



NEWSLETTER

THE GALLERY'S EARLY FALL SHOW
SEPTEMBER 6 TO NOVEMBER 5, 2017

OPENING RECEPTION & SECOND SATURDAY ART WALK
SEPTEMBER 9, 5:00 - 9:00
Musical Interludes by The Rivereens

SEPTEMBER 2017

10th ANIVERSARY
CELEBRATION

CHARITY ART RAFFLE

GALLERY AWARDS

THE RIVEREENS

CO-OWNER PROFILES

Jerrie Morago
Lance Kuehne

NEW MEMBER
Margie Schureman

POETRY WALK

**

GALLERY OFFERINGS

Paintings
Mixed Media
Photography
Jewelry Pottery
Sculpture Woodcraft
Sculptural Lamps
Greeting Cards

FIND US/FRIEND US
ON FACEBOOK

www.riverfrontartgallery.com

(707) 775-4278

You Are Invited 
To the big 10th!
Riverfront's Anniversary Celebration

Saturday, September 9

5:00 to 9:00

Music by The Rivereens

Riverfront Art Gallery

132 Petaluma Blvd., Petaluma

Do Come!



THE BIG 10th! RIVERFRONT'S TENTH ANNIVERSARY CELEBRATION

SPECIAL EVENT!

CHARITY ART RAFFLE & SILENT AUCTION AT ANNIVERSARY CELEBRATION

The 10th anniversary celebration will include a raffle of works by several Riverfront artists and a silent auction, which will feature artwork and one of Dan Melville's lamps, as well as gift certificates from a few local merchants. Raffle drawings will be between 6:00 and 7:00. You must be present to win. The earlier you get your name in the bowl, the better your chance of winning artwork for yourself or to use as a lovely gift. Silent auction bids will close at 8:00.

Raffle tickets are 3 for \$10. Proceeds will go to the Petaluma High School Art Department.

TEN YEARS IN FOUR PARAGRAPHS...

It was a balmy autumn day in September, 2007. Co-owners Jerrie Morago and Lance Kuehne finally had the key in hand and were about to see their art gallery dream become reality. With the walls painted, the track lights up, and the hanging system in place, everyone was scurrying around trying to get the opening show arranged. Since the door was open, curious people kept wandering in. To our astonishment, with the gallery not even open yet, it had its first sale. An auspicious omen, we all thought.

The soft opening was on September 16, 2007. Little did anyone suspect that a major economic downturn was headed our way. After the gallery's great start, the slowdown had its effect. The news became dire. Several nearby stores closed. There was great uncertainty about the survival of the gallery as sales dwindled to slow and then slower. Fortunately Lance, Jerrie, and a number of dedicated artists were persistent, and Riverfront has survived and continues to serve the community and local artists, some of the region's best.

Over the years, Riverfront has presented hundreds of area artists to the public through gallery membership, the Invitational Artist program, or the two annual juried shows the gallery hosts. See www.riverfrontartgallery.com.

Riverfront continues to be an award-winning gallery—"Best Gallery of Sonoma County" from Bohemian readers our very first year to the 2017 Argus-Courier's "People's Choice Award." Over the ten years, Riverfront has received nine such awards. Jerrie, Lance, and all of the gallery's artists greatly appreciate this recognition, especially since it proves that the challenges have all been worth the effort.

Thank you to the North Bay community, to our customers, and to all of the artists who have sustained us over the decade!

Right: Opening Night 2007 Photo by Gus Feissel

Below: Riverfront Art Gallery's nine awards.



ADDING TO THE CELEBRATION....

THE RIVEREENS

Since this 10th anniversary is a bit of a nostalgic occasion, let's look back at The Rivereens and the origins of music at gallery receptions.

In the summer of 2008, Henry White and Tracy Bigelow Grisman (both member artists of Riverfront Art Gallery) formed The Rivereens to play at gallery receptions. Henry played harmonica and did vocals, with Tracy on bass. Sometimes Tracy's famous mandolin-strumming husband, David Grisman, sat in. For a while Steve Spratt (artist member Karen Spratt's husband) joined to play guitar with Henry and Tracy. Eventually Steve Della Maggiora joined to replace Steve as guitarist for the trio. For a time, the group became well-known locally, playing at several venues.

