

# DEERFIELD VALLEY ART ASSOCIATION

CENTER FOR THE ARTS, GALLERY, AND HOME OF THE MUSEUM OF NEW ENGLAND ART

APRIL 2017

"Art washes away from the soul the dust of everyday life." —Pablo Picasso

The Board meets on the second Thursday of the month at 10:30am at the Gallery, 105 Main Street, Northfield. It is an open meeting that members are welcome to attend. Add a topic to the agenda by emailing the President, Bev Phelps, at [edcp.bap@comcast.net](mailto:edcp.bap@comcast.net) President: Bev Phelps, Vice-President: Maureen Moore, Treasurer: Maureen Moore, Secretary: Martha Stiles, Corresponding Secretary: Mary Field, Board members are : Genevieve Abate, Robert Callery, Joel Fowler, Linda Keech, Kim Sebrey, Marge Anderson, and Maggie Vidrine

## FROM THE BOARD OF DIRECTORS

### GREAT NEWS! DVAA HAS ACQUIRED NEW GALLERY SPACE IN THE FORMER GREENTREES GALLERY ON MAIN STREET, NORTHFIELD

Our new DVAA headquarters will house a Gallery, Gift Shop, and the Museum of New England Art. It also will serve as a great venue for exhibits, workshops, demos, events, and all things artful! (see Letter from President below for more details)

BUT now comes the task of **Moving Day!** Your generous offer of help will be gratefully accepted as Board Members begin moving things into the new space on **APRIL 1ST FROM 10:30-1:00**. Drop us an email if you have questions. [dvaa1931@deerfieldvalleyart.org](mailto:dvaa1931@deerfieldvalleyart.org)

#### IMPORTANT DATES TO KEEP IN MIND

**April 1st moving day. 10:30- 1:00.** Moving DVAA belongings from various locations to new space.

April 5th and 8th, Receiving of items for the DVAA Gallery Store, 10:30 - noon.

**April 13th, 10:30, DVAA Board of Directors' meeting. All welcome.**

April 19th and 22nd, 10:30 - noon, Receiving works for **DVAA Spring Show**  
**APRIL 28TH 6:30 - 9PM, GRAND OPENING AND SPRING SHOW RECEPTION.**

May 17th, Receiving for the "Into the Future Show" at the UU church in Bernardston.

May 20th, Opening reception for "Into the Future Show" at the UU Bernardston

June 3rd, 10am-4pm, **John MacDonald** oil painting workshop.

June 18th Art pick-up for both the DVAA Spring Show, and the Into the Future Show.

June 23rd 6:30-8:00 pm Grand Opening and reception for a **MoNEA** Show.



We have a WISH LIST of items needed for our Gallery startup. Please review it and see what items you could donate to the cause.

6 lightweight folding tables for workshops, folding chairs, an office desk and chair, umbrella stand, several pedestals, brochure racks, updated computer and printer, cordless phone, large projection screen, cash register, podium, speakers and microphone, hand tools, shop vac. extension cords, bubble wrap, clocks, small energy efficient refrigerator (dorm size will work).

**CONTRIBUTE** to your newsletter by sending in the information you want to share. If you have ideas for a column, a topic, or more let us know. Keep us informed and we will pass the word to keep you in touch with each other—and don't forget to include photos (as jpegs)!! Send your ideas to [kimsdvaa@gmail.com](mailto:kimsdvaa@gmail.com)

March 2017

**PRESIDENT'S REPORT:**

April 1st is right around the corner, and we have so much to tell you in our new newsletter, a co-effort between Board members, Kim Sebrey and Maureen Moore. Thank you so much for taking the time to do this.

