

The Palette

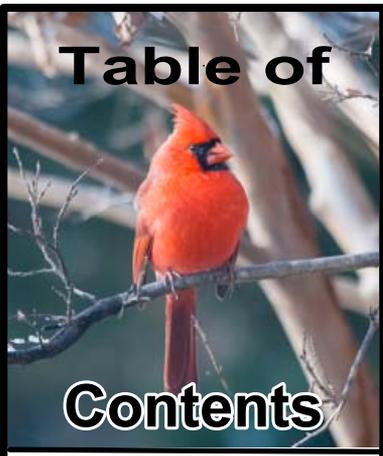


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Join us for : 

- Zoom Meetings
- Special Events
- Workshops (held at Socially Distanced Venues)

Mission Statement

The Berks Art Alliance is a non-profit organization whose objective is to encourage artists by providing workshops, exhibitions, and information that will keep the artistic momentum alive and growing.

Welcome 2021! A promising outlook on a creative year in art has now begun....

Primarily, we're starting the year off on a bright spot with **a little dash of red** to infuse some warmth and vibrancy to point out exciting things ahead! The **BAA's Juried Show is an on-line success** and in this issue, you can read about the awards both long-standing and newer members now proudly possess. The **"Art of Mindfulness" is slated for February as our Member Show Theme** and as a great way to prepare, **Mary Rose Feldman's Zentangle Presentation on January 12**, may generate some meditative strategies to enhance your art process that provide some inspirational steam. **RACC has generously given nine display boards** to the Yocum Institute for artwork display so let's fill the Member Show with a spectacular array!

Thanks to Cindy Hess, **our membership may now showcase work to promote art sales through our website space** with one photo per medium and you may change your images twice a year via submissions in December and July. This is a **wonderful opportunity to display your artwork** in the hopes of catching a potential buyer's eye!

Rhonda Counts has volunteered to manage a section on our website where **art supplies** you no longer use may soon be offered **for sale**. **Twenty percent of the price will profit BAA** and of course, a friendly exchange of helpful art ideas & techniques in procuring these materials from the seller is likely to prevail.

Another **Juried Competition** is coming our way with **Plein Air West Reading 2021**. What a way to showcase Berks County and enjoy a week of fun!

Upcoming Meetings



Everyone who is a member is welcome and encouraged to attend our **Membership and Executive Board Meetings on Zoom**. Let us know your opinions and suggestions.

Membership Meetings:	January 12,	2021	7:00 PM Zoom*
	March 9,	2021	7:00 PM
Board Meetings:	February 9,	2021	6:30 PM Zoom*
	April 13,	2021	6:30 PM

* Check e-blasts/contact Jay Ressler for a Zoom invitation link.

Officers



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Workshops

Jane DeGruchy 610.927.9326
Donna Unger 610.743.4905

President's Message

President's Letter December 2020

Despite the extraordinary challenges we've faced this year we should be proud of what we have been able to accomplish.

We've organized a successful Juried Show including some exceptional works of art. Out of necessity, for the first time we have put the show online as well as on the walls. We've received many positive comments about the online offering, which is only a preview of the real thing. When GoggleWorks reopens everyone is urged to take a look at the show in person to really appreciate the achievement. Amounts of \$3200 in prizes were awarded plus another \$1600 in purchase awards. I want to extend thanks to all the people who contributed the special memorial awards along with special thanks to Lynn Millar and to co-chairs Rhonda Counts and Jonathan Bond.

Particularly noteworthy during the awards presentation was how Rhonda showcased a picture of award-winning artwork with each award. Looking ahead, we need to find a way to duplicate that with in-person presentations.

The increased deployment of technology has helped us weather the storm. Although many things didn't work as smoothly as we'd like, we've learned how to do things better the next time.

As I noted in my remarks at the Awards presentation, we have reserved the Schmidt Gallery for the 2021 Juried Show and have a Chair for next year, Victoria Lawrence, a young award-winning artist who is relatively new to BAA.

