



NEWSLETTER



Departments

News from the President p.1

In this section President Robin McCondiche provides updates about the club.

Meet Our Members pp.2-3

This is an opportunity for members to get to know each other. Please submit the member questionnaire to marienwt@aol.com so that you can be included in this section.

Upcoming Events p. 2

This section provides information about and links to workshops, artist opportunities, gallery events, etc. If you are aware of any events, please send your information to marienwt@aol.com

Pastel Articles pp. 4-5

This section provides information about artists, techniques, or any topic that might be of interest to our members. If you are interested in writing an article, or if you have a suggestion for a topic, please email marienwt@aol.com and write "Newsletter-Article" in the subject.

Member Activities & Accomplishments pp. 6-11

This is a section to celebrate the accomplishments of our members, or to provide photos, tips or suggestions. If you have been featured in a gallery, have won a recent competition, or have a tip, please send the information to Marie Costanza at marienwt@aol.com

Newsletter Editor:

Marie Costanza

marienwt@aol.com



A note from our President, Robin McCondiche

First I want to thank our PSWNY Board members for their dedication and work. The Board has been meeting every 2-3 weeks since COVID to arrange and bring an array of online programming to

the membership. The Board has been determined to expand membership benefits during this time of social distancing. I also want to thank Marie Costanza (not even a pastelist, nor a PSWNY member) for the great newsletters she volunteers to create!

I hope everyone has been able to view both the presentation by Rochester Art Supply and the wonderful demo by Corey Pitkin and David Frances. While these programs are free to you, they are sponsored events paid for by PSWNY. If you missed these two programs, you can still view them online. The RAS presentation is on Youtube (<https://youtu.be/oNvvgksfAqE>) and <https://youtu.be/wsrQwcU9cSs>). The link for Pitkin/Frances demo will be emailed soon.

The March challenge is now online. The challenge is a still life; an extension of the demo by Corey Pitkin and David Frances. This is our last challenge for this season before plein air events begin. Our sixth annual juried exhibition is now open for submission. Due to COVID this is an online show juried by Kathleen Giles. The <https://showsubmit.com> application should simplify the process. If you have questions about this procedure, please contact Denise Rizzo (drizzo28@gmail.com) or me (rbmapril@gmail.com).

The registration for the 3-day online workshop with Aline Ordman will appear soon. Aline will walk through painting figures in an environment. Have a look at her work on her website: <https://www.alineordman.com>. The workshop will be April 30, May 1 and 2. A good opportunity to new approaches even as we social distance.

Stay well and keep pastel-ing! -Robin

*2021 FREE Membership Renewal

One requirement for renewal: Fill out and send the membership form by **March 15** to Kath Hess; 59 Kreag Road; Fairport, NY 14450
(See page 13 for the form.)

Once received, Kath will send you a new membership card.

*FREE Renewal due to COVID



2021 PSWNY ONLINE EXHIBITION

For information, click here:

Online Exhibition

IAPS (International Association of Pastel Societies)

2021 IAPS JURIED GALLERY EXHIBITION

Call for entries: February 22-April 10, 2021 When available the prospectus will be posted on the following website:

https://www.iapspastel.org/exiaps_upcoming.php

DEADLINE: APRIL 10, 2021

Members Virtual Gallery

To view, click here: [Virtual Gallery](#)

To participate, email a photo to Denise Rizzo drizzo28@gmail.com

You may only participate if your 2021 membership is up to date.

PSWNY MARCH CHALLENGE:

STILL LIFE

Upcoming Workshop:

Aline Ordman
April 30- May 2, 2021

To view her website, click here:

<http://alineordman.com/>



MEET OUR MEMBERS

Featuring:

Karlene Van Deusen

I'm a founding member of the Pastel Society of Western New York. When I joined, I liked PanPastel with Pastel pencil, so I wasn't sure I'd fit in with other artists. I learned a lot about stick pastel. Nowadays, I'm primarily a Pastel artist. I did do two oil paintings during the summer, which was fun. I haven't done a watercolor in 2 or 3 years. It surprises me because 5 years ago watercolor was my favorite medium!