Welcome new Board of Director's member Kim Sebrey, who has been a long time DVAA member. We welcome her excitement and willingness to help as we move forward with our new location plans. Our one year lease, with option to renew, begins April 1st on a portion of the premises at 105 Main St. Northfield, formerly known as Green Trees Gallery. This 3,000 sq. foot space, divided into four areas, has everything we need to grow DVAA and launch the Museum of New England Art, Craft, and Design., which is owned and managed by DVAA. The space has about 1,500 sq. feet of gallery space, which we will separate into two areas, a gallery, and a gallery store.. The rear 1,500 sq. feet is divided into an office/storage area, and very large workshop area, which could also double as a presentation space for art history lectures and films. There is a large back hallway, a common area, with two accessible bathrooms. It is move in ready with hanging molding, track lighting, and extra hanging panels to add exhibit space. There is ample parking. Our rent includes heat and electricity.

Cameron Winery, a fast growing business is next door, and as we get settled a bit, I'm sure we will have collaborative events. Thomas Aquinas College, a Roman Catholic, liberal arts college will be opening for its first semester in September of 2018, on the former NMH Northfield campus. We will outreach to them for programs and events. Centennial House B&B is close by. DVAA member, Paul Gorzokowski holds Monday evening auctions in the downstairs area of the building, and the Northfield Farmers' Market sets up on the front lawn on Thursday afternoons during the summer. Main St. is also Rte. 63, a Massachusetts Scenic By-way.

Initially, we will have a dedicated and trained volunteer group staffing the regular open hours, but our goal is to hire a staff person to take over the many tasks required for managing the space. We will do this on a gradual basis, taking into consideration the conservative fiscal responsibility necessary to manage DVAA's investment account. Will will need the help of many volunteers to make this work. Please see the list of committees where your talents may be utilized. We also have a wish list of items we need, and will also encourage unrestricted monetary donations. DVAA is a 501 (c) ,3 not for profit Corporation. Naturally, dues, which are tax deductible, will go up, as of April 1st, to reflect the increased services being offered.

We have an estimated budget, and have an estimated plan for revenue flow to meet expenses. First off, we are concentrating on major revenue stream sources: a membership drive, one day workshops, commission income, other program income, and possible space rental income. We will also hold free or limited donation events, and will plug them into the schedule asap. We will have an annual fundraiser, and maybe a summer outside event.

Our Grand Opening Reception for the DVAA Member's Spring Show is Friday evening, April 28th, from 6:30 -9:00 pm.

Our Grand Opening Reception for the Launch of MoNEA is Friday evening, June 23rd, from 6:30 - 8 :00 pm. Please see schedule of events, directions, and forms.

Excitedly,

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Many thanks to the PFIZER FOUNDATION for a generous PFIZER VOLUNTEER PROGRAM (PVP) **GRANT OF \$1000** In recognition of the volunteer efforts of Board member Marge Anderson, a retired Pfizer employee. Pfizer also matches 100% of active employee personal donations up to \$15,000 and matches 50% of retiree personal donations. We encourage DVAA members and other donors to check with their employers to see if volunteer or matching donation programs are available.

# Grand Opening



DEERFIELD VALLEY ART ASSOCIATION  
ART CENTER, GALLERY, AND HOME OF  
THE NEW ENGLAND MUSEUM OF ART



YOU ARE INVITED TO CELEBRATE THE  
OPENING OF THE DVAA'S ART CENTER AT  
105 MAIN STREET, NORTHFIELD, MA

## PROGRAM

SPRING SHOW EXHIBIT  
6:30 - 9pm

### ILLUSTRATED TALK

*American Vastness, The Hudson River Painters*  
BARRY DEITZ  
7:30pm

Members, would you be so kind as to bring a finger-food snack to share and invite art-loving friends and fellow artists to attend too—they will be so delighted with our new location

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## EXHIBITS

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We will hold our  
**CALL FOR ARTISTS: ANNUAL DVAA SPRING SHOW**  
in our new Gallery space  
at 105 Main Street, Northfield

The show runs April 28th June 18th  
Grand Opening Reception is Friday April 28th from 6:30-9pm.