Building on the success of the Juried Show, we are making plans for the Members Show in February. Since we don't expect the pandemic to significantly abate by the time of that show we'll be following much the same format and are looking for ways for viewers to cast their votes online.

Elsewhere in this issue is information on plans for this year's Plein air West Reading 2021. We decided last spring to cosponsor the event and award a \$1,000 prize for the Best Berks County painting. Because Art on the Avenue was canceled, the event was scaled back to a modest exhibit online and a brief non-competitive, on-the-wall exhibit at Art Plus Gallery and the check was never written. BAA's co-sponsorship and prize will carry over to 2021.

Within the past month, officials at the Miller Center informed us that the Senior Show for 2021 has been canceled. Natalie Babb, who organized the show for a number of years, is no longer on staff and they indicated the show would no longer be held. We concurred and are continuing to discuss other ways the Miller Center may support the arts in Berks County.

Despite a gloomy outlook earlier in the year, State funding for the arts has been approved in the final budget for 2020-2021. Program Stream Funding in the amount of \$78,000 was awarded locally. The approved budget includes \$10,088,000 for the arts, down 2% from the previous year. Hamburg's Our Town Foundation received a sizable grant making it possible to keep the Arts & Crafts Gallery of Hamburg running as a vital part of the arts in Berks.

— Jay Ressler, President

General Membership Meeting Via ZOOM

Tuesday, January 12, 2021 @ 7:00 PM

Zoom Program/Speaker: Mary Rose Feldman, Artist & Certified Zentangle Teacher
Zentangle Demo: "Mindfulness is a Pen Stroke Away"



"Mary Rose is a positive energy who brings people together through kindness, joy, compassion, acceptance, and creativity. As a Certified Zentangle Teacher, she shares the joy of Zentangle through teaching, embracing your own unique journey and the focus of mindful relaxation and joy."

Zentangle is a mindfulness and relaxation tool that anyone can do regardless of creative or drawing ability. By focusing on one pen stroke at a time, we are able to calm our minds, relax our bodies, and bring focus to the present. During our demo, you will learn the philosophy of Zentangle, its core principles for each pen stroke, and you will create a small tangled design to get you started in the relaxed journey. Zentangle can be used throughout your life whenever you want or need to get centered and calm.



TheSentimentalGift@gmail.com
www.TheSentimentalGift.com

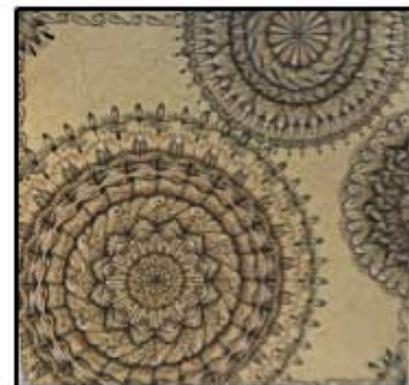
Mary Rose has been a Certified Zentangle Teacher since 2017 and has worked as an artist since 2010. She has shown her work throughout the region at various art/craft shows, but currently focuses her attention on teaching Zentangle. Her classes include projects for all levels of experience. Students are drawn toward her approachable and authentic style of teaching. This year her classes have moved to 100% online and now include students from across the country, Canada, and even London! Mary Rose genuinely celebrates the individual successes of each student and looks forward to each connection she can make through the love of Zentangle.

