Website, www.potomacvalleywatercolorists.org

1. Sign in with your **User Name** and **Password**
Unless you've changed these, your user name is your **last name** and your password is **artist**, lowercase.
(If there are more than one of you with the same last name, your user name would also have your first initial, for example, braggg (for Gwen Bragg) and braggt (for ToniBragg).
2. Once you've signed in, your profile should appear. Look on the left side of that page for a column of links. One of them says **"Shows"** – click on that and a list of shows should come up, along with a **link to the prospectus**.
3. Let me know if you have any trouble! --*Debby Conn*

Spotlight on Our Volunteers!

The Potomac Valley Watercolor Association is run by volunteers. In this newsletter mini, we are focusing on the many people who volunteer their time and talents to make this organization run smoothly, to the benefit of all our members. Without their hard work, we could not exist as a premier watercolor society that offers its members opportunities to exhibit together, learn and grow from top national artists in the many workshops we offer, celebrate our shared love of watercolor painting, travel together, and support each other. In short, we are enriched as artists through our membership in PVW and by the dedicated efforts of our board members, who are spotlighted in this mini edition.



President
Leigh Culver
202-744-7794



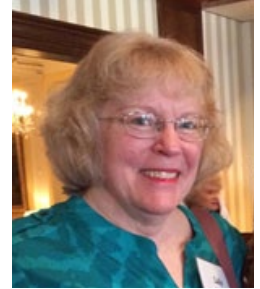
Vice President
Marilyn Milici
703-941-4575



Treasurer
Donna Sturm
703-549-1039



Recording Secretary
Brenda Barthell
703-671-4930



Directory & Dues
Sally Olson
703-549-1039



New Members Jurying
Connie Boland
301-320-4670



Margitta Hanff Potts
703-660-1632



Programs Chairs
Linda Staulcup **Charlotte Landis**
703-729-3158 703-549-2950



Exhibits Chair
Terry Anstrom
703-451-8118



Website/email
Deborah Conn
703-573-0669



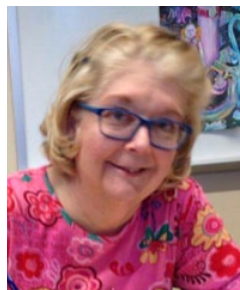
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703-534-2798



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Graphic Designer Editor
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703-878-9205



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Hospitality Chair
Grace Rooney
703-620-6153

Spotlight on Our Members!

Please email us with all your news so we can be sure to include it in future issues!

“The January issue of Elan magazine featured an article about **Brenda Barthell**’s abstract paintings.”



Karen Beach has had two paintings selected for “Art Explosion” — an annual juried exhibition sponsored by the Artists’ Guild of Anna Maria Island in Florida.

From June through September **Carol Bouville** was the resident artist at Iona Senior Services in Washington. She had 99 paintings in the show and sold 11. She also won an award for her painting “*Je Suis Charlie*” in the BWS Mid-Atlantic show over the summer.

Sharon Boyle will be teaching a beginner watercolor class in February at the new Montclair Community Public Library.

Gwen Bragg received an honorable mention at the December Art League Members show for “View from the Gate - January”.

Elise Ritter-Clough has an upcoming one-person art exhibition, “Luminous Grace: Visions of Heaven & Earth,” at the Metropolitan Memorial United Methodist Church, 3401 Nebraska Avenue, NW, Washington, DC, from January 24 through March 19, 2016.

Kay Fuller won a “Best in Show” award for her Still Life Diptych at the Capitol Hill Art League at the Hill Center show. The opening reception and award ceremony was January 13, 2016. She also won an Honorable Mention for her Abstract Landscape in the “Baltimore Watercolor Society’s” Exhibition at Glenview Mansion in Rockville, MD in January.

Jean K. Gill, AWS, NWS has a painting accepted into the 149th AWS International Exhibition. She also has paintings included in “Splash 16: Exploring Textures” and in “Splash 17: Inspiring Subjects” due to be published in 2016. In 2015, she was awarded third place in the “Rockies West National”, received an honorable mention in the “Pennsylvania Watercolor Society’s” online Members Show as well as their “Gibson Luckenbill Award” for Nonrepresentation Art in their 36th International. Jean received an Award of Merit in the “Virginia Watercolor Society’s Annual”, and her works were also included in the “Philadelphia Watercolor Society’s 115th International

and the 2015 NWS Signature & Associate Members Juried Exhibition”. She was the juror of selection/awards for the Arlington Artists Alliance.

