



Floral Park Art League

NEWSLETTER

March 2012

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April Demo - Cliff and Lillian Forziat



Lillian & Cliff at our Spring,
Belmont Stakes 2011 Show

"Preparation for Exhibits and Shows; Procedures & Business Know How's" is the theme of this evening's demo. Lillian and Cliff Forziat have been members of the Floral Park Art League for many years. Lillian is our Treasurer and Cliff our Vice President. In marketing, Lillian is the artist and Cliff the manager, both have had experience over the past with marketing and the "know how" to be successful.

With the advantage of many years of participation at shows and exhibits the Forziat's can give us a "heads-up" on many of our questions. How fortunate we are to have their expertise available to us. To date they have exhibited in New York

Metropolitan/Long Island region, Connecticut, Georgia, Kentucky, Maine, Maryland, Montana, New Jersey, Ohio, Pennsylvania, Rhode Island, and Virginia.

Many of us are still learning by trial and error, "what works" to improve sales, what sells and what doesn't, how to set up an exhibit, how to organize our paintings, "taxing" questions, etc., etc.

They can also advise us on where to purchase display materials – how to advertise, would they recommend a web site? Come with questions and we will all go home with more knowledge about the opportunities and possibilities than when we arrived.

This will be an excellent opportunity to get some excellent advice and to share in their experiences in this business of making and displaying art. Hope to see you all on Monday evening, the 2nd of April.

What turns you on?

The business guru [Peter Drucker](#) admitted motivation was a sticky wicket. "We know nothing about it," he said. "All we can do is write books about it." Our own [Resource of Art Quotations](#) holds a huge variety of angles on the subject. [Picasso](#), for example, felt it oozed from the world around us because of the variety of material at our disposal. He also felt it had something to do with "the passion we get from women. I wonder where that leaves the women. Do they get it from men?"

[Cicero](#) thought motivation was all about obtaining praise. Others suggest the big thing is desire, and I agree, but nobody seems to be able to properly define what desire actually is. Some cynical ones figure motivation is all to do with fear, poverty, hunger and pain. Ouch.

Fact is, when our lives are free of clutter and we're "rolling pure," the stuff that turns us on is found as easily as shells along a tropical beach. But there's more to it than that. We follow our particular noses. Some are in it for sentiments, others as salve for their "inner selves." Still others feel the need to dig deeply for universal meanings.

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March Demo - Marc Josloff

We were delighted to have Marc Josloff at our February meeting. His demonstration could be titled "Painting Tribute to Commonplace, Time-worn, Downtrodden and Under-appreciated Objects."



Marc started out by telling us that he searched his basement and garage for objects that have lost their usefulness, but he has left them rest because each of these objects bring back a memory of the past. Displayed above are some of the objects he brought with him. He asked the participants to choose what item we would like him to paint. All chose the oilcan.

He started stressing the importance, (for him) of a value study. He explained the importance of value in a painting, the lights, mid-tones and the darks. We were all quite impressed with his value study.



During the process of his final work he stressed the importance of color choices and injecting a lifeless object with emotion. He succeeded quite well. For the finished product is pictured to the left.

His easy way and command over the medium (watercolor) had us intrigued and attentive. I was fortunate to win the raffle for the painting and was overjoyed with my good fortune.

Our hostesses helped to make the evening more enjoyable by the wonderful refreshments.



What turns you on? (continued from page 1)

Flawed though I may be, I've always trusted our universe. In the art department I'm looking for complexity, pattern, design, and just ordinary wonderful stuff to get the brush around. It seems to me that if deeper meanings are to be had, they'll somehow find a way to the end of the brush.

This naivety is not unique. It starts with what can only be called "love." Maybe that's where the women come in. Whatever, it's a growing love affair with a desirable and particular thing, often privately discovered and often from our youth. Specificity drives desire. Take, for example, the passion of many wildlife painters and illustrators of nature. Something to do with honoring—it's a high emotion that daily brings out the pencils and brushes.

PS: "Motivation is a fire from within. If someone else tries to light that fire under you, chances are it will burn very briefly."
(Stephen R. Covey)

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Happenings of the FPAL - April 2012 - August 2012

April 2 th	*Meeting & Demo - Lillian & Cliff Forziat - "Preparation for Exhibits and Shows; Procedures & Business Know How's" American Legion Hall, 15 Elizabeth Street, Floral Park - 7:30
May 7 th	Juried Competition & Annual NYRA Equestrian Competition American Legion Hall, 15 Elizabeth Street, Floral Park - 7:30
June 9 th & 10 th	Annual Belmont Stakes Spring Show & Sale - 10 AM - 4 PM Memorial Park, Corner of Tulip & Plainfields Aves., Floral Park
July & August	No meetings