Berks Art Alliance is inviting you to a scheduled Zoom meeting.
Topic: BAA Membership Meeting
Time: January 12, 2021 7:00 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/85831659033?pwd=djE5MjdjRoJIUWJGUodtToQvM2Fidz09>

Join toll-free via any phone in the local area: 1-929-436-2866
Meeting ID: 858 3165 9033 Passcode: 136952



The 2020 Annual Juried Members Winter Art Show and Sale for The Pottstown Area Artists Guild with Montgomery County Community College opened December 1, 2020 and runs through February 8, 2021. This virtual exhibition was juried by Barbara J. Zucker (PWS, Educator, Gallery Director, Juror and President Emerita of Philadelphia/Tri State Artists Equity). Online viewing may be accessed from a link at the Pottstown Area Artists Guild website <https://paag.info/2020-members-winter-show/>. Work on display includes landscape paintings, wildlife photography, abstract work, and inventive wood sculptures by Jack Hanson. During an online Awards Ceremony held on December 4th, Amy Schade received an Award of Excellence in Watercolor for her piece "Saving Fish From Drowning" and Rhonda Counts received Honorable Mention for her "Spring in the Oley Valley" entry.



Amy Schade
"Saving Fish From Drowning"
Watercolor on Yupo paper

Rhonda Counts
"Spring in the Oley Valley"
Mixed Media



Be sure to visit our BAA 41st Open Juried Exhibition, currently online for virtual viewing at https://www.berksartalliance.com/store/c8/41st_Juried_Exhibition_2020.html.

This show, juried by Mary Manning and Elizabeth Taylor from Visual Expansion Gallery, opened December 12, 2020 and runs through January 3, 2021. Award winners are listed below and images of the winning artwork and artist statements may be found on ensuing pages.

Jurors Awards

First Place

"The Remains" Edward Babiarz

Second Place

"Summer Solstice at Rodale" Victoria Lawrence

Third Place

"Greta Thunberg" Bob Hakun

Honorable Mention

"Suffragette" Nadija Armusik

"Young Boyar of Petrograd" Marky Barto

"Top Shelf" Crystal Domino

"some august epiphany" Ren Marion Hernandez

"Pages of Studies" Robert Stickloon

Special Honoree Awards

Excellence in Watercolor - Ineke van Werkhoven

"Koi No. 10" Fran Parzanese

Excellence in Works on Paper - Lynn Millar

"Happy Within" Karen Burnette Garner

Excellence in Innovative Technique - Kay Youse

"Sun Raven" Rhonda Counts

Excellence in Photography - Liam Harkins

"Timeless" Kevin Brett

Best Watercolor of Flower or Plant Life - Lori Fischman

"Judy's Window Sill" Lynn Millar

Excellence in Creative Expression - Friends of BAA

"Sikh and Ye Shall Find" Carol Geiser

Patron Purchase Awards

E.B. Gaul

"Scattered Above and Below" Robert Seabourne

"Reflecting Autumn" Joyce Tarrach

"Reflections on the Tully" Russell Slocum

Dr. Mary Jo Bonner and Marvin Lubas

"What Does the Future Hold?" Vince Pellegrini

"Patience" Catharine Bower

Quality Enhancement Support Team

"Unidentified Equation" Linda Elliot

Jurors Awards



Edward Babiarz

First Place



"The Remains"

"'The Remains' is composed of hand-dyed, first cut cotton linter that was beaten, dyed with water dispersed pigments, hand-pressed and individually hand sculpted. Colors selected for 'The Remains' gives the viewer a sense of earthly calmness and quiet. The snake skin links us to the past and sheds energy, allowing for a new beginning.

Motivation to create 'The Remains' came from a personal sense of renewal. After being diagnosed with cancer a few years ago, I have been recently cleared from further treatment. This event motivated me to explore the release of this journey and helps to refocus my creative energy on a deeper and more expanded appreciation of the natural world and the fragility of human life."



"Summer Solstice at Rodale"

Second Place

"As Vernal awakening collides with Summer's vibrancy, Life returns in full force at Rodale Institute. Hidden among the rolling hills of Kutztown, this organic farm is a well-spring of beauty and diversity. Truly, a gift that is both 'to' and 'from' Nature. Celebrating the Sun, Abundance, and Interconnection, this work captures a momentary glimpse of a turning point in the cycle of time. Flowers exploding with color invite pollinators. Their precious work; our eco-stability of tomorrow."



