



# Floral Park Art League

## NEWSLETTER

October 2013

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**Sponsored in part by  
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## *Demo November 4th - Marc Josloff*

We are happy to have Marc Josloff return for our November 4<sup>th</sup> meeting. Some of you might remember Marc's demo in November 2009 and again in March 2012. Both of his demos were great and merited a return engagement. Marc is an insightful watercolorist and photographer. He earned his BA degree in Advertising and has studied painting at a multitude of regional colleges with several mentors, including Mel Stabin, Irwin Greenberg and Paul Ching Bor.

Since 1978, Mr. Josloff's artwork has been exhibited in galleries throughout the New York metropolitan area. His paintings have also been included in private and public collections. Recently the Art Student League of New York purchased his painting, "Boy on a Scooter at the Hotel Deville".



A gallery exhibition of select works from the ASL permanent collection entitled "The League Then and Now" displayed Marc's painting alongside those of Georgia O'Keefe, Will Baret, Norman Rockwell, William Merritt Chase and other notables. Marc was featured in "Watercolor Magic" magazine, December 2004, in "11 Hot Artists – Ones to Watch."

When Marc was with us in 2009 there was a noted increase in attendance at the meeting. The caliber of demonstrators can well be attributed to this increase. Mark explained his technique to the participants in a casual way.

We are indeed fortunate to have Mr. Josloff at our next demo.

It is our intent to bring to our membership, artists that can enrich, motivate and inspire. As so often quoted "we never stop learning". This is an excellent opportunity to glean from one of the great artists of this time in history.

We look forward to seeing you at this demo – for good company and an excellent opportunity to be inspired.

We will be meeting at the Floral Park Library (directions on Pg. 2) on November 4<sup>th</sup> (Monday night) at 7:00 - 8:30 PM for a short business meeting followed by the demo. We will be having light refreshments. Again, looking forward to seeing you then.



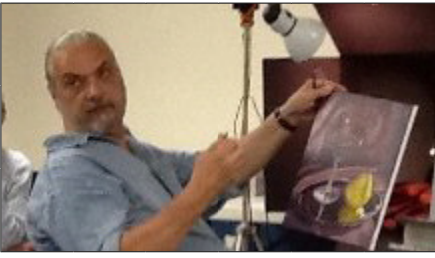
## *Let us know about - Art Happenings*

If you have received any awards or have any info that you would like to share with the membership of the FPAL, please let me know so that I can include it in the newsletter. [eileenstattelop@hotmail.com](mailto:eileenstattelop@hotmail.com) or call 516 352-7327

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## Mario Tucci - Demo for October 7th

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New surroundings – Floral Park Library; wonderful hospitality, start of a new year for the FPAL, meeting old friends and fellow artists, bright room, comfortable chairs, and an excellent demonstrator, Mario Tucci. Robert Rouge, warmly greeted Mario, and members of the FPAL and other guests.

Mario told us at the beginning of his demo that for him it would be impossible to complete a piece of art in the constraining time of an hour and a half. He started by telling us of his interest in drawing at an early age and

how after working in marketing he decided to devote the rest of his life to developing his artistic skills. He spoke in length about good art and how he mentally thinks of a story for each picture that he paints. To him it then becomes personal and he puts his emotions into each of his painting.

He uses a shadow box for his still life paintings. He ingeniously puts a light on the top, and one on each side (3 in all) on the top and sides of the box to determine where the light source should come from for the lighting he will use in his painting. He stressed the importance of light.

He proceeded to instruct us on the basic requirements to create a “good work of art”.

He touched on each of the requirements that were:

Linear Perspective, Warm and Cool Hues, Focus, Aerial Perspective, Mud, and Shadows.

I have included in this mailing a copy of the sheets that Mario made available to each of the attendees that explains in detail each of these procedures to create depth in your paintings.

Mario generously made available to all a chance to win two free art lessons with him. Chances were sold by the FPAL and the lucky and quite happy Eileen Nolan was the recipient of the free lessons. Thank you Mario for a job well done.

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## Effective Artists' Websites

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Recently Trish Lowe of Columbia, SC asked, “Can you give an example of ‘a stand-alone artist’s site’ that is rockin’?”

Thanks, Tish. Truly excellent work is the best thing for your website. If you have that, a lot of other things take care of themselves. Question is whether Richard Schmid’s site, for example, is a rockin’ because his work is excellent or because he’s famous.

My observations have always been troubled by the fact that some other rockin’ sites have work that is lousy but the artists are famous.

No matter what the objective of an artist’s site, by “rockin’” I mean a high degree of connectivity and at least some accomplishment of the artist’s particular goals.

While I fully understand this is not going to be possible for all, I might draw your attention to a website system that many artists are now embracing. It’s where the artist offers nothing directly for sale on his site but draws attention to his galleries or agents who do. The system works for artist with only minimal representation, but more than anything it encourages further galleries to make inquiries of the artist.

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### FPAL Officers

President: Robert Rouge 516 841-9509.

