

Fun 'n Games was Lots of Fun!

"Congratulations on creating such a fantastic show with 'Fun and Games'. We had so much fun playing the games and visiting with our neighbors; the community focus was obvious and really is what separates DRA from all other art groups.

The artwork was so clever, too. I think it was the best yet. My 8-yr-old daughter said, as we were walking home, 'My head is so full of ideas I can't stand it!' A real testimonial to your hard work and creativity!"

Margaret Wohler

The Fun 'n Games opening reception was held on Friday, June 7th from 7:00-10:00PM. Featured were carnival games (courtesy of Big Country Amusements), helium balloons, lots and lots of lights (so no one could claim they "got lost" and couldn't find the gallery!), a sidewalk Hopscotch game, bride and groom boardwalk cutout photo stand (created by "DC Party Animal" artist **Debbie Mezzetta** with an assist from **Ron Blank**) and fabulous face painting provided by **Sarah Pearson**! A tropical swimming pool with an inflatable palm tree full of grab bags and mini-beachballs added to the whimsy of the scene. **Sara Gann** and **Neal Johnson** entertained the crowd with ukulele music and, as usual, there was lots of great food. With so many artists involved, how could we not? It

Some show stats:

- 41 artists participated
- 91 pieces of art work exhibited
- 20 pieces of art work sold (to date)
- 300+ people attended the opening event
- 6 new DRA members signed up (maybe more!)
- Press coverage via the Post, Wash. Times, Gazette-Pocket, Old TownCrier & WMAL



The Fun 'n Games Committee: co-curator **Karen Schmitz**, **Dave Nicholson**, co-curator **Susan Slattery**, **Jen Whitman Chappell**, and **Debbie Mezzetta**.

was amazing how much candy (30 bags) people who "never" eat sugar consumed.

The Fun 'n Games Committee—DRA members **Jen Whitman Chappell**, **Debbie Mezzetta** and **Dave Nicholson**—along with curators **Karen Schmitz** and **Susan Slattery** were easily spotted working the crowd dressed in games-inspired headgear and costumes. Other artists also "dressed" for the occasion—most notable were **Sandra Wasko-Flood's** glittery mask and silver wings, **Dianna Diatz's** jester outfit and **Samantha Lentz's** super-size cowboy hat—which kept getting borrowed by show attendees.

Many, many thanks to all who helped with the exhibit from start to finish: From unidentified spouses and friends to **Kathryn Brown** for her photography on the exhibition announcement postcard to the reception kitchen crew—**Renee Niver**, **Vivienne Lukacs** and **Judy Grumbacher**—to **Jane DeWeerd** for picking up the beautiful floral arrangement at **Royce Flowers**. And, finally, to the ever-reliable clean-up crew of **Marlin Lord**, **Kathryn B.**, **Vivienne L.** and **Jane DW.** who were there 'til the gallery closed down. If your name isn't here and you helped, know that your efforts were greatly appreciated!

The Fun 'n Games committee had so much F-U-N meeting and planning the show that the gallery was also open informally for two Thursday evenings. ■

The Fine Art of Communicating

The business of designing for businesses is competitive, stressful, and unpredictable. But, as Del Ray Artisans member **Barbara Brecher** knows, it is also stimulating, educational, and rewarding. Barb is President and Creative Director of Brecher Design Group, Inc., an award-winning full-service graphic design and marketing communications firm located in Old Town, Alexandria. For Barb, the task of designing brochures, logos, publications, and exhibits means getting to intimately understand a client's needs and goals, and then visually communicating a compelling message. That's difficult, and Barb makes it look easy.

Barb got into the graphic design field nearly 30 years ago after graduating from Rochester Institute of Technology with her Master's degree in Communications Design. After working for several years designing and art directing for the University of Rochester's Medical Center, Barb decided to branch out and start her own graphic design firm. With it came the challenges of developing a client list and establishing a reputation that would grow by word of mouth. Over the years, she has weathered relocating from Rochester to Alexandria (and consequently rebuilding her client base), and taking on a business partner for several years. Barb has found success because she understands the rules that govern successful graphic

design and also intuitively understands clients' unspoken needs. (A typical brochure or mailer has to grab and hold the reader's attention in five seconds or less—very unlike the world of fine art where people studiously gaze at the art trying to interpret the subtext!)

