



# HCAA Newsletter

*This newsletter is supported in part by a grant from the Maryland State Arts Council.*

Visit

[HCAAonline.org](http://HCAAonline.org)  
for info on

- **Installation**  
day/times and  
release forms
- **Receptions**
- **Deinstallation**
- **Artwork** by  
Members
- **Information** on  
how to pay dues
- & more!

**INSIDE THIS ISSUE:**

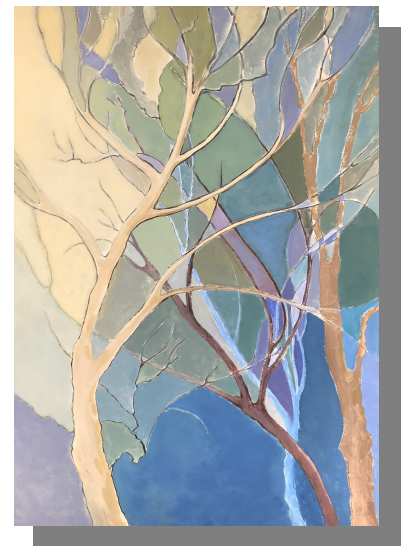
HCAA 2018 Venue Sales	2
Internet Theft: Part I	3
Artist & Craftsman Supply	4
MSA Grant	5
Planning a Solo Wall	5
HCAA Leadership	6
HCAA Calendar	7
Sponsor Addresses & Contact information	8

## An Artist's Perspective - Barbara LoMacchio

by Delia Mychajluk

When I first met Barbara LoMacchio, the main thing I noticed was her humbleness and gentleness. Over the years, I've been impressed with her professionalism and her quiet, sustained drive to continue to grow and develop her art. Like many women, Barbara put making her art aside in the interest of raising her family and, as time permitted, has increased her time and attention to making art. One gets the sense, from looking at Barbara's work, that she nurtures her paintings as she does her family. She is of the opinion that almost anyone with the desire and willingness to practice can make art. Barbara prices her art so that it is accessible for many people. Her recent thinking considers art to be a "gift from the artist's ego," making it both "precious and vulnerable." Her "live and let live" attitude as applied to art includes being open to all genres and styles.

Barbara indicates that her earliest artistic influence was her father, who was an amateur artist generous with art supplies. His art hung in their house. Barbara studied at Syracuse University, and her



artistic influences include Paul Cezanne and Pierre Bonnard. She was drawn to the work of Cezanne because of his simplification of form and his brush strokes. Barbara's fascination with the concept of negative space began as an undergraduate and, in this writer's opinion, is clearly



Barbara and Tom LoMacchio

*(Barbara LoMacchio---continued from page 1)*

demonstrated in many of her paintings, particularly in her paintings of trees. The importance of color and composition is evident when viewing her work. Barbara describes herself as primarily an acrylic landscape painter, while also enjoying painting other things. In addition to the studies already mentioned, she earned an art education degree (K-12). After a hiatus precipitated by the birth of twins, Barbara notes that taking a pastel portraiture class with the late Bonnie Roth Anderson rekindled her artistic spirit.

Barbara's process often includes working from multiple photographs that she has taken. When composing her work, she tries to focus on what first drew her attention to the subject. She primarily uses acrylic paint as her medium, as she likes the immediacy of this paint, the quick drying time, and the easy cleanup. The properties of acrylics allow for the medium to be used thinly for transparency or thicker for opacity. In addition to the use of acrylic paint, Barbara also enjoys the use of pastels, for the immediacy of the medium. Her resolution for 2019 is to paint more, as it is her perception that those artists who are most prolific tend to show improvement faster.

In addition to participating in various exhibitions, as a member of HCAA since 2008, Barbara assists with various supportive tasks for the organization. She was influenced to join HCAA by her daughter, Dana, who was an art teacher in Hyattsville and is currently both an artist and an art teacher. Dana also served as a president of HCAA prior to having her own children. Tom LoMacchio, Barbara's husband, has had a vital role in the development and continuing improvement of HCAA's website.

## HCAA 2018 Venue Sales Report

**from Monna Kauppinen**

HCAA had 25 completed sales ranging in price from \$37.73 to \$495, for an average price of \$207. Sales totaled \$5,179. Two of the 25 sales were HCAA's first sales from the website.

**The** 15% commission paid to HCAA was \$747.71, which covers the cost of credit card fees and the credit card service.

**More** works were sold at Franklin's than at any other venue: Franklin's, 12; Doctors Community Hospital, 5; Old Line, 4; PGPCC, 2; website, 2.

**First** quarter had the strongest sales: first quarter, 12, second quarter, 3; third quarter, 5; fourth quarter, 5.

**A reminder from Monna:** If you sell via Old Line: They only take cash; remember to include 6% sales tax in your prices at Old Line.

