

the GALLERY

**SVA** SHEBOYGAN VISUAL ARTISTS

Editor: [rrookerart@wi.rr.com](mailto:rrookerart@wi.rr.com) VOLUME 3 – ISSUE 1

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“Empower visual artists through professional development and collaboration.”  
 “Create opportunities for the community to experience and enjoy the visual arts.”  
 “Promote member artists and their work.”

**NOTICE:**

The Ebenreiter Gallery at SVA will be closed Dec. 23rd - Jan. 19th. We will reopen Jan. 20th, 2024 with the MOMENTS IN TIME exhibit. This will give our artist time to make new art, do some annual cleaning and do some updates to Gallery Two and the Art Factory.

**NEW:** Watch for the new EDITOR’S CHOICE page at the end of the newsletter.

an artist spotlight  
 available to member artists with an SVA webpage  
**Evie Grasse**



As an artist, vibrant and expressive watercolor paintings of landscapes, still life and flora have become my passion. I want my brushwork to be powerful, with color that interprets God’s beautiful creations. I look for bold shapes, how the colors play against one another and how the light and dramatic shadows create the mood of the painting. I paint what inspires me and I dedicate myself to sharing my labor of love with others. I am attracted to the Great Lakes and parks as well as the Southwest deserts and mountains of Arizona, because they also provide many forms of sky, water and flora which are usually on parts of my canvas. I was elected into the Wisconsin Watercolor Society and I also belong to the Watersedge Artists, Sheboygan Visual Artists “SVA”, Plymouth Art Center, Sun City Grand Art Club, Cedarburg Cultural Center and Rahr West Art Museum. My work has been juried into many of these throughout my journey.

<https://sheboyganvisualartists.org/member-artists/evie-grasse/>



# Exhibit Calendar 2024

| Theme            | Coordinator | Call for Art | Intent Due | Artist Mtg  | Labels Due | Hanging | Opening       | Pickup Art   |
|------------------|-------------|--------------|------------|-------------|------------|---------|---------------|--------------|
| Moments in Time  | Rhonda      | Nov 23       | Nov 30     | Dec 7: 6p   | Jan 16     | Jan 18  | Jan 20: 11-4p | Feb 25: 2-4p |
| Community        | TBD         |              |            |             |            |         | Mar 2: 11-4p  |              |
| Bloom            | TBD         | Feb 15       | Feb 22     | Feb 29: 6p  | Apr 2      | Apr 4   | Apr 5: 5-8p   | May 11: 2-4p |
| Waters           | TBD         | Mar 28       | Apr 4      | Apr 11: 6p  | May 14     | May 16  | May 17: 5-8p  | July 6: 2-4p |
| Mythical & Magic | TBD         | May 23       | May 30     | June 6: 6p  | July 9     | July 11 | July 12: 5-8p | Aug 17: 2-4p |
| Reflections      | TBD         | July 4       | July 11    | July 18: 6p | Aug 20     | Aug 22  | Aug 23: 5-8p  | Oct 5: 2-4p  |
| Community        | TBD         |              |            |             |            |         | Oct 12: 11-4p |              |
| HOLIDAY          | TBD         | Sept 26      | Oct 3      | Oct 10: 6p  | Nov 12     | Nov 14  | TBD           | Dec 21: 2-4p |

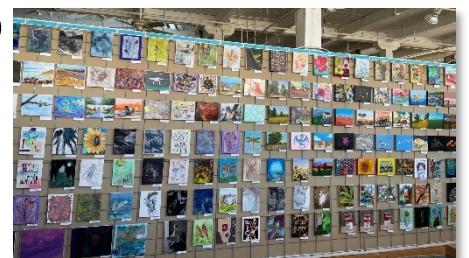
Note: Pick-up time is optional if you know the procedures for opening and closing the gallery. All work and patching needs to be done by Monday night following each show.