Some of Barb's most recent achievements have received prominent public exposure. Visitors to Old Town have seen Barb's handiwork cruising up and down King Street—she was responsible for literally wrapping the DASH About buses in giant illustrations! Last year her firm was selected to create the graphic identity and all of the marketing materials for the brand new Rachel M Schlesinger Concert Hall and Arts Center—home of both the Alexandria and Arlington symphonies. And now, having just completed her third traveling exhibit for the American Red Cross (each exhibit contains 12 seven-foot high panels), she is preparing to begin another!

Each year Barb selects a cause or organization that her firm can support by providing *pro bono* graphic design services. This year it will be the Alexandria Animal Shelter, something her chow/lab, Cralle, is wagging his tail about! Barb's company was recently recognized at Alexandria's 4th Annual Business Philanthropy Summit for its generous contribution to the Alexandria community. Brecher Design Group was recognized because

it donated all of the graphic design work for this past year's New Year's Eve celebration "First Night Alexandria." According to the Summit's organizers, Brecher Design Group's "unique contribution to the community are models for other Alexandria businesses to follow, and make a significant difference in our community."

Beyond Brecher Design Group though, many know Barb through her handmade felt creations, which she makes while unwinding at her weekend cottage. Her felt purses, pillows, and apparel are sold under her "I felt fine" label in area boutiques such as Imagine Artwear, and at DRA's holiday craft show. Plus, Barb has been generous with her time by teaching felt-making to youngsters attending DRA's Art Camp—remember the enormous felt wall hanging done by the campers that adorned the gallery's foyer last summer? Lately Barb has been experimenting with painting silk scarves. A recent vacation to Cape Cod connected Barb with a shop owner interested in selling her new scarves. She is laying the groundwork for her retirement job—all of which leads one to suspect that if and when Barb does retire she will be as creatively industrious as ever. ■

**Be sure to go see Debbie Mezzetta's Party Animal Elephant
now installed at the National Cathedral!**

Announcements

HELP! Curator Needed

Desperately In Search Of a curator for the Fall All Member Show, which takes place September 13 - 29. Anyone interested contact **Liz Martinez** at 703-567-3760 or catniphaze@comcast.net and I will get you a copy of the curators' manual.

Welcome New Members!

The Bair Family
Arthur Broeg
Shelly Harris
Judy Heffner
Irwin Oliver
Gwen Roy
Alison Sigethy
Kim Silhanek
Steve Silver
Julie Sutherland

Another Card-Making Party Planned

Have fun socializing with your fellow artists! **Leslie Wilder** will be hosting another one of our popular card-making parties at her home on Sunday afternoon, August 4th from 2:30 to 5:30PM. This is a great way to make friends and support the Del Ray Artisans' ongoing fundraiser of selling handmade greeting cards. The cards are sold at the Gallery space and at St Elmo's Coffee Pub on Mt Vernon Avenue.

Interested Artisans should rsvp Leslie at 703-549-1896 so that she can prepare accordingly. Space is limited, so rsvp early. ■

ArtCamp

The week of July 29th thru August 2nd brings another year of fun and excitement.... that's right—I'm talking about ArtCamp! Kids from 9 - 15 will be learning a wide range of arts and crafts; including basket weaving, decoupage, Polaroid photo transfer, drawing and painting; thanks to some very talented DRA members.

However, we still are in need of help:

- 1: We need volunteers to be teacher helpers.
- 2: We need volunteers to help with lunch prep and clean-up.
- 3: We need volunteers to help organize and set-up the ArtCamp Open House on Friday, August 2nd.
- 4: We need donations of cigar boxes and slides (Yes, that's right, unwanted photographs in slide format).
- 5: We would like to invite everyone to view all of the campers' artwork. This year everyone gets 2 chances to visit the gallery: Get a sneak peek of the ArtCamp exhibit on 1st Thursday, August 1st from 6 - 9PM.....or visit the ArtCamp Open House on Friday, August 2nd from 4 - 7PM.

