

Presentation to Desert Artists' League
6 Jan 2014

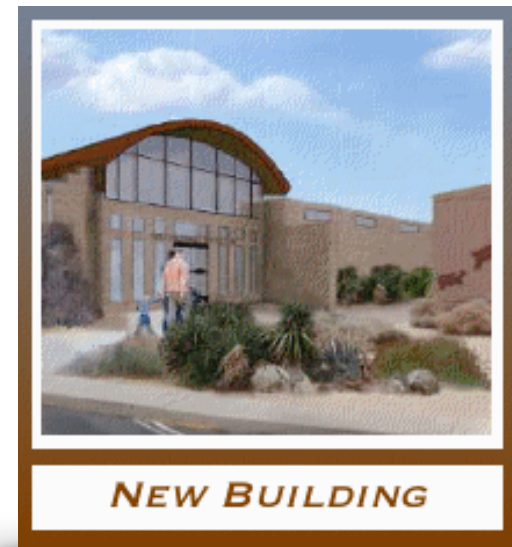
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The **Maturango Museum** is a cultural and natural history museum of the Indian Wells Valley, and endeavors to serve the community by offering high quality art exhibits in the Sylvia Winslow Art Gallery.

The Maturango Museum is also a designated Tourist Information Center for the Northern Mojave Desert and Death Valley.

www.maturango.org



Maturango Museum Art Gallery Strategic Plan

The gallery provides a synergistic role in the mission of the Maturango Museum by providing a professional exhibit space, including an audio-visual projection system and correct lighting for:



- Visually pleasing art exhibits by local, visiting, and traveling artists to be experienced by our local community and all visitors.
- Informative workshops for children and adults
- Concerts
- Lectures
- Docent activities including storytelling and art programs
- Meeting space
- Curator exhibits including the Wildflower Show

The Maturango Museum's Art Gallery Committee juries applications using the following criteria:

- ❖ The artwork must be appropriate for our gallery with regard to subject matter. In addition to having an art gallery, our facility is a museum of cultural and natural history, and we receive visits from numerous children, school groups, and civic organizations. Therefore, frontal nudity, depictions of violence or similar subject matter is not recommended.
- ❖ Our gallery must be able to physically accommodate the exhibit while still leaving space for other functions including concerts, lectures and curator workshops. The gallery has approximately 750 square feet of floor space and approximately 120 linear feet of wall space..

- ❖ Artwork should not previously have been shown in this community.

- All artwork must be ready to hang or present at the time of installation. (Hanging wires for wall items attached, properly framed and finished, no wet paint, etc.). If special display apparatus (e.g. bolts for large hanging pieces, acrylic boxes for small objects, etc) is required, the artist must arrange for this *in advance* with the art gallery coordinator.

- ❖ The artwork submitted should provide an exhibit that has a cohesive feel with a diversity of subjects; a “theme” that presents connection and still has variety.
- ❖ We recommend an assortment of sizes and prices.
- ❖ We look for a variety of mediums throughout the year.




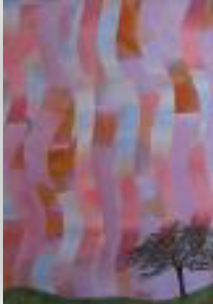
There will be a reception for the artist when the exhibit opens, at which time the artist is requested to give a presentation about his/her work, preferably with visuals.

Powerpoint is the recommended format.

For your presentation, the following subjects are suggestions to get you started and are not meant to be mandatory but simply a guideline.

- A quick timeline of your life.
- Your education and workshops specific to your art.
- What got you started making art ?
- Why did you choose this medium ?
- Why did you choose this subject matter ?
- Discuss products/materials used and how their properties enhance your work.
- Any interesting stories that pertain to you and your art.

- List the artwork that is being submitted for exhibition. Include a photograph, title, size, medium (e.g. oil on canvas, fused glass, etc) and price for each item.

Thumb	Title	Size	Medium	\$
	Dawn over Heather	21"x34"	Refracted watercolor on float panel with acrylic edges and coating.	\$\$\$
	Mesquite Dawn	29"x19"	Refracted watercolor. Framed to 34x24 approx	\$\$\$

- **The Gallery Coordinator has the option to deny an exhibit if the artwork delivered does not truly represent what was submitted with the application.**

The “Artist’s Statement”

<http://www.mollygordon.com/resources/marketingresources/artstatement/>

You'll need a dictionary and a thesaurus.

 Just one of many websites...


- What is your favorite tool? Why?
- What is your favorite material? Why?
- What do you like best about what you do?
- What do you mean when you say that a piece has turned out really well?
- What patterns emerge in your work? Is there a pattern in the way you select materials? In the way you use color, texture or light?
- What do you do differently from the way you were taught? Why?
- What is your favorite color? List three qualities of the color. Consider how these qualities apply to your work.

Look at your word list. Add new words suggested by your answers to the questions above.

Choose two key words from your word list. They can be related or entirely different. Look them up in a dictionary. Read all the definitions listed for your words. Look your words up in a Thesaurus.