**REMINDER: WE HAVE NEW EXHIBIT COORDINATORS!** Thank you to Paula Hagerman’s years of service as CEC (chief exhibit coordinator). We will miss you in this capacity but look forward to your continuing role as Secretary for the SVA. Our new coordinators are the team of SVA artists Amy Kilton, Rhonda Strassburg, Lorrie Klessig, and Tracy Bezesky.

**ATTENTION ARTISTS:** At this new year’s first exhibit, “MOMENTS IN TIME”, a People’s Choice Award of \$100 will be awarded to the artist whose work is chosen by the people as their favorite plus a Grand Stay room will be given away to one lucky individual attending the “MOMENTS IN TIME” opening on January 20th.

## **Your 2024 Board Members, Officers, and Folks who keep the SVA running for you!**

- President:.....Tom Ferguson ( [teneektom@yahoo.com](mailto:teneektom@yahoo.com) )
- Vice President:.....Christy Myers ( [christy750@gmail.com](mailto:christy750@gmail.com) )
- Treasurer:.....Karen McArdle ( [klmcardle@outlook.com](mailto:klmcardle@outlook.com) )
- Secretary.....Paula Hagerman ( [paula.hagerman@gmail.com](mailto:paula.hagerman@gmail.com) )
- Board Member at Large:.....Richard Rooker (Newsletter, Members Web Pages) ( [rrookerart@wi.rr.com](mailto:rrookerart@wi.rr.com) )
- Small Works, Holiday Show:..Dorothy Block ( [dorothysgarden2762@gmail.com](mailto:dorothysgarden2762@gmail.com) )
- Art & Good Company:.....Marla Payne ( [mpayne0529@gmail.com](mailto:mpayne0529@gmail.com) )
- Marketing:.....Vic Valdez ( [vicv@rainwedge.com](mailto:vicv@rainwedge.com) )
- Sponsorships:.....Catherine Loeffler ( [cathyzufelt@gmail.com](mailto:cathyzufelt@gmail.com) )
- SVA Website: .....Leslie Paulus ( [leslie.paulus@gmail.com](mailto:leslie.paulus@gmail.com) )
- Membership:.....Sandy Achterberg ( [achsk@sbcglobal.net](mailto:achsk@sbcglobal.net) )
- Exhibit Coordinators:
  - Rhonda Strassburg ( [strassburghonda@gmail.com](mailto:strassburghonda@gmail.com) )
  - Amy Kilton ( [amykilton2018@outlook.com](mailto:amykilton2018@outlook.com) )
  - Lorrie Klessig ( [lklessig53@gmail.com](mailto:lklessig53@gmail.com) )
  - Tracy Bezesky ( [tibezesky@gmail.com](mailto:tibezesky@gmail.com) )



*THANK YOU DOROTHY*

**SPECIAL NOTE:** After years of faithful service in putting together what is perhaps our most important and largest event, Dorothy Block is stepping down as the SMALL WORKS Committee Chair after the 2024 event. If you have an interest in serving on or chairing this all important exhibit committee, please contact Dorothy at [dorothysgarden2762@gmail.com](mailto:dorothysgarden2762@gmail.com).

## Featured Art Museum

### São Paulo Museum of Art

The **São Paulo Museum of Art** ([Portuguese](#): *Museu de Arte de São Paulo*, or *MASP*) is an [art museum](#) located on [Paulista Avenue](#) in the city of [São Paulo](#), Brazil. It is well known for its headquarters, a 1968 concrete and glass structure designed by [Lina Bo Bardi](#), whose main body is supported by two lateral beams over a 74 meters (243 ft) freestanding space.<sup>[4]</sup> It is considered a landmark of the city and a main symbol of modern Brazilian architecture. The museum was founded in 1947 by [Assis Chateaubriand](#) and [Pietro Maria Bardi](#), and is maintained as a non-profit institution. MASP distinguished itself by its involvement in several important initiatives concerning [museumology](#) and [art education](#) in Brazil, as well as for its pioneering role as a cultural center. It was also the first Brazilian museum to display [post-World War II](#) art. The museum is internationally recognized for its collection of European art, considered to be one of the finest in both Latin America and the [Southern Hemisphere](#). It also houses an important collection of [Brazilian art](#), [prints](#) and drawings, as well as smaller collections of [African art](#), [Asian art](#), [antiquities](#), [decorative arts](#), and others, amounting to more than 8,000 pieces. MASP also contains one of the largest art libraries in the country. The entire collection was placed on the Brazilian National Heritage list by Brazil's Institute of History and Art.