I used to spend a lot of time mixing exactly the right value in the perfect hue. Now I simply pick up the stick I need. I love the way you can layer pastel & color underneath peeks through. The biggest disadvantage is pastel needs to be framed under glass & the cost & effort associated with framing. I have tried nearly every brand of pastel. My workhorse is UNISON. I also use Great American, Terry Ludwig, PanPastel & Cretacolor.

My degree is in Graphic Design, from the Art Institute of Pittsburgh. I worked for many years as a Layout Artist in retail. For those of you old enough to remember Sibleys, I spent 5 years designing their daily newspaper ads. I was also a Layout Artist at Ruby Gordon Furniture, staff artist with PennySavers, and an exhibit designer with Rochester Museum & Science Center. These days, I'm a Substitute Teacher. Working in schools is great, because I get summers off, with plenty of time to paint outdoors.

Woods and water inspire my expressive representations of pastoral landscapes in Pastel, Watercolor, Gouache, Oil or Acrylic. I usually start outdoors & finish in the studio. I paint the rural countryside and try to suggest a mood of contentment. We're living in anxious times and need to find a way to be in tune with nature.

It was a natural transition from 20 years of substitute teaching to teaching children and adults Art. I regularly teach at a local library; at an art center and for artist groups. I've done over 50 "Home Portrait" commission paintings. Customers frequently comment that VanDeusen Design paintings are relaxing, with expressive, tranquil scenes. They can be found in homes and offices internationally as well as across the US. I illustrated a fiction & non-fiction book cover. I hope to get the chance to do more book covers.

I continue to hone my skills as a student. For the past decade, I've treated myself to at least 1 workshop each year. Many of the best workshops were with PSWNY. Because of the pandemic, this year, I purchased many videos from Streamline Art Video & Artists Network. There's an incredible amount of information online from which to choose.

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Over the past 20 years I learned the ropes, being a vendor in outdoor shows. I've done them all, from Corn Hill, Clothesline, Naples Grape Festival, Artist Row, Quaker Art Festival in Orchard Park, Lewiston Art Show, Keuka Lake Fine Art Show, RMSC Holiday Bazaar, Waterfront in Canandaigua, Spencerport Canal Days, Brockport Arts Festival and many more. It's an awful lot of work to set-up, tear down, stand all day in hot sun or rain, weather is always the #1 concern. I had a tornado flip my art tent over during Clothesline! My tent landed on Prince St. upside down! Why do it then? Direct-sales are the best way to generate sales. It's a good way to learn about marketing, pricing, and to gauge what customers are seeking.

As I'm getting older, my goal is to transition from outdoor shows to online and indoor events. Last summer, I had a pastel in *Summer Idylls* at the VIEW Arts Center in Old Forge. I exhibited in the Adirondacks at Paul Nigra Center, where I won *3rd place* in the *2020 New York State Summer Art Show*. I had a pastel on display at the Arts Center of Penn Yan-FLICK Gallery in the summer *Juried Show*. I had two paintings in the *Genesee Valley 100: A Community Painting Project* to see 100 artists' interpretations of the Genesee Valley. The paintings were auctioned at Silver Lake Brewing Project, Perry, during November & December. Three of my paintings were included in a juried exhibit until March 25, 2021: Nigra Arts Center Spring Art Show, the Paul Nigra Center for Creative Arts; 2736 State Highway 30; Gloversville

Website: kvandeusendesign.com

You are invited to view my site on DailyPaintworks.com, where you will see 132 Van Deusen paintings, with new ones added each week.

Click on <https://www.dailypaintworks.com/Artists/karlene-vandeusen-8333>

Permanent Representations:

Picture Perfect Fine Art Gallery, 5 Erie Blvd; Canajoharie

Arts Center of Yates County-Flick Gallery, Main St. Penn Yan (3 paintings will be included in "Make the Look Beautiful" from February 23-April 2.

Red Bird Cafe & Gift Shop, Main St., Brockport (The gift shop is offering 8 of my paintings.)