Treasurer: Lillian Forziat 516 354-0179

Show Chr. Pat DiComo 516 775-0553

Publicity: Open

Website: [www.floralparkartleague.org](http://www.floralparkartleague.org)

Vice President Cliff Forziat 516-354-0179

Secretary Eileen Stattel 516 352-7327

Hostesses: Dorothy Webster 516 239-3202

Patricia Lee 718-847-7987

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## Happenings of the FPAL

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- November 4th      **Demo** - Watercolor, "Animal Portraits" - Marc Josloff  
Floral Park Library, 17 Caroline Place, Floral Park - 7 PM - 8:30 PM
- December 2nd      **Demo** - TBA, 17 Caroline Place, Floral Park - 7 PM - 8:30 PM

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## Directions to the Floral Park Library - 17 Caroline Place, Floral Park

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From Cross Island Parkway - Take Exit Jamaica Ave. (25) going East . Jamaica Ave. becomes Jericho Tpke. continue to Kentucky Fried Chicken on right - turn right on Tulip Ave. Continue on Tulip to **before** the RR tressel - The Library is on your right on the corner of Tulip Ave. and Caroline Place.

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## Effective Artists' Websites (Continued)

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On completing a recent sale, one of my galleries asked the client how they'd come to buy a painting from them. The client wrote:

"We had been interested in getting a painting for some time and we happened to see one by Robert Genn on a friend's wall and decided to Goggle the artist. This took us to [www.robertgenn.com](http://www.robertgenn.com) where we saw the various galleries representing him. From there we got to your website. Yours was not the closest gallery to us, but you had several Genn that appealed to us. As you know we made our choice over the phone and when you offered to take it back at no charge if it turned out not to be suitable, we made the deal. It arrived beautifully packaged in two days and we love it. Thank you again."

As most readers know, I'm a painter who prefers the act of painting to the business of selling, wrapping, shipping and collecting, so this concept is not for everybody. Most of my galleries are at the cutting edge of customer service and courtesy, so every day my modest site goes quietly to work for them.

**PS:** "There is calm, harmony, and music inside of me." (Vincent van Gogh)

**Esoteric:** While it's obviously possible to produce your own excellent art, blow your own horn and cut your own deals, the concept missed the main principles of placing art for sale. You really need excellent art as well as someone who thinks it's excellent art – beside-yourself. And just so you know things aren't always straightforward in the "gallery-empowerment-artist website" game, a client recently wrote a gallery, "We originally went online to see the Genns but they were so expensive that, as you know, we caught one of your other artist' instead." *With permission of Robert Genn*

## Floral Park Art League Membership

**The Floral Park Art League of Long Island is one of the oldest Art leagues in Nassau County.**

It was established in 1956 by a small group of artists who would meet in each other's homes to discuss their work. In 1969 the members voted to open the league to include artist outside of Floral Park. In 1970 the league moved to the Floral Park Memorial High School and then moved again in 2009 to the Floral Park American Legion Hall on Elizabeth Avenue in Floral Park. In 2006 we became a non-profit organization. As of the Fall of 2013 we hold our meetings to the Floral Park Library.

Although the FPAL is a grass-roots league, members include professionals as well as, amateurs from all over Long Island and NY State.

**What the Floral Park Art League offers its members:**

- ❖ **Monthly demonstrations featuring renowned artists.**
- ❖ **An outdoor member show yearly provides an opportunity to exhibit and sell artwork. A spring and fall show and sale is held at Floral Park Memorial Park. There is also a Juried show in the spring with cash prizes. Eligible to enter Equestrian Competition sponsored by NYRA (New York Racing Association)**
- ❖ **A monthly Newsletter offers an invaluable source of information including many upcoming shows and opportunities of Art happenings on Long Island and elsewhere.**
- ❖ **Discounts at local art supply retailers.**

The Floral Park Art League is dedicated to promote artistic growth and gives artists an opportunity to advance their own skills. If you are an artist, who wants to meet other artists, find out where there is an art class or hear about a new technique, come and join us. Support from all patrons of the arts is welcome.

All this for only \$25 annual dues. Membership is for a full year starting in September 2013 and terminating in August 2014. All meetings are at the Floral Park Library and will begin promptly at 7 PM.

**To join, fill out the form attached and mail to Floral Park Art League, P.O. Box 72, Floral Park, NY 11002, with a \$25 check payable to Floral Park Art League.**

## Getting the Word Out - Art Happenings

**Tony LaMarca** president of the Suburban Art League of LI has graciously invited any FPAL member to attend any of the demo's at the Woodburn Community Center. You may contact Tony directly by calling 516 334-2551 . The demo's are:

**December 5** Jock Anderson Egg Tempera

The address of the Center is 7800 Jericho Tpke., Woodbury, NY (Directly opposite the Fox Hollow Inn) 516 677-5992

**Nancy Fabrizio** paintings; "A Cafe in Montmartre" and "Pont du Carrousel" have been selected for inclusion in The Art Guild of Port Washington's juried exhibit, "Concert of Color." The exhibit was on view from October 17 - 24 at Chelsea Mansion, 34 Muttontown Lane, East Norwich, NY 11732. A reception will be held on Thursday, October 17, from 5 to 7 PM. Attendees were invited to stay for the free Nassau County Fall Concert Series performance at 7:30 PM.