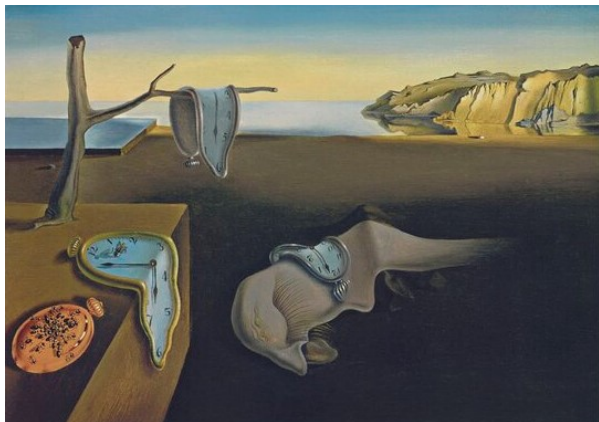
For the complete article see: [https://en.wikipedia.org/wiki/Sao\\_Paulo\\_Museum\\_of\\_Art](https://en.wikipedia.org/wiki/Sao_Paulo_Museum_of_Art)

## Featured Non-SVA Artist

### *Salvador Dali*

**Salvador Domingo Felipe Jacinto Dalí i Domènech, Marquess of Dalí of Púbol**, known as **Salvador Dalí** was a Spanish [surrealist](#) artist renowned for his technical skill, precise draftsmanship, and the striking and bizarre images in his work.

Born in [Figueres](#), [Catalonia](#), [Spain](#), Dalí received his formal education in fine arts in Madrid. Influenced by [Impressionism](#) and the [Renaissance](#) masters from a young age he became increasingly attracted to [Cubism](#) and avant-garde movements.<sup>[2]</sup> He moved closer to Surrealism in the late 1920s and joined the Surrealist group in 1929, soon becoming one of its leading exponents. His best-known work, [The Persistence of Memory](#), was completed



in August 1931, and is one of the most famous

Surrealist paintings. Dalí lived in France throughout the [Spanish Civil War](#) (1936 to 1939) before leaving for the United States in 1940 where he achieved commercial success. He returned to Spain in 1948 where he announced his return to the Catholic faith and developed his "nuclear mysticism" style, based on his interest in classicism, mysticism, and recent scientific developments.

For the complete article go to:

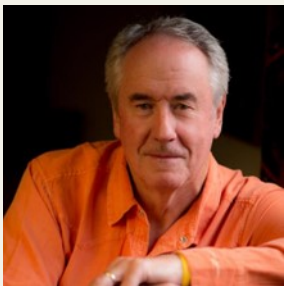
[https://en.wikipedia.org/wiki/Salvador\\_Dali](https://en.wikipedia.org/wiki/Salvador_Dali)

# SVA Learning Center



A venue for Sheboygan Visual Artists to share their talents and those of our supporting professional artists in our community in an educational and learning environment.

