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THE GALLERY'S CURRENT SHOW

Through July 11

Art Walk June 12 Reception: 4:00 - 8:00 PM

LIFVENDAHL & PITONZO AT RIVERFRONT

Think of going for the first time to the art store and tentatively picking out a few tubes of paint, then lingering by the brush display with its varied bristles from feather soft to stiff and hard. You make your choices and snatch up a canvas or two—nothing too big, of course. You experiment with putting paint on the canvas to achieve various effects. You learn fast, and one day whimsical, flower-like images come to you. They make you feel good, and you know instinctively that they will make a viewer feel good as well. So here you are, June, 2010, just three years from buying that first set of paints, and your work is in galleries, with the first collectors eager to see what else you will come up with. This isn't a fairy tale. It is the story of Featured Artist Mark Lifvendahl. Mark's "In Full Bloom" show presents an entire garden of imaginative blossoms. They are abstracts, to be sure, but not so far from the garden that you have to wonder what you are seeing. True to Mark's intensions, they are bright, cheerful, and uplifting.

Robert Pitonzo gives us universes to explore. An expressionist, impressionist, and surrealist (who can also do a still life!), Rob is interested in encouraging thought and introspection in viewers. By showing us spaces both beyond us and within us, Rob wants us to experience "the multi-layered spectrums of reality." Rob's skill in color mixing and the creation of intense light and controlled brilliant contrast within his complex works puts great visual power into his images. His "Celestial Impressions" show, although it invites emotional engagement with the viewer who seeks it, can be well-appreciated simply for its stunning display of artistic skill.

Call for Entries:

Showin' On The River

Riverfront Art Gallery's

Fine Art Juried Show

Entry deadline is June 5th See page 4 for information.

ARTISTRY INSIGHTS

Robert D. McFarland's Process of Creation in His Fine Art Nature Photography

Photographers on a field shoot with Bob McFarland are likely to find him on his knees studying some small aspect of a larger object. Upon returning from their own photographing, they may still find Bob where they passed him before. Bob, a consummate close-up/macro photographer, has a philosophy of approach that yields wonderful results.



Nautilus Shell

“Fine art photographers, like painters, require an intensive and extensive period of time for the development of their craft,” Bob says. “What is photographed is not created; creativity arises from the discovery, isolation, selection, connection, containment, and presentation of an image. To accomplish this, I find that rules do not apply to judgments concerning seeing, to finding the strength within an image. Preconceptions negate the development of this photographic craft that demands refined intuitive skills.”

Finding the essence of the image is precisely why Bob is down on his knees, seeing what few others see. “I most enjoy macro photography as it maximizes my capacity for analysis.” Analysis is something that requires patience and can't be accomplished with a quick snap of the shutter, although Bob denies being a patient man. “As to patient, I'm not. But I so love macro work that I'll spend lots of time on an individual image. Good macro photography requires this kind of 'patience.'”

True macro lenses are magnifiers. With magnification, one of the great challenges, since you often can't see the entire object, is to zero in on where the best image with the most critical focal

point is. Sometimes the minutest adjustment in your position can lose a stellar shot or gain you something better than you had before, because the area of sharp focus is so narrow with macro. If a fixed lens is used, which can't zoom, it is the camera position, not the lens, that has to be adjusted.

“Once I've discovered something small to photograph, I try to find the best way to frame it. This exploration of the subject from all possible views, high or low, front or back or from the side takes time. When I've decided what goes in my picture frame, then I find a perspective that best honors the beauty of the image. Perspective is distance, the alteration of which affects texture, relative size of shapes, and a sense of depth in a manner that concentrates all of the image's energy into a single, unified, harmonious impression. After this process I'm ready to place my camera with tripod and refine the frame before making a photograph. And, I'll probably try the process again to discover a more powerful way to capture the subject's beauty.”

Magnification by the lens emphasizes subject and/or camera movement, quickly destroying a well-planned image. If there is any air movement, the fastest possible shutter speed is essential. Control of light on such small subjects is equally important to the final outcome. Bright light allows a fast shutter speed, but can also cause harsh shadows. To take control of the tonal range of his images, Bob uses a diffuser to spread the light and reduce harshness and a reflector to move light into darker areas, so that all parts of the image have good detail and definition.



Dandelion

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NEW MEMBER

CATHY THOMAS

Cathy Thomas, known in her youth as “the kid with the camera,” has done both personal and corporate-event photography. Of her work, Cathy says, “Nature, the sea, and curious objects are all part of my “eye.” My fascination with collage and random themes provide another element to my photography. Colorful papers, dried flowers, transfers, photographs, sea shells, and a patchwork of other clutter create another interesting and vibrant form of art. I love things out of the ordinary.”



Pigeon Red

Cathy will be showing her Defenestration (“to throw out the window”) series of photographs of the building at 6th and Howard Streets in San Francisco.