Write five sentences that tell the truth about your connection to your work. If you are stuck, start by filling in the blanks below.

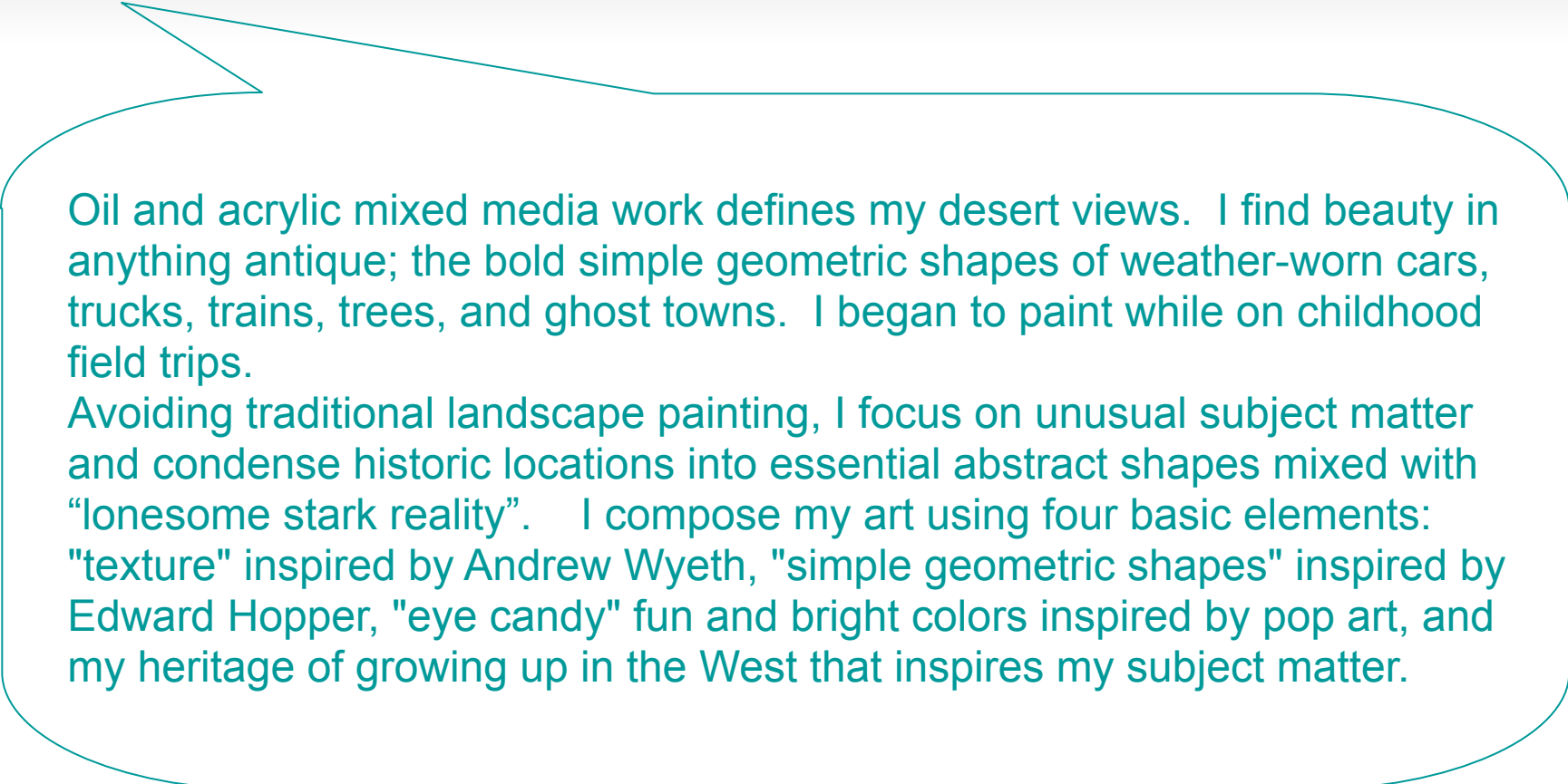
- When I work with _____ I am reminded that _____.
- I begin a piece by _____.
- I know a piece is done when _____.
- When my work is going well, I am filled with a sense of _____.
- When people see my work, I'd like them to _____.



I adore the esoteric. My art displays the complex social structure that surrounds us all and affects our reactions to the preconceived ideas that we are subject to. Do not assume anything...




Huh ?



Oil and acrylic mixed media work defines my desert views. I find beauty in anything antique; the bold simple geometric shapes of weather-worn cars, trucks, trains, trees, and ghost towns. I began to paint while on childhood field trips.

Avoiding traditional landscape painting, I focus on unusual subject matter and condense historic locations into essential abstract shapes mixed with “lonesome stark reality”. I compose my art using four basic elements: “texture” inspired by Andrew Wyeth, “simple geometric shapes” inspired by Edward Hopper, “eye candy” fun and bright colors inspired by pop art, and my heritage of growing up in the West that inspires my subject matter.



Oh, OK !
Nice.