Sara's Garden Center, East Ave, Brockport (opens for the season on March 15, with my paintings, prints and coasters)

Lift Bridge Book Shop, Main St., Brockport (Erie Canal themed line of postcards and calendars)

Recent Awards:

1st Place, 2020 Samuel P. Capen Garden Walk, University Heights Arts Ass., Buffalo,

1st place, 2020 Calendar Contest, University Heights Garden Ass., University of Buffalo,

3rd Place, 2020 New York State Summer Art Show, Paul Nigra Center for Art, Gloversville,

"Best of Spencerport Award to VanDeusen Design" in 2016 and 2015

"Popular Choice" Awards, 2019, 2017, 2015 Plein Air Contest at Anthony Road Wine Company, Penn Yan

Honorable Mention, 2018 Pastel Society of Western New York

1st Place in Painting at 2016, 2015, 2013 and 2012 Brockport Arts Festival, Brockport

2nd Place Pastel Drawing at 2018, 2017 Keuka Lake Fine Art Show, Hammondspport

2nd Place Watercolor at 2015 Keuka Lake Fine Art Show, Hammondspport

3rd Place Watercolor in 2019, 2018, 2017 Hammondspport Art Show, Hammondspport

3rd Place Oil & Acrylic at 2018 Hammondspport Art Show, Hammondspport

3rd Place in Painting at 2014 Quaker Arts Festival, Orchard Park

1st place in Painting, 6 times between 2019-2011 Suburban Rochester Art Group Show

How to Improve Your Painting - 20 Master Pastellists Spill the Beans

(This newsletter article is an excerpt from the full article. To access the complete article, click the link below)

By Gail Sibley (Source: <https://www.howtopastel.com/2019/01/improve-your-painting-20-master-pastellists/>)

As I start a new year, I begin to plan and think about what I want the year to bring, how I want to develop my artwork, and how I want to change things up. Along the way I had a brainwave....why not ask 20 master pastellists to answer one question: What's the one thing someone can do this year to improve their pastel work? Below you will find their answers.

Tony Allain



“Improve your painting by always doing thumbnail sketches first. This helps to solve problems like composition, perspective and the general balance of the finished work. Carry a small sketch journal everywhere. I keep one in the glove compartment of my car for emergencies. Squint as much as possible. This allows you to see the shapes rather than detail.” (Tony Allain, “Turquoise Lake,” 2018 pastel on Colourfix sanded paper, 18 x 26)

Lyn Asselta

“Resolve to see failed paintings, rejections from shows, even criticism, in a different light. Face it, not every painting is meant to be worthy of a frame, not every painting will be as strong as you might have hoped, and every person who sees your work will see it differently than you do. Perfection is merely an idea. So, to be a better painter, resolve to understand that each painting is simply your own “next step.” Rejoice in the winners, but also rejoice in those that frustrate you enough to push you to the brink..those are the paintings that are moving you forward on your journey. (Lynn Asselta “Take Me There,” 2018 pastel, 18 x 18)



Lana Ballot



"If I had to pick just one thing for an artist to improve a painting, it would be drawing (monochromatic drawing, with charcoal, graphite, etc.). Besides the obvious benefits of learning to get the right proportions and perspective, drawing improves many other important skills needed for a good painting. We are practicing to translate colors into grayscale values, and any successful painting depends on good use of values. In a pastel painting, particularly, the ability to keep the color clean, to layer multiple colors - all requires understanding of color and value relationship. Drawing also forces us to simplify things, learn to see underlying structure and rhythm in the scene, helping with better composition and design. On top of it, good drawing skills result in more confident marks when we work with color." (Lena Ballot, "Snow on Main Street," 2018, pastel, 7 x 5)

Lyn Diefenbach

"Improve your painting by trying something different just for the pure pleasure of experimentation and learning." I'm having fun doing a series of small paintings all on my favorite theme of reflection, but using pastel pencils. Pencils have their limitations but I've been amazed at what can be achieved. The small format is also a nice foil to my larger more demanding works." (Lyn Diefenbach, "On Reflection #3," pastel pencils on Sennelier La Carte, 8 1/2 x 9)



PSWNY member Suzi Zefting-Kuhn posted the link below on the PSWNY Facebook page. Check out this interesting article about Sennelier by clicking the link below:

[The 130 Year Old Paint Shop That Invented Oil Pastels for Picasso](#)

Monthly Challenges

January: Underpaintings * February: Value Study

Thank you to all of you who participated in the January and February challenges. Please note that this is a sampling. To see additional pieces from the participants and to read member comments, click here: <https://pastelsocietyofwesternnewyork.com/member-forum/>

The March challenge is **STILL LIFE**. You pick your specific subject. You may have inspiration from watching the Corey Pitkin and David Frances demo. Below are examples of other artists' still life pieces. Remember there is a drawing for a \$10 gift certificate, open to anyone who participates in the challenge. This is our last challenge of the season. Have fun!



Carol Strockwasson



Jen Evenhus



Jeri Greenberg

Congratulations to the following winners of the Monthly Challenge drawings:

November: Laurie Maddalina

December: Andrea Tasevski

January: Susan Sarabasha

Jay Costanza

Third Experiment

- Fabriano Studio Watercolor Cold Press 140 lbs * 300g/m2 Paper mounted on styrofoam board.
- Art Spectrum Fine Tooth Colourfix Primer (Sand color) + Liquitex Natural Sand (More coarse than Golden fine ground products) + Pumice powder + water. = This combination works great.
- Underpainting = Still Charvin except used alcohol
- Two layers. Pastels: Roche only.



Susan Sarabasha

- Underpainting of complimentary colored pastels with an alcohol wash.
- On Uart 600



Cary Moscato

French Horn 2

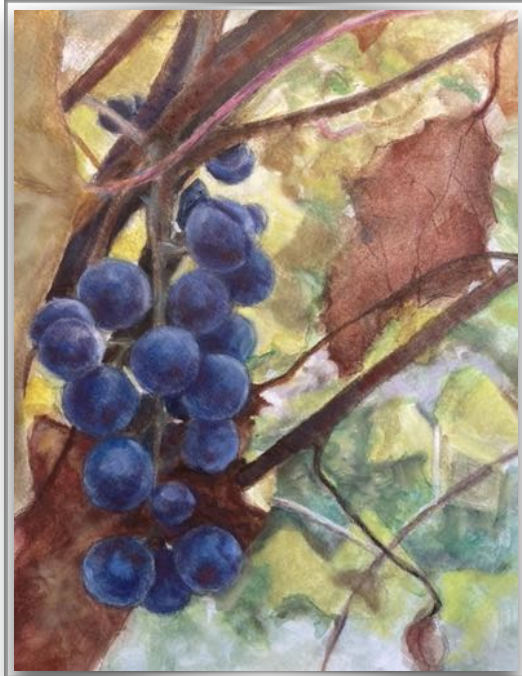
- In this piece I used an all watercolor underpainting and again used the Payne's grey and Indanthrone blue to create a velvety background.
- I tried to get a sense of light and color bending around the tubing. I regret adding the eggplant pastel over the watercolor background. Lesson... Resist painting when the light is poor and you're tired.



Karlene VanDeusen

- Everything I used was hanging around my studio. First, a sheet of Cold Press Illustration board with watercolor splashed on. Next I brushed on Clear GOLDEN Acrylic Ground for Pastels. Finally I drew some abstract lines & shapes with Oil Pastels





Laurie Maddalina

- I started with a watercolor on watercolor paper & layered pastel, mostly pan pastel over it. In some ways I preferred the airiness of the underpainting, but I was able to achieve more depth with the pastel.

Robin McCondichie

- Surface was prepared with metal gold mixed with clear gesso and mat medium on water paper. Blocked in with pastel then alcohol applied and finally soft pastel on top of that.



Denise Rizzo

- Golden Acrylic Ground for Pastels on illustration board. Looking at everyone's experiments, I definitely want to try some other ways of preparing a surface for pastel!





MEMBER ACCOMPLISHMENTS



Good Trouble by Suzi Zefting-Kuhn received a Juror's Award in the RAC 2020 Members Exhibit.



Run Off by Kath DeWitt- Hess received a Juror's Award in the RAC 2020 Members Exhibit.