## **A Public Workshop**



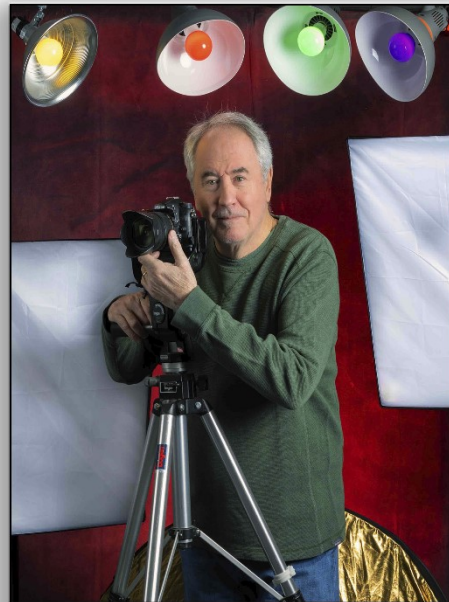
Date: Jan 21<sup>st</sup>  
Time: 11:00 - 3:00  
Cost: \$20  
Place: SVA Art Factory\*

Email Tom with  
Questions

**SIGN UP**

## **INTRODUCTION TO DIGITAL PHOTOGRAPHY**

GET A NEW DIGITAL CAMERA?  
OR  
WANT TO REFRESH YOUR SKILLS?



AWARD WINNING PHOTOGRAPHER  
TOM FERGUSON

IS OFFERING A 4 HOUR CLASS  
AIMED AT DSLR AND MIRRORLESS CAMERA USERS  
LEARN YOUR CAMERA FUNCTIONS AND HOW TO  
CONFIDENTLY TAKE GREAT PHOTOS OF FAMILY, NATURE,  
SPORTS, ETC.

\*SVA Art Factory in the EBCO Building, 1201 Erie Avenue, Sheboygan 53081

## New Members

The Sheboygan Visual Artists welcomes all our newest members. You are what we are here for!



**We Look Forward to  
Enjoying Your Art**

**Cindy Dross  
Juan Perez**

## Our Sponsors and Friends in Art



**THE CHRISTOPHER  
FARM & GARDENS**  
Sheboygan, Wisconsin



**Belladonna**  
FILM PROJECT



LAKESHORE  
**ARTISTS GUILD**



  
**PLYMOUTH**  
FURNITURE  
*Home Starts Here*

NATIONAL  
ENDOWMENT for the **ARTS**  
arts.gov

  
**WordHaven**  
BookHouse

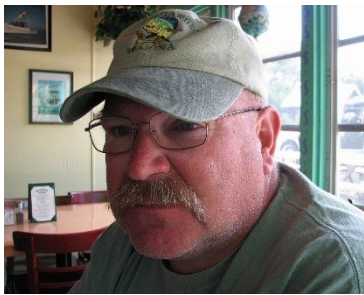
# “Match Them Up”



Vic Valdez



Winslow Homer



Brian Wolf



Mary Breshike



Cindy Sarkady



Figure 1



Figure 2

**And the winner is:**

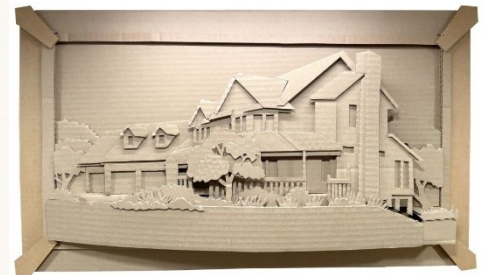


Figure 3

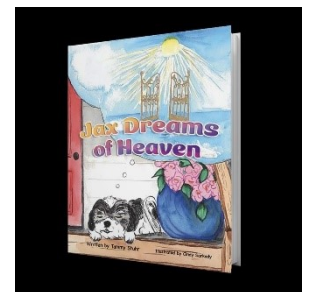


Figure 4



Figure 5

Fig. 1 – Brian, Fig. 2 – Mary, Fig. 3 – Vic, Fig. 4 – Cindy, Fig. 5 – Winslow

# **Art & Good Company (A&GC)**



Come join us as we regroup after the Christmas break on January 4<sup>th</sup>!



**MAY YOUR NEW YEAR BE AS HAPPY AS THIS GROUP OF LADIES!**

Meetings every Thursday at the Sheboygan Visual Arts "ART FACTORY" (or someplace else special). We would love to have you join us.