<http://cathythomas-fineart.net/home-2/>

NAME CHANGE

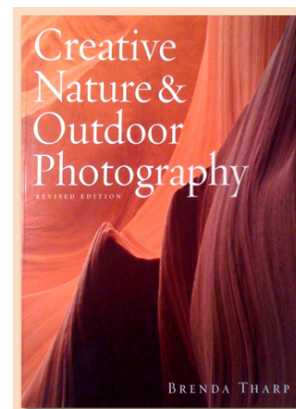
Plaza Arts Center in Healdsburg has changed its name to Healdsburg Center for the Arts. The non-profit organization works to provide art education and public and community art events to the area. The HAC Gallery (formerly Plaza Arts) will still maintain its Resident Artist program, its Artist Showcase program, and its ongoing schedule of juried, themed exhibitions. www.healdsburgcenterforthearts.com

ART TALK

New Book Release by Area Photography Instructor, Brenda Tharp

Creative Nature and Outdoor Photography

Brenda Tharp is widely known among photographers in the North Bay for her seminars at Point Reyes and her talks and competition judging for photography clubs in the area. As one of the nation’s leading photography instructors both in the field and online, Brenda does workshops and photo tours for tour companies nationally and internationally. Her workshops and tours are scheduled for such destinations as Glacier Bay, Iceland, Namibia and the Himba Tribes people, India, and various locations in the US.



Amphoto has just released the revised edition of Brenda’s lovely book, *Creative Nature and Outdoor Photography*, updated to discuss the field of digital image-making, with an emphasis on developing a personal, creative vision to add artistry to your technical skills. The revised edition has 150 images, entirely different from the prior edition. They illustrate the range of styles Brenda works in and the breadth of techniques she teaches. Brenda’s personal style embraces everything from highly impressionistic works and mood-capturing landscapes, to lyrical close ups and documentary images with a story to tell. Although it isn’t a nature shot, if you take *Photoshop User* magazine, you saw Brenda’s wonderfully evocative portrait of an aging Mexican couple on the April/May cover.

To quote Amphoto: “Author Brenda Tharp’s inspiring approach has garnered fans all over the world, as she teaches that magical skill no camera can do for you: learn how to ‘see’. Readers expand their photographic vision and discover deep wellsprings of creativity as they learn to use light, balance, color, design, pattern, texture, composition, and many simple techniques to take a photo from ordinary to high-impact.”

www.brendatharp.com

Showin' On The River

Oils, etchings, acrylics, monotypes, drawings, watercolors, mixed media... any two-dimensional work except photography...is eligible for entry into Riverfront's first juried exhibition.

For details, see our website:

www.riverfrontartgallery.com

Click *Call for Artists* on sidebar

Click on the application title to download submission guidelines and the entry form.

**BUT HURRY!
ENTRY DEADLINE
IS JUNE 5TH!**

Accepted works will be included
in the gallery's summer show
July 13 - September 12

RIVERFRONT ARTISTS HELP RAISE FUNDS FOR SONOMA COUNTY'S 1000 HOMELESS CHILDREN

Several artists from Riverfront Art Gallery donated framed prints for the auction at the fundraising dinner for Our Kids Sake held at the Hyatt Vineyard Creek in Santa Rosa. Most of us, safe and comfortable in our own homes, don't see those who fall into the cracks. Apparently there are an estimated 1,000 children in Sonoma County with no permanent home. Some of them are with parents who have no place to go; some are shifted from place to place in the homes of other people; some actually are on the streets themselves. Clothing, nutritional, and educational needs of these children are the focus of Our Kids Sake, a Petaluma non-profit organization. For more information see: www.ourkidssake.org.

ARTISTRY INSIGHTS: MCFARLAND'S MACRO PHOTOGRAPHY

Continued from page 2



Red Calico Cactus Flower

To Bob, nature is vibrant and abounding in energy and, by becoming so close and involved as he does with macro photography, Bob himself is energized by it.

When he has found the image he is searching for, the "composition becomes the containment of all this energy, this harmonic resolution of tension, this unity where the whole is

greater than the sum of the parts, so that the peacefulness of the beauty discovered achieves an emotional power that can cut deeply into the human psyche."

"I seek to capture this fundamental, yet extraordinary, relationship with beauty and other flows of energy in nature that suspend, transport, encounter, and expand the horizons of human experience. It is the depth and intensity of such experiences in some of my photographs that I try to share with others willing to take the time to share my perspective."

Bob generally uses a 180mm lens and sometimes diopters and extenders as well, which allow him an intimate look at the curves of a flower or to come eye-to-eye with a dragonfly. Next time you view Bob's work, ponder the skill and creative sensitivity--not to mention patience--they represent.

www.photographyofrobertdmcfarland.com

**10% DISCOUNT ON PURCHASES
DURING ART WALK RECEPTIONS**

NEXT RECEPTION JUNE 12, 4:00-8:00