



NEWSLETTER

Blackstone Valley Art Association

Number One

September 4, 1984

GREETINGS AND WELCOMES

We greet the 1984-85 year for the Blackstone Valley Art Association with cautious optimism and the hope for a return to a time when our membership was truly at the forefront of art leadership in this region. We also welcome to our ranks several newcomers, wishing them a long and happy relationship with the BVAA and the occasion to make new friends, as well as develop greater personal satisfaction with their work and increased public recognition of their artistic endeavors.

KICK-OFF

Launching the year's agenda is our first meeting, set for Monday, September the 17th at the Community House (on Hope Street) in Hopedale. The meeting begins at 7 p.m., promptly. And since our introductory demonstrator makes this a noteworthy event, we are looking for a full house.

FEATURE PRESENTATION

A distinguished program of demonstrators is anticipated again this year and, as our first guest, Marilyn Chamberlain of Marblehead promises to move us in the right direction. Many BVAA members are familiar with Ms. Chamberlain's work; she appeared in this area most recently for the Milford Artists' Guild. As a watercolorist, she has earned an extensive reputation throughout New England and beyond. She is a member of the Copley Society, an associate of the American Watercolor Society and a member of the Boston Visual Artists Union, among other well-known associations. Ms. Chamberlain has exhibited at Boston City Hall, in many institutional settings, and she enjoys gallery affiliations in Marblehead, Wellesley and on Nantucket. She has won countless awards for her paintings, which have long been part of numerous private and corporate collections across the country. This is a "must" for your art calendar.

STATE OF THE UNION

For close to three decades, the BVAA has been the standard-bearer, the organization to which other art groups have aspired. We have given this region an energetic and high quality program in the fine arts. The loss of such energy - - or even the loss of the BVAA - - would be a cultural shock to many of us and to our neighboring communities. Yet, the truth remains: fewer and fewer members are performing more and more of the work necessary to keep this Association on course. Veteran members cannot rest on the past. New members are encouraged to jump in. Feet first. We need the enthusiasm of all if we are to continue a proud tradition, one that in recent years is threatened by apathy. We can rejuvenate the BVAA, but we cannot until the membership searches its conscience and collectively makes a commitment to rededicate itself to higher standards of excellence.

EXHIBIT OPPORTUNITY

The Milford Federal Savings Loan Centre in Whitinsville has asked BVAA members to exhibit work in their offices at 102 1/2 Providence Road. The bank is offering an honor-

arium of \$15 per month to the BVAA if an appropriate amount of art can be hung on a rotating basis. This is obviously an excellent chance to show our work to a new audience. Interested members can learn more details by telephoning Ms. Joyce Richards at [REDACTED]

HIGH PRIORITY

The BVAA is in urgent need of a publicity chairman. Clearly, this is an essential job. But it is not necessarily a difficult one. Many art associations believe that effective promotion is a major key to success for their programs. It must be given top priority by the BVAA, too. Any budding journalists or writers who want to "take a shot" should contact Rothene Hiscock or Mary Curley. If you'd like to try, but wish you had a shade more confidence, help is available. You would not be alone.

COMING ATTRACTIONS

For your planning purposes, the following represents the schedule of General Meeting dates for 1984-85: Monday, September 17, 1984; Monday, November 19, 1984; Monday, January 21, 1985; Monday, March 18, 1985. You will, of course, be informed of times and locations in future newsletters.

MINIMIZING MODESTY

Information about members and their activities? We want it. To share this kind of news in our publication cultivates a sense of continuity, and the opportunity for others to learn of special exhibits, awards to members, grant information, study courses, and much more. Drop a handwritten note (or a typewritten one) to Mary Curley or Rothene Hiscock. Let us know what you are doing or what your colleagues are doing. No shrinking violets, please.

FOR EXAMPLE

Norma Riegle of Hopedale has recently had accepted a series of paintings to be shown at the Atlantis Gallery of Worcester. Those closer at hand should visit the gallery and see her work. Jaime Alfonso of Hopkinton is currently in a one-person show at the Premier Image Gallery of Ashland. Many BVAA members were invited to the opening reception, but others are reminded that the exhibit runs through October 6. Raymond Andreotti of Hopedale capped an unusually busy summer with a one-person show of his watercolors at the Ogunquit Art Center in Maine. Several members made the trip for the opening and reported: "It was well worth the drive."

AND IN CONCLUSION

We need you. We want you. We expect you. Let's open the door to the new year boldly; a big turnout for the first meeting, Monday, September 17th at 7 p.m. Such could symbolize much for 1984-85: a new spirit of cooperation, a new spirit of community, and the kind of spirit that reaches out for those goals that stand just at our fingertips.