



Coachella Valley
Watercolor Society

Brush Up March 2025

General Meeting: March 17, 2025

6:00 PM Social, 6:30 PM General Meeting
at the Joslyn Center
73750 Catalina Way, Palm Desert, CA 92260



Instagram: alleynyasskin
Facebook: Alleyn White Yasskin

March Demonstrator: Alleyn Yaskin

"Art is my language, my passion, and my way of connecting with the world."

With a background in commercial art and decades of experience as both an artist and educator, Alleyn is continually drawn to the fluidity of watercolor and the endless possibilities of mixed media. Her work is a fusion of intuition, movement, and emotion—each piece telling a story that invites the viewer to interpret and connect on a personal level.

She is inspired by the interplay of color, texture, and light, allowing spontaneity to guide her creative process. Whether through the delicate transparency of watercolor or the layered depth of mixed media, she strives to evoke a sense of energy, harmony, and curiosity in her art.

Teaching has been a vital part of Alleyn's journey, and she is passionate about helping others unlock their artistic potential. She believes that creativity is limitless, and through her workshops, she encourages exploration, risk-taking, and personal expression.

As an internationally collected artist and active member of the Coachella Valley Watercolor Society, the Artists Council Gallery in Palm Desert, and the Sun City Art Group, she continues to evolve and push the boundaries of her artistic voice. Alleyn's goal is to create art that resonates—art that inspires and leaves a lasting impression.



President's Message



Bob Hannah, President

CVWS 2024 – 2025 Officers

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Alleyn Yasskin

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Mary Anne Brower &
Ian Cooke

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Newsletter: Jean Grover

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Equipment: John Ressler

Grants: Nancy Rizzardi

Membership:

Connie Collins

Painter of the Month/Year:

Marilyn Blitz

Raffle: Tracy Hartman

Sunshine: Cindy Green

Web Chair: Lance Brechbill

Workshops:

Sue Ober & Traci Davis

March 2025

The CVWS Annual Show is here! On March 4th we will have Take-in between 10 am and 12 pm. Don't be late. We will not accept paintings after 12 noon. Don't miss the show's Awards Reception on Thursday March 6, from 5-7pm. The show will run through Sunday, March 9th until the 3 pm pickup. Paintings will not be released until 3 pm.

Please, please **read the prospectus on the Rules and Regulations on participating in the show.** Pay particular attention to the framing requirements. Where people get disappointed, and their feelings hurt is when people don't follow framing rules and their painting is not allowed in the show. To keep up the quality and reputation of this show we must be very stringent in our inspections to make sure all paintings are acceptable. Sales will incur a 35% commission so price your paintings accordingly. Please note the minimum prices to be charged.

February saw us having a very successful Stella Canfield workshop. Stella did her normal magic also in her demo at our February general meeting. If you missed her demonstration, you missed a really good one. When I asked a long-time well-respected artist and teacher member what she thought of the demo, her response was, "I think that was the best demo we've ever had!"

Ian Cooke and Mary Ann Brower have successfully, and profitably chaired past shows, and this year will be no exception. They are providing a great 4-day experience in the wonderful venue at the Artist Center at the Galen in Palm Desert.

We're still interested in getting new members, so I encourage you to keep forging ahead and bringing them in.

Until next month, keep putting those "miles on the brush"!

Bob

February 2025 Painter of the Month

Photos courtesy of Mandy Main

1st Place: Joyce Kingman



2nd Place: Deborah Harrop



3rd Place: Lorna Boa



Honorable Mention: Donna Haggerty



Demonstrator's Choice: Joyce Kingman



Demonstrator Stella Canfield presents the award

Three ways to enter Painter of the Month: 1) Sign up for next month at the General Meeting POM desk (Best!) 2) Email Marilyn Blitz, POM Chair mblitz@gmail.com 3). Call Marilyn 252-381-0993. The deadline is Friday before the meeting. Please remember that you are required to have painted your POM submission *within the last 2 years*.

Membership

Welcome to New CVWS Members!

- Laura Biscaro
- Richard Fox
- Tony Mosca

Member Contribution

Submitted by Connie Zane

Real...or not so real?

What if someone looks at your painting and thinks: “Hmmm...I wonder what that shape/mark/color is supposed to be?”

If a viewer was puzzled by your painting, what did they do? Did they walk away in disgust? Did they log you in their memory as a terrible painter or write a letter of complaint? Probably none of those things happened. What happened is that they just spent more time on YOUR painting than they might have. Why? Because they were stymied and couldn't immediately figure it out. They stuck around long enough to see if they could attach their own meaning to it or decipher an ambiguous aspect. Eventually, they moved on, but you captured them for a while. Probably longer than they intended. That's a good thing.