Victoria Lawrence

Third Place

"I made the portrait of Greta Thunberg for a recent show at Studio B Gallery in Boyertown called 'Superheroes.' Greta is a 17 year old Swedish climate activist. She has Asperger's, which she refers to as "her superpower", which allows her to be direct and straightforward about climate change, unlike most politicians in the world, who are all talk and no action. Greta believes that the older generation has betrayed young people today by failing to address climate change, but her generation is the one who will have to live with the consequences. Greta believes in the science. Greta is my superhero."



Bob Hakun



"Greta Thunberg"

Jurors Awards

Honorable Mention



Nadija Armusik

"Nadija Armusik was born in 2002 in Hamburg, Pennsylvania. She is the daughter of Master oil painter, Eric Armusik who is known internationally for his dramatic work rich in emotion and elevated drama. At an early age, Nadija became enveloped in her father's world spending many hours in his studio watching him paint while drawing and on occasion, picking up a brush to mimic her father's work. Over the past few years, Nadija began developing a unique, Gothic surrealistic style and currently, enjoys working primarily in charcoal. Her imaginary world embraces the beauty and darkness of nature, the beguiling spiritual realm and spooky things that go bump in the night."



"Suffragette"

Honorable Mention



Marky Barto

"Thank you to the BAA for the opportunity to show my art in this year's juried exhibition. I'm thrilled for the award and the fact that classical art is being recognized in these modern times. That recognition helps motivate me to continue my passion of following in the footsteps of the Old Masters."



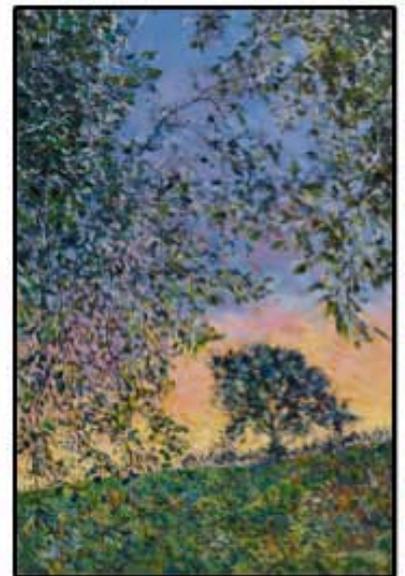
"Young Boyar of Petrograd"

Honorable Mention



Ren Marion Hernandez

"Being a registered nurse for over seven years, art has always been my refuge and therapy. This year I worked on the frontlines of the pandemic with reddened and indented face and scathed hands. The months March to May was a very endlessly dark time; however I remained inspired by the colors of nature. I painted 'some august epiphany' after having a very personal revelation about the importance of life, nature, and clinging on to hope and the colors amidst darkness."



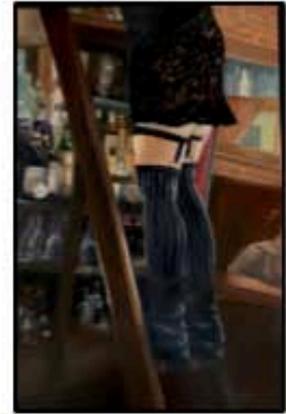
"some august epiphany"

Jurors Awards

Honorable Mention



"Pages of Studies" Robert Stickloon



Honorable Mention

"Top Shelf" Crystal Domino



Best Watercolor of Flower or Plant Life - Lori Fischman
"Judy's Window Sill" Lynn Millar

" 'Judy's Window Sill' is a watercolor based on the afternoon sun light hitting a window sill in Plein Air, the outdoor dining area of Judy's on Cherry. So Judy, in the title is Judy Henry, a restaurant owner who has been very supportive of artists and the arts in general over the years."



Lynn Millar

"This award actually started the whole special award category. Lori Fischman, a friend's mother, passed away and some of her art supplies were offered to me. I convinced them to offer the supplies for offering price and create an award in their mother's name with the funds. A little extra money added and an award was born.