## What Do Artists Say?

**"There is more power in telling little than telling all."**

**Mark Rothko**

# Internet Art Theft...and How to Prevent It

## Part I – Technical Solutions

by Aimee Doyle

You're excited: You have a great website that showcases your artwork! Potential customers are looking and clicking. But, one day, you learn that someone has copied your photographs or paintings or collages. They have downloaded them for personal use (possibly framing or posting them elsewhere on the Internet), without giving you credit and, even worse, without paying you a dime. You're furious and wondering, "How can I prevent this from ever happening again?" This article will give you some ideas that might help. There are both technical and legal solutions. This is the first article in a three-part series.

You can take comfort in that your images are reasonably safe on the HCAA website itself. Our technical wizards—Tom LoMacchio and Dave Lovelady—have designed the site so that images cannot be easily downloaded. However, if you have a personal website where you showcase a gallery of your artwork, you'll want to be sure that your art cannot easily be downloaded, printed, or used by someone else.

One way to avoid this is to post only low-resolution images of your artwork on your website. What is a low-resolution image? Image resolution is the detail an image holds and is typically described in DPI (dots per inch). Low resolution describes a digital image, such as on a computer screen or printout, with a low DPI (say 72 to 96). Compared to a high-resolution image, low-resolution images have fewer pixels, sacrificing image quality for a smaller file size. Photos or images used for online or web graphics can be at low resolution and will look fine on a computer screen, but, for printing purposes, images should be 300 DPI or better.

You may have heard the term "pixels." Pixels per inch is related to dots per inch. Pixels per inch (PPI) refers to image resolution on your computer screen. Dots per inch (DPI) refers to image resolution on printed paper.

If the art image is low resolution, then, if someone downloads the image from your website and tries to print and frame it, it won't look good full size. The only downside to this is that someone could still use your low-resolution image for other low-resolution purposes, such as to decorate a website. Dave suggests that you keep a very high-resolution copy of your artwork on your own computer while providing only low-resolution images to the public.

A more powerful solution is to put a digital watermark on your images. A watermark is a logo, word, or the artist's name (often with the © copyright symbol), generally semi-transparent, that is placed on top of an image. That way, if someone downloads or otherwise saves the image, they can't print it without the watermark showing up. The watermark can also prevent others from using the image on their websites or for other online purposes, since the watermark travels with the image. There are many ways to put a watermark onto your images; one way is through Photoshop Elements. Dave has indicated that he is willing to put together a tutorial to help HCAA members put watermarks on their online images. The downside of a watermark is that it can interfere with the detail of your art; usually, this is a problem that can be avoided by choosing the right watermark or manipulating the size of the watermark.

### *(Internet Theft---continued from page 3)*

Besides these technical solutions, there are also legal solutions to protect your artwork on the web. The next article in the series will discuss putting a copyright notice on your website, what it should say, and how a copyright notice is helpful to deter unauthorized use. The final article in the series will discuss what to do if you discover that someone has used your images without attribution or payment. Stay tuned.

## Artist & Craftsman Supply

by Diane Elliott

Recently, I was doing some copper leafing. I applied the adhesive, which has to set for a short time before the leaf is applied. Then I realized I didn't have enough leaf. I was able to run to the store, buy more copper leaf, and get home before the adhesive set. And I could have bought anything from paint and paper to yarn, dyes, candle-making supplies, feathers, gorgeous greeting cards, or a potholder loom while I was there. Thank you, Hyattsville Artist & Craftsman Supply, our local branch of the employee-owned chain!

The store manager, Isak Shah (Isak is pronounced like Itzhak, but without the "t"), has been with the store since it was an empty shell. She graduated from Howard University in 2015 with a Bachelor's of Fine Arts, specializing in portraiture. Other current employees also have areas of special interest and knowledge that they're happy to share: Alex, the assistant manager, is involved in printmaking and oil painting; Kelly, the outreach coordinator, does photography and works with resin; Ray, the social media director, has a variety of interests: watercolor, tattooing and tattoo flash illustrations and pointillism, which means he's knowledgeable about pens and markers; Michael, a clerk and buyer, paints with oils and acrylics and does printmaking and sculpture; Will, a clerk, is an illustrator with lots of experience with pens and markers, and also does lettering; we'll have to ask about new employee Rickey.

The store makes an ongoing effort to tailor their stock to the local art community's needs. Shah says, "We get a lot of University of Maryland architecture students, so our board and model-making selection has grown. We carry a lot of watercolors; there's just a huge community of watercolorists around here, and we like to support that." She's currently interested in making room for new materials, such as Noodler pens (flexible tip pens), which are growing in popularity. She's working on recent requests: Paint rollers haven't sold in the past but are suddenly in demand. Also "nicer frames: We're working on that next. A lot more people are framing their own artwork." As a side note, she gives props to Frame Savvy as a good local framer.

