



HCAA Newsletter

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

Visit

HCAAonline.org
for info on

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

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

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(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 in 2012. 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 2007, 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 2019 Venue Sales Report

from Monna Kauppinen

HCAA had 25 completed sales ranging in price from \$15 to \$95, for an average price of \$20. Sales totaled \$5,190. Two of the 25 sales were HCAA's first sales from the website.

The 15% commission paid to HCAA was \$777.15, 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 Doctor's Hospital, 5 Old Line, PGPC, 2 website, 2.

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

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

Internet Art Theft...and How to Prevent It

Part I – Technical Solutions

by Aimee Doyle

ou're excited: ou 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 posted them elsewhere on the Internet, without giving you credit and, even worse, without paying you a dime. ou'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.

ou can take comfort in that your images are reasonably safe on the HCAA website itself. Our technical wi ards Tom oMacchio and Dave ovelady 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.

ou 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 si e. 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 si e of the watermark.

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 unauthori ed 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.

Part II will address legal approaches to protection, and Part III will discuss what to do if your images have been misappropriated.

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 It hak, 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 doodler pens and 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 Piñata 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. Hmmm, 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!

Artist & Craftsman Supply

902 1st Ave.
 01 110
 M Sat 9 - 5, Sun 10 - 5

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, colleges in Prince Georges 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 MD 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: or more paintings that illustrate a subject, style, medium, etc. I like to title my exhibitions.
2. Design a digital flyer to advertise show and reception. Other members with computer skills may be able to help.
3. Hang printed flyers 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 ipovsky 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 denise_marie@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 10a	Doctors Community	Installation	The Artist Perspective	un
April 1p	Old Line Wine Spirits	Installation	A Time Away	un
April April 1 5p	PG Plaza Community Ctr Ranklin's	Installation Reception	Solo Wall Right Brained Image	May
April 2 5 p	TBA	Art Critique DM		
April 2 2 p	PG Plaza Community Ctr	Reception	Admission Awakens	Solo Wall
May p	Community Forklift	First Fridays		
May 9a	Ranklin's	Installation	Kaleidoscope	Jul
May 9: 5a	Leisher's	Installation	Dad's Pop	Jul
May 12p	PG Plaza Community Ctr	Installation	Arturing Expression	Jul
May May 5 12 p	PG Plaza Community Ctr Riverdale Town Center	Installation	Solo Wall: Sandra Emme Riverdale Park Art Festival	un 1
May 11 12 p	Gateway Arts District	Open Studio Tour		
May 11 2 p	PG Plaza Community Ctr	Reception	Arturing Expression	Solo Wall
May 25 12 p	Bladensburg Waterfront Park	Waterfront Art Festival		
May 25 5 p	TBA	Art Critique DM		
June 1 June 2 5p	PG Plaza Community Ctr Ranklin's	Installation Reception	Solo Wall Kaleidoscope	Jul
June p	Community Forklift	First Fridays		
June 10a	Doctors Community Hosp	Installation	Color Harmony	Aug 2
June 12p	Old Line Wine Spirits	Installation	Time Space	Aug 2

Business Name
Hyattsville Community Arts Alliance

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



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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
Pgparks.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 20706301-552-8118
- 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 20016202-885-4000
- 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