

WHAL November 2019

Thursday, November 21, 2019 6:06 PM

Call meeting to order 7:02pm

- Total members in attendance: 21
- **Reminder** - no meeting in December
- Welcome guests: Sharon Livingood & Francis Cook

Approval of last month's minutes

- Will White motions, Keith Jones seconds

Committee Reports:

- Audra - treasurer - current balance \$4,852.83
 - Moved from Huntington to Dollar Bank account
- Kim - VP/program - next meeting's speaker: Chris Fondi
- Heidi- website/social media - absent - freshening up the website - please send artwork to her as well as member shows and classes to be posted on the website as well as social media
- Helena - membership - 50 paid members
 - Membership drawing at the end of the meeting for all members paid by this month - can win free membership for next year
 - Winner: VICKIE FROELICH
 - Begin using sign in sheets at meeting to track attendance for the minutes & please wear a nametag
- Linda- publicity - flyers will be distributed at the next meeting for members to distribute to increase membership
- Jim- multimedia - can follow the new YouTube channel to see the demos
 - Is there a way to project the demonstrations at the meetings live?

PAACC (Pittsburgh Airport Area Chamber of Commerce)

- Next change out: January 10 from 9am-1pm
 - Please contact Debbie Tobin if you need to make others arrangements to pick up your work.
 - Seeking volunteers to help hang & tag the pieces. Sign up at the table back by Helena or contact Debbie.
- Cindy recommends that we use Instagram to put out the pieces in the chamber show. Debbie is currently using the Chamber website, Facebook, and the WHAL website.
 - Building open to the public to go and see the show
- Is there a possibility to have an art opening there?
 - The chamber is not open night or weekends so historically that is not an option.
- Is there a possibility to do a show at the Airport?
 - Contact Rachel Saul Rearick

Call for announcements of upcoming member shows:

- Kim Freithaler - November 22nd from 6-9pm begins the Holiday Artisan Market at the North Hills Art Center - live music, food, free parking, free admission, over 60 vendors
 - Will be open normal business hours as well as the next 4 Saturdays

Call for announcements of upcoming member classes:

- Leah Shuck: Second Saturday Maker Meetup at the Brookline Library
 - Bring your own supplies and whatever project you have to work on that is portable and come work together. It is just meant to be a creative community for people to work together. December 14th from 1-3pm in the study room downstairs.

Call for opportunities for shows:

- Greens & Things show here at Robbin Hill in the Carriage House, Saturday December 7th from 9am-3pm. Sign up on the table back by Helena where the sign in sheet is. Or email Debbie if interested.
 - You can set up your table on Friday but set up your items for sale Saturday morning.
 - No commission, no table cost
 - Signs will be posted to attract visitors

Other

Cindy motions to purchase a wireless lapel microphone for monthly demonstrators to wear

- Lance & Janine second

Adjourn meeting 7:24pm

Guest Artist - Carolyn Pierotti

- Intro by Kim Freithaler:
 - Does a lot of figurative subject matter
 - Recently at Touchstone Center for Crafts for a 3 day workshop
 - Currently working at a women-owned furniture store in the Strip District called Hot, hot hot, where her artwork is featured
 - Previously ran the Percolate gallery in Wilkinsburg
- History:
 - Carolyn went back to school for art at Carlow University at the age of 40 after raising her family

- Fell in love with Matisse and Expressionist work during that time
- Process:
 - "The Big Regret" is a piece that symbolizes Carolyn's desire to have started her painting career earlier
 - Carolyn uses acrylic paint over oil due to safety of the materials in her home
 - Carolyn will sometimes ask people on the street if she can photograph them though sometimes uses a live model
 - Begins by drawing with charcoal then blocks in colors in sections that appear unnatural. She does this because she builds the colors up in layers
 - The layers create a lot of depth and atmosphere
 - Does not spray the charcoal to achieve the mottled look it gives the paint
 - Uses the charcoal lines as a map; they eventually go away/get blended in
- Demonstration:
 - Does not use gesso
 - Adds house paint from Home Depot to acrylic paint to extend the longevity of the paint. It is cheaper than acrylic mediums
 - Uses a cookie sheet as a palette
 - Uses Liquitex Heavy Body in her own work and Basics when teaching
 - Uses big brush strokes and really loads the paint on to create a brushstroke texture within the layers
 - Photographs each layer to document techniques that she has tried so that she can repeat the process as needed
 - Carolyn likes to jump into the actual work. She feels it is more emotional. She identifies her best work as being "unplanned".
 - Typically uses a gloss sealer when finished with a painting
 - Uses gallery wrapped canvases with a white finished edge
 - In her experience curating, she has found that patrons re-frame once artwork is purchased anyway.
 - Carolyn wipes away layers of paint with water and a rag to reveal colors underneath
 - You have to have several layers built up first though or else you will see the canvas underneath
 - For marketing, Carolyn recommends having a website as well as Instagram.
 - "Porter Less Creative" will help you with your bio and artist statement to help with publicity

Respectfully submitted by Leah Shuck