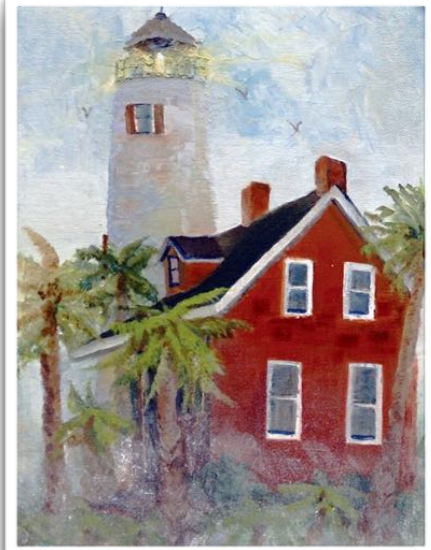
Mending a Worn Out Shroud in Le Palais des Papes by Nancy Mariani was accepted into the 25th Juried Members Exhibition, Traditional Works at the Western New York Art Gallery in Buffalo, NY.



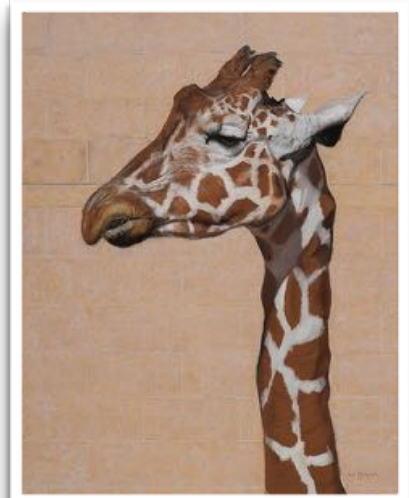
Birch Reflections, by Susan Sarabasha, was juried into "The Magic of Water," a virtual exhibit at the Cultural Center of Cape Cod.



These three pastels by **Karlene VanDeusen** were accepted into a juried show at the Nigra Arts Center. Top Left: *Eric*; Top Right: *The Guiding Light*; Bottom Center: *Collecting Maple Sap*



Congratulations to **Suzi Zefting-Kuhn** who recently sold two pastel animal paintings and one print. All will grace the walls of a nursery. The paintings that sold are *Little Miss Furia* and *I Have My Eye on You*. The purchased print is *Wisdom*. The two paintings sold through the Pittsford Fine Art Gallery, and the print sold through Suzi's studio.



2021 PSNWY PLEIN AIR PROGRAM

Facilitators: Jay Costanza and Collette Savage



We are excited to inform our members of our Pastel Painting in Plein Air that begins in March. The program is for anyone, at any skill level, who enjoys painting among other pastelists outside. Our purpose is to provide opportunities to paint outdoors in pastel with other members of the club in a safe, comfortable, enriching and interactive environment.

How often Will Paint-Outs Take Place? The facilitators will schedule a Paint-Out twice a month. One Paint-Out will be offered during the week and another will take place during the weekend. Rain dates will be scheduled as well. Mother Nature will certainly be a factor and could alter our plans. Throughout the year any active member is more than welcome to host an additional Paint-Out.

Media: Other media may be used to prepare a surface for accepting pastel, including the underpainting. Oil pastels are acceptable.

How Will Members Know When the Paint-Outs Take Place? Dates will be sent out electronically (Member's Forum, Newsletter, Email) as soon as possible knowing that weather is a major factor. Cancellations will be done in the same way.

How Will the Program Start in March 2021?

Keeping in mind, the weather and the state of the pandemic, March is a month for trying to get back into the swing of things, common to painting with a plein air approach. The following are some ideas for getting ready:

- Practice doing notan sketches or drawings from your car or the window of your home or studio.
- Do a sketch and color study of a tree, clouds, or other subject you would like to use to improve your painting of -capturing mood, atmosphere, depth; -testing different color schemes, pastel brands and techniques.
- Try doing a painting in a specific amount of time with a specific focus in mind.
- Try doing an exercise based on a technique you want to practice (such as those found in magazines like *Plein Air Magazine*, *International Artist*, and the *Artist's Magazine*)
- Get organized and ready to go out on a short notice....some of the best times to paint come when you are not ready for it!
- Try doing a few small, loose, less detailed paintings from photos or from a window outside your home or studio.
- At the end of the month it could be helpful to others if you would post in the Member's Forum a photo and a brief narrative of what you did to get ready for the Plein Air season.