***All meetings in the American Legion Hall will begin at 7:30 PM with a business meeting and refreshments. The demo's will start at 8 PM.**



We are grateful
to the New York
Racing Association
for sponsoring
our Fall
and Spring Shows

Membership in the FPAL

Membership in the Floral Park Art League is for September 1st, 2011 through August 31, 2012. Membership dues are not like a subscription to a magazine. You must be a paid member to participate in the Spring and Fall Art Show and Sale, as well as, the Juried Competition in May. It also includes free demos throughout the year as well as a Newsletter and membership card entitling members for special discounts at both Utrecht and Dick Blick Art Suppliers. If you are interested in becoming a member, and participating in our Juried Competition and Equestrian Contest in May, as well as, our Annual Belmont Stakes Spring Show and Sale in June please the attached forms for registration.

Detailed directions to the American Legion Hall from the Cross Island Parkway

From Cross Island Parkway - Exit Jamaica Ave., Jericho Tpke., East. Make a right on 25 (Jericho Tpke). Go approximately 1 mile to **S Tyson Ave.** Make a right and go 2 blocks to **Elizabeth Street.** make a left. The American Legion Hall is a white building, #15, directly across from the John Lewis Childs Elementary School's main entrance.



HAPPY SPRING



FPAL Officers

President: Robert Rouge
Treasurer: Lillian Forziat
Show Chr. Pat DiComo
Publicity: Open

Vice President: Cliff Forziat
Secretary: Eileen Stattel
Hostesses: Dorothy Webster
Patricia Lee

Juried Competition and Annual NYRA Equestrian Competition - May 7th

Our Juried Show and Equestrian Competition will be held on May 7th at the American Legion Hall in Floral Park. **Paintings must be dropped off starting at 7 PM with no exceptions. JUDGING WILL BEGIN AT 8 PM.** The deadline for entering this competition is April 30th. In conjunction with our Juried Art Show on May 7th the NYRA will hold a separate painting competition "The Equestrian". Members of the Floral Park Art League will submit any artwork that features a horse or horses. If you wish you may submit two paintings for this competition. The artwork does not have to be of racing horses (although it could be). A landscape with a horse or horses would also be appropriate. On Sunday, June 10th an Official from the NYRA will award a "Certificate of Recognition" to the winner and their painting will hang at the Clubhouse of Belmont Park for the season. The Juried Art Competition will be separate from "The Equestrian" and the winner of either would not be effected by the other.

While the judges are judging these competitions we will go to the basement of the American Legion Hall and enjoy refreshments and lively conversation. Good luck to all who will be in the competition. Only members will be able to participate in either one or both of these competitions. **If you are not a member, or wish to become one, an application is attached with appropriate fees which must be postmarked by April 30, 2012**

Annual Belmont Stakes Show and Sale - June 9th and 10th

This year's Spring Show and Sale will again be sponsored by the New York Racing Association in conjunction with the Belmont Stakes. The Belmont Stakes Day for Floral Park will be held on the afternoon of June 10th from 2 until? This day is well attended by the folks of Floral Park. We will have a manned booth along Tulip Avenue to encourage people to visit us. This sponsorship will include publicity in local papers, and, hopefully attract more participation in our Show and Sale. The Show will be held at Memorial Park, Tulip and Plainfield Ave., Floral Park - Saturday and Sunday, June 9th and 10th. There is no limit to the number of paintings an artist may display within a reasonable space. Please be considerate of the other artists regarding space. Prints are allowed for sale, but must be marked "PRINT". No nudes, collages, or photography are permitted. Set up will be before 10 AM each day. If the weather isn't clear, please use your own discretion. There are no rain dates. **NO PAINTINGS ARE TO BE REMOVED BEFORE 4 PM.**

Only member artists with dues paid and postmarked by April 30th, 2012 may participate.

If you know of an artist who is not a member who might be interested in participating, you may pass on the application that is attached to this newsletter. Hopefully the weather will cooperate to make this a wonderful event.



What turns you on? (continued from page 2)

Esoterica: Give yourself permission to fall in love and you'll partake in the miracle. Life may not be fully understood, but art is one way we can try. Drawing, for example, is a flashlight on the path to comprehension. Trying to master color is to flirt with the gods. Composition makes us one of them. It's quite a turn-on.

But we artists needn't suffer the delusion that we're the only ones turned on. This morning I had a haircut and a beard trim in a beauty salon in Montego Bay, Jamaica. Accompanied by her own humming and singing, Murielle took her time and did a truly masterful job using only scissors, comb and a straight razor. Proud as rum punch, she kept admiring the two of us in the mirror. "My goodness I love cuttin' your hair, Mr. Bob," she said. "Come back tomorrow 'cause I need bad to dye it black." I'm thinking about it.

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