Lorrie Herman is one of 4 artists showing 13 watercolors at the Bodzin Gallery at the Jewish Community Center of Northern Virginia from February 9 to April 4, 2016.

Christine Heyse was accepted into the 149th AWS show.

Pat King received the “Carolyn Zakaki Award” (best watercolor) painting of her puppies at the December Art League Members show.

Ardythe Jolliff’s painting, “*Around and Around We Grow*,” was accepted into the National Watercolor Society’s 95th International Exhibition held Oct. 24-Dec. 20th 2015.

Christine Lashley

SALMAGUNDI, NY: Christine’s work will be shown in a group show at the juried historic “Black and White Exhibit” 5th Ave, New York City.

PLEIN AIR TELLURIDE, CO: Christine will be one of 30 juried artists at this famous festival nestled in the heart of the spectacular Teton Mountains in Colorado’s Resort town. July 1-5, 2016. Christine was a “Top Five Seller” last year, and thus won a seat for 2016.

PORTRAIT SOCIETY OF AMERICA: Christine’s painting “Winter Quiet” won an Honorable Mention in the Landscape category, 2015 Member’s Showcase.

Opening February 22, continuing through March 27,

Sue Moses will have a joint exhibit ‘A Natural Perspective’ with Carol Kent at Brookside Gardens Visitor Center, located at 1800 Glenallan Ave, Wheaton, MD 20902. The show, which is located in the Atrium, includes the exhibition and sale of original watercolors. Viewing hours are daily from 9:00 am – 5:00 pm. Phone: 301-962-1400.



Agapanthus & Bee

Elaine Nunnally achieved signature status in the “San Diego Watercolor Society” this Fall with the acceptance of her painting, “*Red Comin’ at Cha*,” which also won 2 awards. She also had a one woman show at St. Paul’s Episcopal Church in Richmond, which ran until the end of January.

Judy Wengrovitz will be teaching a watercolor class on Chanel 10. She has already painted two paintings for two programs.

Upcoming Shows

Annual Green Spring Gardens Show

“Nature’s Palette”

at the Horticulture Center & Historic House

4603 Green Spring Rd, Alexandria, VA 22312

www.fairfaxcounty.gov/greenspring

Registration Deadline: April 8, 2015

SHOW DATES

April 26 to June 26, 2016

Opening Reception

Sunday, May 1st - 1:00 pm to 3:00 pm

Drop Off Art: April 25 Pick Up Art: June 27

Prospectus

online at www.potomacvalleywatercolorists.org

Go to the member side under Shows

Register Online too!

Go to the member side under Events & Registrations

Spring Luncheon

April 17, 2016

PVW Spring Luncheon

and

Introduction of New Members

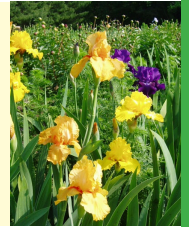


Cocktails

12:00 - 12:45

Lunch

12:45 - 3:00



Columbia Country Club
7900 Connecticut Ave.

Registration Required

More information to come!

Paint Outs!

Vita Sims and Sally Davies will be organizing monthly paint outs starting in March. On October 23rd, we met at Great Falls Park on the Maryland side for a morning paint out. More paint outs will be organized soon!



Juliya Ivanilova



Margitta Hanff



Shelby Conley



Amy Sabrin



Lorrie Herman



Marsha Brown

Fall 2015 Workshop with Dale Laitinen



Shelby Conley

The Dale Laitinen workshop this past October was well attended and enjoyed!



Tammy Wiedenhaefer and Dale Laitinen



Carolyn Marshall Wright



Linda Holz and Leigh Culver



Dale Laitinen started the meeting with a demonstration of his painting.



Rebecca Salzsinger and Carolyn Garwecki

Fall 2015 Business Meeting

Fall Business meeting, held on October 17th.



New Members Coffee

On January 16th Terry Anstrom opened up her home for our New Members Coffee. We had a great time meeting many of our new members. Many of the board members were there getting to know the new members!