Receiving dates are April 19th and 22nd from 10:30 till noon  
Pick-up is Sunday, June 18th noon- 2pm, or by arrangement.

Each artist may bring five items with no size restriction. We will hang all works as space allows.

Works should be labeled on the back with the artist's name, title, medium, and price.

DVAA will retain a 35% commission for members, and 50% commission for non-members.

Works should be ready for hanging with picture wire appropriate for the size and weight of the work. No sawtooth hangers. All works must be the original creation of the artist in their original medium. No copied works of other artists, such as paintings of a photograph in a calendar, or works showing copyrighted images, such as Disney Characters will be accepted.

Please plan to attend the Grand Opening Reception, and bring a snack to share.

There is no entry fee, but artists are expected to volunteer to tend the show for two shifts, or pay a \$10 sitting fee. You will be sitting with one of the trained staff volunteers.

Schedule of sitting hours:

Thursdays: 3:00 – 6:00 pm , Fridays: 12:00 Noon – 6:00 pm (two shifts: Noon – 3:00 pm and 3:00 – 6:00 pm), Saturdays: 12:00 Noon – 6:00 pm (two shifts: Noon – 3:00 pm and 3:00 – 6:00 pm) Sundays: 12:00 noon – 4:00 pm

Inventory and receiving forms are available on our [WEBSITE www.deerfieldvalleyart.org](http://www.deerfieldvalleyart.org)

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## CALL FOR ARTISTS: ANNUAL SPRING MULTI-MEDIA EXHIBITION "INTO THE FUTURE"

May 20 through June 18

open Wed., Sat., Sun. 10-2 or by arrangement

Artist Reception ~ Sun. May 21 1:00

Meetinghouse Artists ~ Deerfield Valley Art Association

Arts & Activism at the 1739 Bernardston Unitarian Meetinghouse 49 Church Street

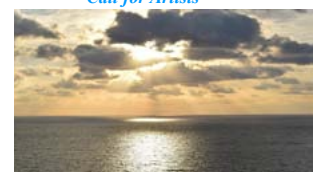
~open to the community~

How do you define your personal vision of what comes next? Are you affected by technology or drawn back to the earth. Take stock of where we have been, where we are, and where we are going or... where you want to be going. Personal artistic vision is important in defining the "Future," your personal future and our broader collective future. Have fun with this challenge. You may start a movement!

\$10 ENTRY FEE FOR 1-3 ARTWORKS, please send an email to [annette@bernardstonunitarian.org](mailto:annette@bernardstonunitarian.org) by April 30th to reserve a space in the show. Indicate # of art works and size and medium. Include your contact information. Works do not have to be for sale. Works that are for sale should include a 25% sales commission in the price, to benefit the Meetinghouse Art Projects. Art works should be insured by the artist while they are on display at the Meetinghouse. They should be ready to hang with picture wire secured to the back.

**RECEIVING DATE:** Wed. May 17, 9-noon. Please contact us ahead of time with special display needs.

**PICKUP DATE:** Sunday, June 18, 3-5pm. Call 413-330-0807 with any submission questions. [www.bernardstonunitarian.org](http://www.bernardstonunitarian.org) or [www.deerfieldvalleyart.org](http://www.deerfieldvalleyart.org)



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## GALLERY AND GIFT SHOP

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The DVAA Gallery will include a store for small paintings or prints, framed 11x14 and smaller, and fine crafts, including cards, fiber arts, jewelry, small sculptures etc. All items should be tagged with the selling price and artist's name. Commission to DVAA is 35% for members, and 50% for non-members. If you have display forms, they should also be labeled with the artist's name.