A more detailed description of the Plein Air Program will be emailed to all members.

PSWNY WEBSITES UPDATES

We have been working on some updates to our website: **Member Forum** - for Members only (Password: ShareArt22) More members are using this to show what they have been painting and to share opportunities and techniques. Instructors are doing more paint alongs and demos online for a minimal fee. This is a good place to post interesting opportunities that you find. It is also a good place to post news or classes you will be teaching.

We continue to post our art challenges and results on the the Member Forum. It's a great way to see what others are trying. Information and instruction about our art challenges can be found on a new page in the menu - **Member Art Challenges. Subscribe!** On our Member Forum page there is a subscribe box. If you click on the down arrow and fill in your email, you will be notified when new comments about other posts have been posted. We can now upload multiple images on the Member Forum. You can show an underpainting and final painting or several stages. There is now a **Calendar** page for the club. In the Menu, just click calendar and you will see any upcoming events. Stay tuned, especially for when we begin to have some plain air events. Past and current newsletters, as well as **Meet Our Member** stories are also on their own pages in the Menu. Our website is one way to keep in touch during this very isolating time.

A Note from the Editor, Marie Costanza

The next newsletter will be published in May. In order to celebrate you, the members of the Pastel Society of Western New York, please continue to send me information about your pieces that have been in a show, on display in a gallery (online or live), or have won an award. Additionally, if you would like to share information about a technique you have used, a resource that has been helpful, images you have from recent Paint-outs, or anything else that you believe might be of interest to other members, please email me at marienwt@aol.com. If it is easier for you to mail me the information, my address is 1611 Loughrea Terrace, Webster, NY 14580. My cell phone number is 585-749-1138. Please send me information any time over the next two months, but no later than the next deadline listed below.

DEADLINE FOR MAY/JUNE ISSUE: APRIL 21, 2021

APRIL ONLINE SHOW

We will be holding our annual show Online this spring. It will open on April 3. Preregistration runs from February 26 - March 17, 2021. Our award announcement online will be done on April 11, 2021 at 7:00. Kathleen Giles, an artist from the Buffalo area, has agreed to jury our show. She is an artist that works primarily in watercolor and is a signature member of the American Watercolor Society, the National Watercolor Society, American Women Artists, the Pennsylvania Watercolor Society, the Niagara Frontier Watercolor Society, a member of the Watercolor USA Honor Society and a member of the International Guild of Realism. Her work is defined by strong values and intense colors on a variety of subjects. The artist is self-taught and works in a realistic style. She teaches two eight-week sessions each year at the Kenan Center in Lockport, NY and teaches workshops in the US and Canada. Kathleen has an eight page article in the April, 2020 Watercolor Artist magazine. This year we will use Show Submit (<https://showsubmit.com>) to coordinate the registration and jurying of our show. Members will upload the prepared photographs of their paintings to Show Submit and will be able to pay the club registration fee online. There is a tutorial online that gives directions on cropping and resizing your photos and you can email one of the board members if you need additional help. Each member can register three paintings. We are looking forward to an impressive show!



2021 PASTEL SOCIETY OF WESTERN NEW YORK MEMBERSHIP FORM

Membership Form Date_____

Name_____

Address_____

Phone_____

Email:_____

Website:_____

Membership year is from March 1, 2021 through February 29, 2021. Members are urged to volunteer their time to at least one activity (committe/project/meeting/demo/plein air host, etc.) Please list area of interest to volunteer:

Please check if you DO NOT want the following to be included on the PSWNY website or annual mailing list of membership:

_____Phone _____Email Address _____Website

While no payment is due, receipt of this form is required. Membership card will be mailed after receipt of this form.

Print and mail this form by **MARCH 15, 2021** to the following address:

**Pastel Society of Western New York
C/O Kathleen DeWitt-Hess
59 Kreag Road
Fairport, NY. 14450**