When this happens with one or my paintings, I count it as a win. I often purposely put ambiguities in my paintings so that viewers can't instantly know what they're looking at. If they must spend extra seconds trying to decode what is what, then I figure I've just scored a base hit. Because, actually, I don't want to include every detail. I want them to ponder over my painting rather than gloss over it.

I don't, by any means, minimize photo realism or beautifully detailed paintings. It's definitely true that carefully portrayed, artfully presented subjects are captivating. However, we are creatures who love puzzles and mysteries. If your painting is too fully explained, the viewer need only admire it. That's not negative, but they may find more intrigue in a painting that makes them pause and ponder and allows personal interpretation.

If you painstakingly explain everything, there's nothing left for the viewer to do or figure out or interpret. They may get bored from the get-go and move on to find another painting that's more mystifying or intriguing. Artist, Eric Wiegardt, likes to quote his art school instructor, Irving Shapiro's words of wisdom: “Better a mark that is slightly false, yet fresh; than a tirelessly true one.”

So don't be afraid of leaving some unexplained areas, some incomplete aspects. These are the things that can make your work interesting and unusual. Don't we always wonder what Mona Lisa was thinking? If she clearly displayed all her secrets, would we still be mesmerized by her enigmatic expression centuries later? Hmmm, I wonder.

Getting to Know You!

By Kat Weyer

Laurie Biscaro is a former nurse from Santa Barbara who just retired in the last two years; she and her husband have been in the desert for four years. She is also a member of the Artists Council and the Desert Art Center.

She worked at Cottage Hospital in almost every area of nursing – from Pediatric ICU to Director of Care Management, and finally she instigated a program to prevent surgical site infections.

Laurie is self-taught in her art and has been at it for about four years. Previously she worked in pottery but found it cumbersome once she moved to the desert, so she switched to brush work. She works in collage, acrylic ink, gouache, pastels, and is now interested in working in watercolor. She joined the CVWS to learn more, watch demos, and meet other creatives. Laurie is also a photographer and has two photos displayed at the Artists Council.

An outdoors person, Laurie loves plein air work and sketching in places like the La Quinta Farmers Market. She says she's a bit of a rebel and does not work in any traditional landscape format. She is truly an individual with a wonderful sense of humor! We did not see her at the February meeting as she is having a hip replacement but she will soon be back in action – we look forward to meeting you, Laurie!



Richard Fox is one year into his desert residence in Cathedral City, working full time from his home as an Asset Procurement Specialist for educational publishing. This is not what this reporter knows as textbooks – it's all digital educational modules beyond her comprehension.

Richard has been working with watercolors for over forty years. After he attended Queens College majoring in Fine Art, his talent took off and he developed his own style. He comes from Brooklyn where he lived until 2016, then he moved to Northern CA for a break from a small apartment and easier traffic. He and his partner of over 40 years are “happily annoying” each other in Cat City.

He joined CVWS, knowing that time is an issue since he works full time, but still wants to contribute to the group and show his work. He has entered three works for the show in March. He particularly likes “peoplescapes” and landscapes – things with movement and character, liveliness, as he says, capturing fleeting moments. He sketches and paints plein air when he can and enjoys using bright colors that display the character of the moment. Welcome, Richard!

Getting to Know You! continued

Tony Mosca is a cultural enthusiast. Coming from New York, he was involved in several art galleries, theaters, ballets and all means of art and culture. He was an educator for forty years, everything from Pre-K to University level in English Literature and Composition, all while working and developing his art. He volunteers his time teaching art once a week at a retirement home.

He knows he is most fortunate to have been enrolled in Pratt Institute's art program that focused on art for two periods a day, and with this incredible education the sky became the limit.

Tony works mostly with acrylic paint but also works in mixed media and paper. Three of his paintings have been used for the face of three different art shows in New York. He has exhibited in two galleries, but after COVID he decided to put his energies into the creation rather than the sale of his art. He will exhibit in the POTM in February and is in a juried show for the DAC.

He moved to Palm Springs after the 2019/2020 winter in New York became insufferable and living in such a dense city became unbearable. He is a newlywed, having met his husband Victor here in the desert three years ago. He and Victor have adopted a blind Cavalier King Charles named Byron, who is, this reporter is sure, incredibly spoiled (and rightly so).



Suzanne Pierson has a life story – a big life story – you'll want to hear. She has been to over 100 countries, lived in South Africa for three years, after which she hitchhiked for three months. She has been a singer/songwriter a la Joan Baez for 30 years, an art and music teacher for over 20 years, and has so many stories about her exploits she has begun to write them down. (This reporter can't wait to read the book.)