Contact Marla at [mpayne0529@gmail.com](mailto:mpayne0529@gmail.com) and join the fun.

# Connections

Links to the SVA world

The Sheboygan Visual Artists: <https://Sheboyganvisualartists.org> Phone: 262 416-1278 or 262 416-1ART

Newsletter editor:.....[rrookerart@wi.rr.com](mailto:rrookerart@wi.rr.com)

Lakeshore Artists Guild.....<https://lakeshoreartistsguild.weebly.com/>

Christopher Farm & Gardens...<https://www.christopherfarmandgardens.org/>

Grandstay Hotels.....<https://www.grandstayhospitality.com/>

WordHaven Bookhouse.....<https://www.kellydholstine.com/wordhaven>

Johnsonville, LLC..... <https://johnsonville.com/>

Plymouth Furniture.....<https://www.plymouthfurniturewi.com/>

## The Lighter Side

A Cartoon from Gary Larson (The Far Side)

6/10/92



“Look here, McGinnis—hundreds of bright copper kettles, warm woolen mittens, brown paper packages tied up with string. ... Someone was after a few of this guy’s favorite things.”





Richard Rooker  
[rookerart@wi.rr.com](mailto:rookerart@wi.rr.com)

Welcome to our new page where I thought I would focus on “what’s new” kinds of things and some information I think might be useful but doesn’t appear in any of the *Gallery’s* regular sections.

**I WANT** to share with all our member artists the importance of maintaining a personal webpage on the SVA website. It is from this database that I draw the “ARTIST SPOTLIGHT” feature information in this newsletter which also provides a direct link to your personal SVA webpage. This newsletter circulates to over 1,500 recipients and this feature of the newsletter is a perfect (and FREE) opportunity to have your art shared with all these recipients. Just another way the SVA fulfills one of its mission goals: “Promote member artists and their work.” Don’t know how to get this done? Email me and I will send you the form! Already have a webpage but haven’t looked at in a really long time and you have all kinds of new art? Email me and let’s get that page updated.

**THE SVA** has obtained a part time, well vetted person with great media insights and technical skills to help SVA market itself and its exhibits. This is in an effort to increase our attendance at our exhibits and awareness of YOUR art and to encourage support for the SVA. You personally can also help in this endeavor. Our very sophisticated, leading edge technology “drop-a-chip-in-the-can” attendance survey system has clearly shown that one of the most effective methods for bringing folks into our exhibits is by word of mouth through friends and Facebook. So, take a minute or two and share a link to SVA ( <https://sheboyganvisualartists.org/> ) with your friends and invite them to come on down and enjoy great art and friends.

**A LONG** time issue with most organizations that are dependent on their volunteers is the old 80/20 rule. SVA is no exception. We have relied on a “core” group of volunteers for years, many of whom are now or soon will be in a position of retirement and wishing to step back from their SVA commitments. We have been very fortunate recently in acquiring the most capable help of Cathrine Loffler and Vic Valdez. Catherine has assumed the responsibility of boosting our sponsorship, the funds from which enable the SVA in part to continue its mission. Just as important, and an area where we have never really done well, is our marketing efforts. This is an area that Vic is very qualified in and has taken on this area of responsibility along with our new part time techie. SVA I believe is seeing an energy currently like it hasn’t seen in a long time. If you have a desire to be part of the guiding team and keep that energy going, let a board member know of your interest and have a discussion.

**HERE’S A TIP.** Gallery sitting now has an incentive; you get paid to do it! But that is not the real advantage. When visitors come to our EBENREITER GALLERY it is an open opportunity for you the exhibiting artist to engage with your potential customer in a one on one situation. What could be better! You now have the opportunity to tell your story and the story behind each and every work of art, and each one has one! Your art doesn’t always sell itself; it needs a little help from you. So, get up out of that chair and go greet your visitors and make a new friend!

May your new year be full of artful successes!