The current line up of The Rivereens, who will play at the anniversary reception on Saturday, September 9, includes Henry White on harmonica, Stephen Tamborski on guitar and mandolin, Steve Della Maggiora on guitar, and Susan Walters on bass. They will play their eclectic mix of old-timey music—blues, jazz, folk, and rock. Should be great! Come and tap your toes!



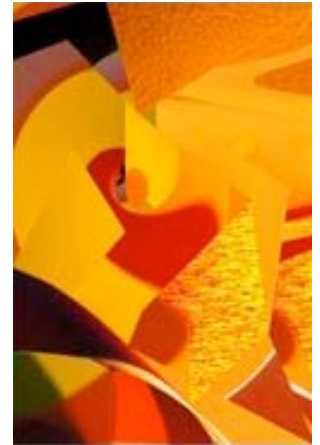
Above: The Rivereens from left: Henry White, Stephen Tamborski, Steve Della Maggiora, Susan Walters

PROFILE OF GALLERY OWNERS

JERRIE MORAGO & LANCE KUEHNE

How does it happen that two people suddenly decide to open an art gallery? Everyone knows what a risky endeavor that is! Nevertheless, two Petalumans, Jerrie Morago and Lance Kuehne did just that, wanting a venue for promoting local art. They divvied up gallery responsibilities to make it manageable, while each pursued a distinctive artistic path. Both are photographers, but the comparison ends there.

As a photographer, Jerrie looked for interesting architectural angles and details, sought out patterns in bark and other unexpected places, zoomed in on flowers for an intimate perspective, and photographed in local and foreign locales. It was all exhilarating, yet Jerrie wasn't quite satisfied. She began to scan her photos into the computer and to rearrange their elements digitally into stunning abstracts, which yielded a sizable body of work, including *Brown Sugar* (below top left) and *Orangina* (below top right). Eventually, with her creative urges still not satisfied, Jerrie picked up the paint brush. Her inclination is still toward the abstract and the spontaneous, the energetic and vibrant, and the exploratory and the unique, as with paintings *Magic Carpet* (bottom left) and *Infinitis* (bottom right).



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GALLERY CO-OWNER LANCE KUEHNE

Recognized and followed by numerous collectors across the country, Lance first came to prominence by participating in events such as Art in the Park and then ArtTrails, which he still does. At one point, Lance was able to establish his own studio at 401 7th St., Petaluma, where visitors can see work that isn't currently in the gallery. Lance's reputation is grounded in his ability to capture the local milieu in a manner that elevates a simple photo into an art piece. His work has been carried by Pottery Barn, published by Editions Limited, and shown in local stores and restaurants.

Beyond the gallery, Lance began offering private classes as well as photography workshops and tours focusing on area venues. His current schedule is at www.lkphotoworkshops.com. Last September, in addition to his gallery responsibilities and workshops, Lance took on teaching photography at Petaluma High School. Thank goodness, his crowded schedule has not crowded out his artistic endeavors. A sample of Lance's work is below.



NEW GALLERY MEMBER COLLAGE ARTIST MARGIE SCHUREMAN

Margie applies acrylic color to paper, using gels for added texture. These colored papers may end up as background or may become the torn bits and pieces that she uses to assemble a luscious jumble of flowers or to compose a colorful landscape. The effect is eye-catching. Margie says, "My artwork is the result of much experimentation with paper and paints. Design, color, and texture are my forte. It is important to me to create something unique." Be sure to catch Margie's work during the current show.



22ND ANNUAL POETRY WALK LAUREATES READING AT RIVERFRONT

The Petaluma Poetry Walk runs from 11:00 to 8:00 on Sunday, Sept. 17. The event changes venues each hour. Readers Beatriz Lagos, Gwynn O'Gara, and Bill Vartnaw will be at Riverfront at noon.

There have been 9 Sonoma County Poet Laureates. This year all surviving laureates will participate: **Terry Ehret** (2004, 2005) co-founder of Sixteen Rivers Press; **Geri Digiorno** (2006, 2007) who started Petaluma Poetry Walk in 1996; **Gwynn O'Gara** (2010, 2011); **Bill Vartnaw** (2012, 2013) publisher of Taurean Horn Press now in its 43rd year; **Katherine Hastings** (2014, 2015); and the current poet laureate **Iris Jamahl Dunkle** (2016, 2017). Although **Beatriz Lagos** is not a laureate, she is known and honored internationally.

These poets all have published works. They can be heard doing readings at various venues. For the schedule for the day and more information on poetry events, go to www.petalumapoetrywalk.org.