The store likes to work with other local businesses. They recently joined with Art Works Now and Pizza Paradiso for "Gingerbread Hullabaloo," a gingerbread house workshop, and cohosted a demo with watercolorist Daniel Smith at Pyramid Atlantic. The store tries to have a few events every few months to engage with regular customers and encourage new ones. For example, they sold materials at last December's Mt. Rainier Crafts Fair, and enjoyed seeing the rich variety of arts and crafts created locally. The store is currently interested in finding a space to share with another organization in the area, to put on more demos and classes. Hmm... , HCAA? Maybe? Event and sale information is distributed via print flyers, emailed to customers who sign up, and featured on their Facebook page (Artist & Craftsman Supply Hyattsville).

There's a second local Artist & Craftsman store in Brentwood. The Brentwood location features different stock: Because they get a lot of street artists, they carry more airbrushing supplies, spray paints, and paint markers; they also currently stock more oil paint than the Hyattsville store, although Shah is hoping to expand the oil section in the future. She'd love input from HCAA members, to help the store serve the community, so stop in! (And ask for your HCAA member 10% discount!)

## Maryland State Arts Council Grant Awarded!

from HCAA President Denise Brown

I am happy to announce that HCAA has received the Maryland State Arts Council Grant of \$1500.00 for 2019! These funds were requested to support our new Mentorship Program. The Mentorship Program consists of Mentors, artist members of HCAA, and Mentees, artist students from local universities and colleges in Prince George's County.

We have three members who have agreed to participate as Mentors. They are: Marie Erb, Delia Mychajluk, and Richard Brown. I have one applicant in process so far, and am waiting on other candidates from University of Maryland and Prince George's Community College.

Mentees are required to meet monthly with their mentor, plan a project, participate in three exhibitions by HCAA, and have a Solo Wall Exhibition. Once the application is processed, the Mentee will become a member, paid with the funds from our grant. Additional funds are available for the student for art supplies, and fees, if necessary to participate in festivals or art events requiring fees.

## Tips for Planning a Solo Wall

by Sally Ann Rogers

1. Come up with a Theme: three or more paintings that illustrate a subject, style, medium, etc. I like to title my exhibitions.
2. Design a digital flier to advertise show and reception. Other members with computer skills may be able to help.
3. Hang printed fliers in local stores, etc., and email to your mailing list of local friends and interested parties. Include current HCAA members. I try to send emails 2 weeks in advance and then send a quick reminder a day or two before reception. Send item to local newspapers.
4. Post notice on your social media accounts; including the HCAA pages.
5. Provide list of works with prices to Denise and plan for cards for each work.
6. Plan refreshments for reception. HCAA members attending may also bring contributions. MaryAnn Lipovsky or Denise Brown can advise. There are group tablecloths available.
7. If you want, plan a small talk or slide show or live or recorded music for entertainment. For example, I showed slides from Africa to illustrate my show on African paintings. You can also set up a table for vending small items.

I would encourage all of you to consider signing up for a solo wall. It is a good exercise for an artist, it gives people a chance to see your work in context of a larger theme, and it's fun.

Denise Brown notes that there are often sales at the reception by the Solo Wall Artist! Solo Wall exhibitions take place once a month and are usually installed on the first Saturday of the month. There is flexibility to install at other times. If you're interested in signing up for a Solo Wall, email Denise Brown at [denise76marie@gmail.com](mailto:denise76marie@gmail.com).

# HCAA 2019

## Board of Directors

**President:** Denise Brown

**Co-VP:** Mary Ann Lipovsky (Reception Chair, Art Critique DMV)

**Co-VP:** Sally Ann Rogers (Open Studio Tour)

**Co-VP:** Monna Kauppinen (Sales)

**Recording Secretary:** Roxanne Ando

**Corresponding Secretary:** Margot Braswell

**Treasurer:** Richard Brown

## HCAA Team

**Web-Master:** Tom LoMacchio

**Web-Assistant:** Pat Doyen

**Special Members Coordinator:** Diane Elliott

**Newsletter:** Diane Elliott, Aimee Doyle, Delia Mychajluk

**“Right Brained Image”**  
March 2 - May 4, 2019

**Reception**  
**April 14, 2019**  
**at 3 - 5 pm**  
at Franklins Restaurant and Brewery  
5121 Baltimore Ave. Hyattsville, MD 20781

Hyattsville Community Arts Alliance

for info contact: Denise @ 301-699-1148 www.hcaaonline.org

**“A Vision Awakens”**  
March 2 - May 4, 2019

**Reception**  
**April 28, 2019**  
**From 2 to 4 pm**  
Prince George’s Plaza Community Center  
6600 Adelphi Road Hyattsville MD 20782

**“Color & Light”**

Hyattsville Community Arts Alliance

**March 2 to May 4, 2019**  
At Fleisher’s Jewelers  
5200 Baltimore Ave.  
Hyattsville, MD 20781

Contact: Denise @ 301-699-1148 www.hcaaonline.org

## UPCOMING HCAA EVENTS - April-June 2019

Dates and times are subject to change. Please check the HCAA website.