All the awards were given to artwork selected by the jurors of the exhibition."



Excellence in Photography - Liam Harkins
"Timeless" Kevin Brett



Excellence in Works on Paper - Lynn Millar
"Happy Within" Karen Burnette Garner

Special Honoree Awards



Excellence in Watercolor - Ineke van Werkhoven
"Koi No. 10" Fran Parzanese

"I am so honored to win the first Ineke Van Werkhoven award, not only because of Ineke's huge talent, but also because she was a great source of inspiration to me when I first joined the BAA decades ago. I admired her greatly and considered her friendship a gift. I hope she's smiling!"

"I am very honored to have received the Special Award for 'Innovative Technique' honoring Kay Youse. Kay is a dear friend and an exceptional artist in the Berks Art Community. I met Kay when I first moved to PA, while looking to find the art community in my new hometown. I happened upon Art Plus Gallery and Kay was sitting the gallery that day. She convinced me to join Art Plus and I am forever grateful. To further honor Kay, I will be making a donation in her name, to Art Plus Gallery."



Excellence in Innovative Technique - Kay Youse
"Sun Raven" Rhonda Counts



Excellence in Creative Expression - Friends of BAA
"Sikh and Ye Shall Find" Carol Geiser

"A few years ago, I started painting 'international' portraits, my favorite, using the usual media. Then I learned the Lost India Ink process and it was so different and fun to do. It involves sturdy watercolor paper, intense gouache colors, diluted India Ink, tap water, and imagination. I'm thrilled that my 'Sikh' has been accepted into the BAA Juried Show, and thank the Friends of BAA for the honor of this award."



Carol Geiser

Patron Purchase Awards

E. B. Gaul Awards

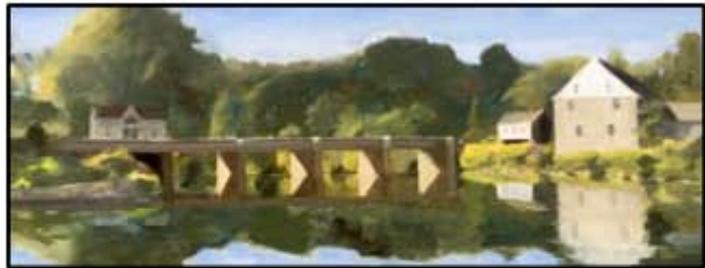
"I had been out walking over a year ago with my daughter in the Mechanicsburg area where she lives. When I started taking art classes with Helen Reinhold-Gordon almost 2 years ago, I was going through photographs looking for something to paint and came across this autumn scene. Helen is a great teacher and taught me what to do to bring out the nuances of a painting and give it life. This was the first juried show I tried to get into and was so surprised that 2 of my paintings were accepted. I really could not believe that one was sold. **THANK YOU JUDGES and THANK YOU HELEN FOR BEING A GREAT TEACHER!**"



"Reflecting Autumn" Joyce Tarrach



"Scattered Above and Below" Robert Seabourne



"Reflections on the Tully" Russell Slocum

Dr. Mary Jo Bonner and Marvin Lubas Awards



Catharine Bower

"Covid has given me (and I'm sure many of us) more time to practice some painting techniques. I love water and wanted to get better at painting reflections. A photo I took of a fisherman at the Tulpehocken Creek was an ideal subject. The dark background also provided the opportunity to make the fishing line 'pop,' which gave the scene some added interest. Fishing, (like watercolor painting!), requires patience – the name I gave the painting."

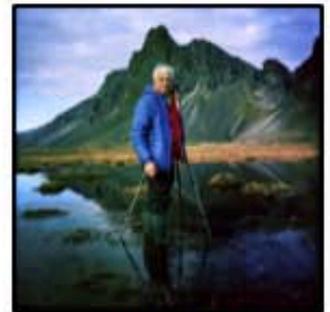


"Patience" Catharine Bower



"What Does the Future Hold?" Vince Pellegrini

"I am very honored to have received a Patron's Award. 'What Does the Future Hold?' is part of my series on old farm structures of Berks County. This barn is near South Mountain. The setting sun gives it a beautiful & inviting warm glow. The structure is pretty worn out but still has a lot of character. I wondered what might happen to it moving forward."