Suzanne and her partner of 35 years live in Crested Butte, a skiing town. When Suzanne broke her femur eight months ago, they decided to reevaluate. They had a rental property here after visiting for several golf trips, so they decided to renovate the Palm Springs house and escape the brutal winters, knowing skiing was not the high priority it once was. They bounce back and forth, enjoying the beauty in each spot.

The love of nature is in Suzanne's bones, and she captures that nature in her paintings, which are shown in a gallery in Crested Butte and change every season as their featured watercolorist. She has won several awards and loves to teach watercolor. She is a member of the Colorado Watercolor Society as a Signature Artist.

She joined the CVWS for the camaraderie, workshops, and to break some barriers. She will be exhibiting at the annual show in March.

Please find Suzanne and chat her up for some wonderful stories!

CVWS Annual Show - March 2025



IT'S SHOW TIME!

- Intake: Tuesday March 4.
- Reception and Award Ceremony: Thursday the 6th from 5-7pm.
- Show: Open to the public and for sales from Thursday the 6th to Sunday the 9th.
- General hours: 10am to 4pm (3pm on Sunday).
- Pick-up: Sunday March 9, at 3pm.

Well, the show is finally virtually here, and we won't need to chase you anymore! I'm sure by now you will have finished your artwork and made your entry. Depending on when you read this, a reminder that digital entries close on February 19th.

If you are helping at the show, look out for an email from your team leader explaining what is wanted and when. The intake is Tuesday, March 4th. Team leaders, we have the Galen from 8am to 10am to get set up and do our own intakes. The main member intake is from 10am to 12noon. Please check the rules and make sure you've got it right. We cannot accept late intakes or changes to titles and prices.

We will do intake similar to last year. When you arrive, bring in all your paintings and there will be tables for 'parking' more than you can carry. You will be directed to the intake station corresponding with your name. Once there both your wall art and your bin art will be checked for compliance and entered in. Make sure you have no chipped frames, dirty glass or specks of fluff under the glass. If your work does not pass compliance, there will be a Fix-it table with helpers who may be able to assist you to correct the problem. If you feel it is corrected, this must then be approved by the person who deals with Resolution. That's it!

We have got lots of publicity happening. Look out for the article in the Desert Sun at the weekend and for the TV interview. There are still plenty of publicity postcards available if you need them. As well as all your art we need customers, so bring your friends, neighbors and family. Remember the Reception and Award Ceremony will be on Thursday March 6th, from 5-7pm. You never know, you may have won an award!

Annual Show Co-chairs:

Ian Cooke iancooke49@gmail.com and Mary Ann Brower mabrower43@gmail.com

Workshops

A very big thank you to all who support our workshops, past and present. These events are a great way to meet fellow artists, share art supply tips and trade secrets! Education and the sharing of like ideas is the reason art societies exist. Your continued support is appreciated!

Our latest *Stella Canfield* workshop was no exception. Stella's pink energizer bunny was on overtime. Her enthusiasm and sense of humor made for a great three days of instruction.

"It was an amazing workshop, well worth the cost. Stella is a very talented artist and an even more talented teacher. So glad I took the workshop!" -- Deborah Harrop

Please enjoy these photos taken from the Canfield workshop:



The workshop committee (Traci and Susan) thank you and welcome your input. If you have a favorite artist you would like to take a workshop from, let us know. We also welcome any questions or suggestions as our workshops move forward.

Kudos

Congratulations to Mandy Main, who was accepted into two juried shows:

- *"Paint the Desert", part of the Desert Plein Air Festival which ran through February 2 and*
- *"ACE 2025" at the Artist Council which runs from February 6 to March 2.*



Figure 1 Turquoise Door, by Mandy Main

Odds & Ends



Thank you to all who donated to the raffle baskets for our Annual Show.

The funds generated go toward our CVWS GRANTS for children's art programs in the Coachella Valley.

Remember that you can donate to CVWS on our website:



<https://www.cvws.org/donation/>



If you hear of someone who needs a bit of cheer or support, please contact our Sunshine Chairman, Cindy Green at (425) 765-9509 or cindynwrs@seanet.com



Editor's Note: If you have a topic or feature that you'd like to see included in the CVWS newsletter, or on the CVWS.org website, please send an email to:

cvwsnewsletter@gmail.com

Many CVWS members offer excellent painting instruction and classes. Call for information:

Ian Cooke	760 408 3313
Ellen Jean Diederich	701-799-9505
Bob Hannah	206-409-9786
Karin Harris	808-268-0847
Dave Howell	425-319-5858
Moira Johannessen	760-322-2523
Diane Morgan	760-902-8855
Kathleen Scoggin	503-515-9633
Alicia Siegler	650-207-0585
Connie Zane	775-846-9719
Alleyn Yasskin	503-206-9313



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NEWSLETTER PUBLICATION DATES

Submissions to the newsletter are due on or before the 15th of the month.