New Member: Susan Bradley, Anne Corson, Sally Davies, Jann Gilmore, Tara Hamilton, Linda S. Holz, Kathleen Hurst, L.K. Jeffers, Angela Lacy, Hernan Munro, Martha Petroff, Amy Sabrin, Mimi Shah, Alex Tolstoy and Cole Wolford



New members Amy Sabrin, Sally Davies, Angela Lacy



New members Anne Corson, Susan Bradley, Kathleen Hurst

New members Jann Gilmore, Martha Petroff, Linda Jeffers and Linda Holz were joined by Margitta and Mak.



St. Andrew's 2015 Fall Show

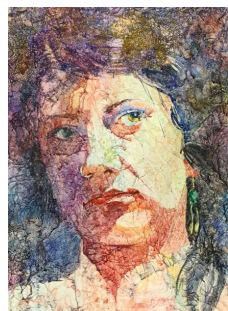


Another highly successful show and sale this Fall! Total attendance for the two days was 306. Painting sales totaled \$7,837, and card sales totaled \$678.

Thanks to Lorrie Herman and Rob Henry for all of their hard work organizing and putting on this show. It takes many volunteers to make a show of this size successful. Thanks to all!



1st Place: Jackie Saunders, "Three Views of Desi"



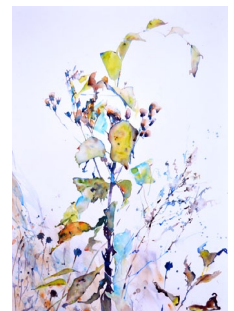
PVW Memorial Award: Deborah Conn, "Attitude"



2nd Place: Peter Ulrich, "Paddington Station, London"



3rd Place: Jeff Gorrell, "Small Waterfall"



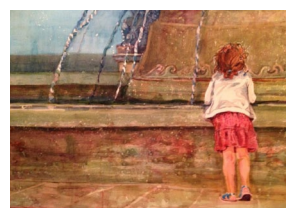
People's Choice & Honorable Mention Leigh Culver, "Still Standing 2"



HM: Jackie Saunders, "Red Roses"



HM: Rob Henry, "Lone Pine"



HM: Sharon Boyle, "Lucky Penny"



HM: Tammy Wiedenhaefer, "School Days"

Maine Trip - Fall 2015

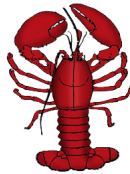
PVW painting trip to Southwest Harbor, Maine, September 12 to 19, 2015 organized by Vita Sims and Gloria Logan. Participants this year, besides Gloria and Vita, were Tony Neville, Rosa Vera and her hubby Joe, Laura Lesley, Peg Bruhn (non-member), Elaine Nunnally and hubby Darrell Ackmann, and Leslie Savickas (non-member).



Vita Sims



Peg Bruhn, Vita Sims, and Tony Neville



Laura Lemley



Harris Miller



Gloria Logan, Peg Bruhn, Laura Lemley, Vita Sims, Rosa Vera and her husband Joe enjoying Happy Hour again!

Sante Fe Trip - Fall 2016

PVW has formed a new "Travel Committee" in response to high interest in painting together in beautiful places. Our first trip will be this fall to **Santa Fe, New Mexico, September 17-24**. The focus will be plein air painting--architecture, markets, mountains, skies, aspens in and around beautiful, historic Santa Fe. This is not like a workshop where everything is planned ahead; there will be no instruction or demonstrations. It is simply a group of PVWers going to paint! You will make your own travel arrangements and, if desired, a car rental. New member Jann Gilmore is providing information on wonderful sites for painting each day. We will plan group critiques everyday at a 4 p.m. wine and cheese, and will make a group reservation to see Georgia O'Keeffe's home at Abiquiu. Come join us!! We have booked a group of rooms at the Inn in Santa Fe: www.innonthelameda.com. You can call them at 888-984-2120 to make your reservation--mention "the painting group."

Questions?

Contact **Connie Boland**

bcboland@aol.com or 301-320-4670.

And please share with us your thoughts for future ventures!
We would love to plan one a year to a distant venue,
plus a weekend getaway closer to home!