Vince Pellegrini

Quality Enhancement Support Team Award



"Unidentified Equation" Linda Elliot

ART Opportunities and Events



2021 BAA MEMBERSHIP SHOW
THE ART OF MINDFULNESS

"MINDFULNESS IS THE BASIC HUMAN ABILITY TO BE FULLY PRESENT, AWARE OF WHERE WE ARE AND WHAT WE'RE DOING, AND NOT OVERLY REACTIVE OR OVERWHELMED BY WHAT'S GOING ON AROUND US."

FEBRUARY 21, 2021 TO MARCH 20, 2021
PHYSICAL INTAKE - FEBRUARY 17, 2021
VIRTUAL INTAKE – FEBRUARY 1 – 17, 2021
RECEPTION – FEBRUARY 21, 2021

YOCUM INSTITUTE
3000 PENN AVENUE, WEST LAWN, PA, 19609

For details and to view the prospectus, go to BAA website
www.berksartalliance.com

FOR MORE INFORMATION CONTACT: KYLE ATKINS OR VICTORIA LAWRENCE

Awards:

1st – \$350.00

2nd - \$200.00

3rd - \$100.00

Honorable Mention – 3 prizes of \$50.00

Awards are to be voted upon by Active members only. Voting method TBD.

Entertainment:

Jeff Alfiero - Acoustic Guitar

Food and Wine – TBD

(depending on COVID-19 Restrictions)

Timeline:

Physical Intake – February 17, 2021 2pm – 7pm

Virtual Intake – February 1, 2021 – February 17, 2021

Hang Show – February 19, 2021 10am - ???

(February 20, 2021 IF more time is NEEDED)

Reception – February 21, 2021 12pm – 3pm

(Awards Announced at 2:30pm to allow for voting)

Pickup – March 21, 2021 10am – 4pm

Theme:

This year's theme is "The Art of Mindfulness." The theme may be interpreted however the artist sees appropriate. This year's theme suggests, as the announcement states; **"Mindfulness is the basic human ability to be fully present, aware of where we are and what we're doing, and not overly reactive or overwhelmed by what's going on around us."** So, turn up your Beethoven or Bach, stretch those arms to the sky, shout your mantra, and let this piece be your moonlight sonata.

Members are encouraged to follow the theme, but as per tradition, members are not bound to follow the theme and may submit one piece of art on any theme or subject.

Requirements:

Artists must be a member of the Berks Art Alliance. If not, you may join the BAA at the intake for the show.

Each member may submit ONE piece of art.

The artwork should not exceed 30inches by 40inches in any direction. The artwork must be wired for hanging, no sawtooth hangers please. Sculpture and or 3D work may be submitted, but artist must supply a sturdy base for piece to be exhibited. Weight limit is 50lbs.

Submissions/Virtual Show:

Due to COVID we will be putting together a virtual show through the website KuntzMartix. This will allow the show to be viewed from home for anyone that does not intend to see the show in person. Because of this we must ask members to submit a photograph of their piece of art through the 'Woofu' link provided on the Berks Art Alliance website. This will allow us to create a virtual show. Virtual submission dates and deadline are listed above. We must receive a photo of your piece in order to be included in the virtual show. If we do not receive a photo, you may still physically drop off your art for the in person show. This does not exclude you from awards. Note, you must have a physical piece entered for award eligibility. It is strongly suggested members submit both a photo and physical piece, so the show can be consistent. Photos can be submitted through Woofu, which will be set up closer to the date of the show. Picture requirements will be similar to the juried show submissions. Physical submissions will still take place at intake. This will be for the hung show at Yocum.