RECEIVING days for the store are April 5th and 8th, 10:30 - noon. Please fully complete the inventory form, (click [HERE](#) to download the form)



## NEWS FROM MUSEUM OF NEW ENGLAND ART

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IN CELEBRATION OF OUR NEW  
MUSEUM OF NEW ENGLAND ART

**GRAND OPENING RECEPTION AND EXHIBIT ON JUNE 23rd, 6:30-8pm**

**KEEP THAT DATE OPEN, YOU WON'T WANT TO MISS THIS!**



### WHOSE WHO IN THE NEW ENGLAND ARTS

Among the famed New England artists featured in our digital Museum of New England Art is Winslow Homer, whose Sleigh Ride is held at the Clark Institute in Williamstown, MA, MoNEA's virtual gallery also features public art. 3-D artists, muralists, crafts and design artists past and present in our region.

[www.museumofnewenglandart.org](http://www.museumofnewenglandart.org)

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## COMMITTEES

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Volunteerism plays a big role in our organization. Committees are now forming to take on the several tasks that keep our association vital. Please pitch in!

**NEWSLETTER COMMITTEE:** Maureen Moore and Kim Sebrey invite you to help by sending in the information you want to share. If you have ideas for a column, a topic, or more let us know and we will pass the word—don't forget to include photos (as jpegs)!!

Send your ideas and info to [kimsdvaa@gmail.com](mailto:kimsdvaa@gmail.com) or no later than **APRIL 20th** for inclusion in the MAY newsletter! Thank you, Kim Sebrey DVAA board member, Newsletter Committee

**OTHER COMMITTEES** are in need of volunteers. If you can help with any of these areas, contact the Board at [dvaa1931@deerfieldvalleyart.org](mailto:dvaa1931@deerfieldvalleyart.org) to join one of these committees. Time/date of meetings will be arranged and announced

Membership; next meeting is April 11, 3pm at Greenfields Market upstairs, join us

DVAA programming, TBD

Marketing and publicity, TBD

Hospitality, TBD

Show hanging TBD

Community outreach TBD

You do not have to be on the Board of Directors to volunteer.

We have a lot of things happening these days so please keep an eye on your inbox for messages/alerts with more updates and information!

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## PROGRAMS FOR 2017

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Back by popular demand: **JOHN MACDONALD OIL PAINTING WORKSHOP**  
[jmacdonald.com](http://jmacdonald.com)

date/time: June 3rd, 10am - 4pm, (9:30 set-up and hospitality)

New Location: DVAA Center for the Arts  
105 Main St., Northfield, MA (Next to the Cameron Winery)

Cost: \$100 for DVAA members, \$135 for Non-members

[CLICK HERE FOR REGISTRATION FORM \(found under tab Exhibits/Artist Forms and Labels\)](#)

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## MEMBER NEWS

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Welcome new and returning members Nancy Dole, Raymond Garbiel, Alan Hopkins, John Tomasetti!

### MEMBER EXHIBITS current and upcoming

Louise Minks, Leni Gaudet, Mary Glabach Field, Kim Sebrey, Pacifico Paumbo  
To see where and when your fellow artists are on view [CLICK HERE](#) (found under tab Exhibits)

Are you exhibiting? Send your info and a jpeg [dvaa1931@deerfieldvalleyart.org](mailto:dvaa1931@deerfieldvalleyart.org)

### CRAFTERS AND 3-D ARTISTS

Calling all Craft and 3-D artists: This is your corner to let us all know what's up in your media. Send us notices, images, by the 20th of each month



### PLEIN AIRE ARTISTS

Kim Sebrey is looking to start a plein air group on Saturdays once or twice a month. Contact her at [kimsdvaa@gmail.com](mailto:kimsdvaa@gmail.com)

Plein air painters: This is your corner to announce meetups and paint-outs. Contact the newsletter with your notices by the 20th of each month for the next issue.

### ARTIST MEETUPS

This is your corner to announce meetups. Contact the newsletter with your notices by the 20th of each month for the next issue.

### YES, YOU ARE ABOUT TO SAY?

This is your corner to share your ideas. Contact the newsletter with your notices by the 20th of each month for the next issue.



maureen moore, watercolor, 2016