Interested parties should contact **Barbara Robinson** at 703-683-6951 or **Liz Martinez** at 703-567-3760 or catnip-haze@comcast.net ■

Adopt A Park

Can you help clean up the grounds around the Gallery?
Contact Marlin Lord at 703.683.1112

Become a Member, Join Del Ray Artisans

(or Renew your membership)

Name: _____

Street: _____

City: _____ State: _____ ZIP: _____

Telephone(s): _____

E-mail: _____

I am an artist (medium): _____

I am a supporter of the arts

Is this a membership renewal? Yes No

I am interested in volunteering. Yes No

Membership Categories for One (1) Year:

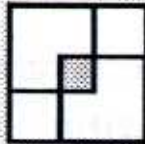
Individual: \$35 Household: \$50 Corporate: \$100

Student/Senior/Disadvantaged: \$10

Please make check payable to *Del Ray Artisans*.

Mail check and membership form to *Del Ray Artisans*, Attn: Membership,
2210 Mount Vernon Avenue, Alexandria, Virginia 22301

Please submit your articles for
the August newsletter by 5:00PM
July 20th to Linda Silk, at
LMSilk@aol.com



Del Ray Artisans
 Mail: 2210 Mount Vernon Avenue
 Alexandria, Virginia 22301
 703.838.4827
 www.radiodelray.com/artisans

Thanks to the Alexandria Commission for the Arts, the Virginia Commission for the Arts, and the City of Alexandria

Next General Member Meeting

Tuesday, August 13, 7PM
 at DRA Gallery Space
 Nicholas A. Colasanto Center
 2704 Mount Vernon Avenue

Planning Retreat to be held July
 13 & 14th. All members invited.

Officers and Board of Directors

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 vacant

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 Reneé Niver 703.721.1937

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 Marlin Lord 703.683.1112

Asst. Treasurer
 Kathryn Brown 703.549.5227

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 703.836.0035
 Susan Downs Slattery, *PR Co-Coordinator*,
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The Well Crafted Word newsletter is published monthly by the Del Ray Artisans. Newsletter Staff: Mart Larson, Liz Martinez, Linda Silk. Contributing writers: Susan Downs Slattery.

Arts Resource Foundation is a 501(c)(3) public membership organization formed to create and support community-based arts organizations and promote the arts as a resource for community development. **Del Ray Artisans** is a community arts group featuring two- and three-dimensional works of decorative and functional art and fine crafts through exhibits, lectures, and instructional classes in the community. **Del Ray Artisans** is funded, managed, and operated by **Arts Resource Foundation**.

DRA Calendar

2002

- July** **Planning Meeting, July 13 & 14**, location to be announced. Contact Kathryn Brown (703-549-5227). All members invited.
- ArtCamp, July 29-August 2**, coordinators Liz Martinez (703-567-3760) & Barbara Robinson (703-683-6951) Volunteers needed.
- August** **First Thursday, August 1, 6:00-9:00 PM**. Gallery open to the public for sneak peek of the ArtCamp exhibit.
- ArtCamp Open House, Friday, August 2, 4:00-7:00 PM**.
- Card-Making Party, Sunday, August 4, 2:30-5:30 PM**. Contact Leslie Wilder (703-549-189).
- Elections of DRA Board of Directors, August 13**
- Watercolors of the Northeast by Bob Gilbert, August 16-September 1**
- September** **Fall All Member Show, September 13-29**, ISO curator
- October** **Art on the Avenue**
- Reincarnations: Making Refound Objects into Art, October 11-27**, curators Marie Niernberger (703-683-2514) & L'Tonya Tobin (703-739-0424)
- November** **Seasons, November 8-24**, curators Sue Kulesher (703-684-7688) & Vivienne Lukacs (703-979-8996)
- December** **Holiday Show and Sale, December 7**, limited vendor space due to the small venue—Vendors on a 1st call basis. Contact Liz Martinez 703-567-3760 or catniphaze@comcast.net
- A Tribute to All Things Magical, December 13-29**, curator Sarah Pearson

Many thanks to Royce Flowers for the lovely contributions to our opening receptions and to Randy Allen and Radio Del Ray for hosting our Web pages.