Plein Air West Reading 2021 to be a Juried Competition

For the first time in six years, Plein Air West Reading will be a juried competition. From entries submitted before the March 1 deadline, juror Dan Graziano will select 30 artists to capture *en plein air* the character of Berks County during the June event.

Over \$3500 in awards include two \$1000 first prizes: one for best West Reading scene, the other best anywhere in Berks County.

All work must be created primarily en plein air, on location. Participating artists will sign in and get canvases stamped on the morning of Tuesday, 6/15, and paint until intake begins at noon on Friday, 6/18. Each artist will be able to submit up to three pieces for judging. If conditions allow for Art on the Avenue to be held, the exhibition will be the keystone event of this popular art, craft and food festival on June 19. This will be preceded by a Friday evening Patrons Preview and awards presentation.

The exhibit will then move to Art Plus Gallery, 604 Penn Avenue, where it will be featured through 7/4.

Originally co-sponsored with the West Reading Community Revitalization Foundation, this year's event will be produced by Art Plus Gallery, with the generous support of patrons, volunteers and the Berks art community.

Entries can be submitted at www.pleinairwestreading.com. Artists will submit jpgs of 3 pieces done primarily en plein air during last 3 years, along with the entry fee of \$30. Finalists will be announced 3/15/21.

For more information visit the website or email info@artplusgallerypa.com.

BE MINDFUL!

Please submit any information about **YOUR SPECIAL EVENTS** to be included in the **March/April Palette by February 15, 2021** (via e-mail to Amy Schade at abschade@aol.com and/or Susan Goodling at h20color@comcast.net).



On Exhibit Locally

Due to changing Covid Regulations, many venues previously listed in this section have "paused" their scheduled events or not provided their current January/February exhibit line-ups at this time. Please check their websites or Facebook for updates of virtual exhibits and/or special programs these galleries will be offering.

Allentown Art Museum

31 North Fifth Street, Allentown, PA 18101 • 610.432.4333

Adjusted Hours: Visit the website allentownartmuseum.org or call to reserve your timed tickets
Friday and Saturday 11am-6pm, Sunday 11am-4pm

Through January 24, 2021: "New Century, New Woman"

Through April 25, 2021: "Prints and Protest, 1960-1970"

January 24 - May 2, 2021 "Rembrandt Revealed"

February 21 - May 23, 2021 "Sleep Tight! Bedcovers & Hangings from around the World"

Through Summer 2022: "Indian Sculpture: Avatars of the Hindu Gods"



GoggleWorks Center for the Arts

201 Washington Street, Reading, PA 19601 • 610.374.4600

Wednesday, Thursday, Friday 2:30-8:30pm ; Saturday, Sunday 11am -7:30 pm (during normal operations)

Through - January 17, 2021: Berks Art Alliance 41st Open Juried Exhibition (currently online)

Yocum Institute for Arts Education

3000 Penn Avenue, West Lawn, Pennsylvania 19609 • 610.376.1576

Call for Yocum Gallery viewing times

Through January 8, 2021: "Hope Inside Change II"

Senior High Exhibit Opening January 31, 2021

February 21 - March 20, 2021 BAA MEMBER SHOW: "The Art of Mindfulness"



BAA's Instagram:



berksartalliance
Berks Art Alliance



MAKE ART HAPPEN! Put YOUR ART on Instagram!

Post some of YOUR artwork ! Let's start creating some new BAA hashtags to follow in 2021 and let your creative mind inspire you to start some other art-related ones, too:

[#BAAabstracts](#) [#BAAacrylics](#) [#BAAcharcoals](#) [#BAAinks](#)

[#BAAmixedmedia](#) [#BAAoils](#) [#BAApaletteknife](#) [#BAApastels](#)

[#BAAphotography](#) [#BAAsculpture](#) [#BAAwatercolors](#) [#BAAcollage](#)

[#BAAflorals](#) [#BAAlandscapes](#) [#BAAportraits](#) [#BAAstill_life](#)

BE MINDFUL!