Event Date (Time)	Location	Event Type	Exhibit Theme or Solo Wall Artist	End Date
April 6 (10a)	Doctors Community	Installation	“The Artist Perspective”	Jun 8
April 6 (1p)	Old Line Wine & Spirits	Installation	“A Time Away”	Jun 8
April 6	PG Plaza Community Ctr	Installation	Solo Wall: Marie Erb	May 4
April 14 (3-5p)	Franklin’s	Reception	“Right Brained Image”	
April 27 (5-8p)	TBA	Art Critique	DMV	
April 28 (2-4p)	PG Plaza Community Ctr	Reception	“A Vision Awakens” & Solo Wall	
May 3 (6-8p)	Community Forklift	First Fridays		
May 4 (9a)	Franklin’s	Installation	“Kaleidoscope”	Jul 6
May 4 (9:45a)	Fleisher’s	Installation	“Dazzle & Pop”	Jul 6
May 4 (12p)	PG Plaza Community Ctr	Installation	“Nurturing Expression”	Jul 6
May 4	PG Plaza Community Ctr	Installation	Solo Wall: Sandra Emme	Jun 1
May 5 (12-6p)	Riverdale Town Center		Riverdale Park Art Festival	
May 11 (12-6p)	Gateway Arts District	Open Studio Tour		
May 11 (2-4p)	PG Plaza Community Ctr	Reception	“Nurturing Expression” & Solo Wall	
May 25 (12-6p)	Bladensburg Waterfront Park	Waterfront Art Festival		
May 25 (5-8p)	TBA	Art Critique	DMV	
June 1	PG Plaza Community Ctr	Installation	Solo Wall	Jul 6
June 2 (3-5p)	Franklin’s	Reception	“Kaleidoscope”	
June 7 (6-8p)	Community Forklift	First Fridays		
June 8 (10a)	Doctors Community Hosp	Installation	“Color Harmony”	Aug 24
June 8 (12p)	Old Line Wine & Spirits	Installation	“Time & Space”	Aug 24

Business Name  
**Hyattsville Community Arts Alliance**

**PO Box 37  
Hyattsville, MD 20781  
USA**

Phone: 301-699-1148  
Email: News@HCAAOnline.org

Co-Editors: Diane Elliott, Aimee Doyle, & Delia Muchajluk



A 501(c)3 nonprofit  
organization founded  
in 1994



Find us on Facebook!



Maryland State Arts Council Part of the Maryland Department of Commerce

**CELEBRATING  
50 YEARS OF SERVICE  
TO THE ARTS**

**HCAA - Original, Affordable Art!**

## THANK YOU! HCAA EXHIBIT SPONSORS

**Bladensburg Waterfront Park**  
*outdoors.pgparcs.com/Sites/  
Bladensburg\_Waterfront\_Park.htm*

**Community Forklift First Fridays**  
*CommunityForklift.org*

**Doctors Community Hospital** *dchweb.org*

**Fleisher's Jewelers** *fleishersjewelers.com*

**Franklins Restaurant and Brewery**  
*franklinsbrewery.com*

**NBC Studios Asman Gallery**

**Old Line Fine Wine, Spirits & Bistro** *oldlinewine.com*

**Prince George's Plaza Community Center**  
*Pgparcs.com*

**Washington Suburban Sanitary Commission**  
*wsscwater.com*

### EVENT ADDRESSES:

- Community Forklift 4671 Tanglewood Dr., Edmonston, MD 20781.....301-985-5180
- Doctors Community Hospital 8118 Good Luck Rd, Lanham, MD 20706 .....301-552-8118
- Fleisher's Jewelers 5200 Baltimore Ave, Ste. 103, Hyattsville, MD 20781.....301-699-5553
- Franklins Restaurant & Brewery 5123 Baltimore Ave, Hyattsville, MD 20781.....301-927-2740
- NBC Studios Asman Gallery 4001 Nebraska Ave., NW, Washington, DC 20016 .....202-885-4000
- Old Line Fine Wine, Spirits & Bistro 11011 Baltimore Ave., Beltsville, MD 20705.....301-937-5999
- PG Plaza Community Center 6600 Adelphi Rd, Hyattsville, MD 20782 ..... 301-454-1400
- WSSC 14501 Sweitzer Lane, Laurel, MD 20707 ..... 301-206-9772