

Spring 2015

WSW

WOMEN'S STUDIO WORKSHOP

Giving

Voice to Vision

Building community for women artists since 1974

WOMEN'S STUDIO WORKSHOP RAISES MORE MONEY FOR ARTISTS

New grants totaling \$129,000 will support WSW's Artist In Residence (AIR) program which now brings 35 artists annually to work in our studios. In four to ten week stays, artists have unlimited access to the studio of their choice and technical assistance from WSW's artist staff.

The Windgate Charitable Foundation is supporting artists working in traditional media and artists' books. The Andy Warhol Foundation for the Visual Arts is supporting general studio residencies as well as public art residencies, a new aspect of the AIR program. The National Endowment for the Arts has renewed its support to WSW for general studio residencies and, through its *Our Town* program, for public art residencies. The Sustainable Arts Foundation has funded a residency grant for a parent artist which offers support towards the costs of child care.

OTHER FUNDING NEWS

WSW has received renewed funding from the Joan Mitchell Foundation for activities supporting artists in their careers beyond the residency period. With the Foundation's support, we will continue our Artists in the Studio blog posts which feature interviews and documentation of AIRs which are disseminated broadly via social media. Foundation funds will also support travel for WSW to market the artists' books produced through the program to libraries and universities across the country. The blog post and social media outreach project has also been supported by funds from the Ulster County Legislature's Ulster County Cultural Services & Promotion Fund which is administered by Arts Mid-Hudson.

Women's Studio Workshop envisions a society where women's visual art is integral to the cultural mainstream and permanently recorded in history.

Our Mission is to operate and maintain an artists' workspace that encourages the voice and vision of individual women artists, to provide professional opportunities for artists at all stages of their careers, and to promote programs designed to stimulate public involvement, awareness, and support for the visual arts.



RESIDENT'S CORNER

Our most recent Art-in-Education Artist's Book Resident, Libby Scarlett, came from London to edition *A 19-2 View*. Libby also taught silkscreen techniques to senior art students from Kingston High School.

About her experience Libby writes, "To be chosen for the AIE Artist's Book residency was such a privilege. As an emerging artist, to be recognized as having potential and ability to be able to deliver on such an ambitious project was a great opportunity.... The support WSW provides is both practical and financially amazing. The staff at WSW is wonderful — giving advice and imparting their extensive knowledge...It was amazing to come to such a wonderful community and be in an environment away from usual commitments and distractions in order to be fully immersed and encouraged in my project."



au•gust art festival

WOMEN'S STUDIO WORKSHOP • ROSENDALE

WSW has been selected by the New York State Council on the Arts (NYSCA), Governor Andrew Cuomo and the NYS Legislature to present a contemporary art festival in Rosendale. **au•gust art** will take place from August 7 through August 28, 2015 and will feature regional, national and international artists. Projects will range from temporary installations to artist-public interactions to performances and events, all of which will take place in Rosendale on the Walkill Valley Rail Trail, on Main Street and on Town park land.

au•gust art builds on WSW's recent public art initiative, the Rosendale Cultural Crossroads Project, a series of residencies for artists creating work for public settings. WSW's first project, *The Would / Lands*, took place last fall with performance artist Pat Oleszko. Pat installed fifteen + works on a mile of the Walkill Valley Rail Trail which remained on site as the woods turned from colorful autumn to winter white. Pat led a robust opening performance and community parade to inaugurate the project in early October and returned in November for a closing ceremony.

In 2015, the **au•gust art** festival will encompass several more public art residency projects by artists from England, Ohio and New York City. The festival will also offer more than a dozen opportunities for regional artists to create and/or present work in public settings in Rosendale.

Focusing on the arts as an economic driver has become an important revitalization mechanism in cities across the country. WSW is one of a handful of organizations to receive grants from NEA Our Town and NYSCA aimed at supporting the arts in small rural communities. The Town of Rosendale and the Walkill Valley Land Trust have allied with WSW in this initiative with goals to spotlight engaging artwork and draw visitors to enjoy Rosendale's small-town businesses and recreational opportunities.

NEW STAFF



The Workshop has seen a lot of change in the last few years, and 2014 was no different. We said goodbye to three valued staff members: Sandra Brown, Sarah Burt, and Jenn Bratovich. We also welcomed four talented new staff to the WSW team.

Tara Hagen came to WSW in 2012 as the Chili Bowl intern, and has taught several ceramics classes each year since. In early 2014, Tara was hired as the Art-in-Education (AIE) coordinator, acting as liaison between WSW and the Kingston public schools. Most recently, Tara is managing a joint screen printing program between WSW and the Children's Home of Kingston.

Lizz Thabet came to WSW to write for our burgeoning blog. As the Digital Content & Communications Manager, Lizz interviews and writes about each Artist-in-Residence, and dedicates much of her time to marketing and social media initiatives. She's also working to reconnect with alumnae by creating a digital network and consistently featuring their current work.

Rachel Myers came to WSW as an Arts Administration Intern in June 2014, and has since joined WSW's staff as Operations Manager. Her work includes overseeing daily office activities, planning for event and campaign fundraisers, and continuing to build WSW's digital network through marketing and social media. Her work with our new database system, Salesforce, also serves to track and maintain WSW's relationships.

Lauren Walling joined WSW as Deputy Executive Director. In her new position, she'll be involved in all aspects of fundraising, development, and strategic advancement. Lauren is also working to strengthen alumnae relations by reestablishing connections and developing consistent methods for staying in touch with our extended community.

WSW IN THE WORLD



WSW PRESENTS AT THE HARVARD MBA CLUB ART EXPERTS SYMPOSIA

The Harvard MBA Club of New York sponsors a series of panels focusing on collecting art for both personal satisfaction and as a financial investment. Each event in the Symposia is hosted by a world-class auction house, gallery, museum or other recognized expert in the contemporary art world.

In March, WSW talked about our artists' books publishing program. Ann Kalmbach, WSW's Executive Director, and Tatana Kellner, WSW's Artistic Director, discussed the development of artist book projects at WSW, costs of production and distribution, and the global market for these works of art. Ann and Tatana were joined by Madeleine Viljoen, Curator of Prints and the Spencer Collection at the New York Public Library, and Marshall Weber, a co-founder and Directing Curator of the Brooklyn Artists Alliance, to give a broad picture of the field through a panel discussion moderated by Lauren V. Walling, WSW's Deputy Executive Director.



WSW ON FILM

This past February independent filmmaker Stephen Blauweiss came to visit WSW and developed a video piece for the Chronogram, a regional arts and culture magazine. The piece can be viewed online as part of Artscene-web-tv-episode-2. We are pleased to report that it has been picked up by the Albany area PBS station, WMHT. If you are in the video watching mood, take a look at another piece on our home page, *WSW: An Artists' Workspace*, produced by Chris Rahm for a presentation by WSW last spring at the Yale Club in NYC.



WSW Board members attending a presentation in the WSW gallery . On stairs: Rich Forbes, Suzanne Stokes. Top: Katiellen Maddon, Laurel Sweeney, Jennifer Schwartz Berky (guest),; Ellen Alexander, Rachelle Spero, Nan Bress Ferri

NEW BOARD MEMBERS

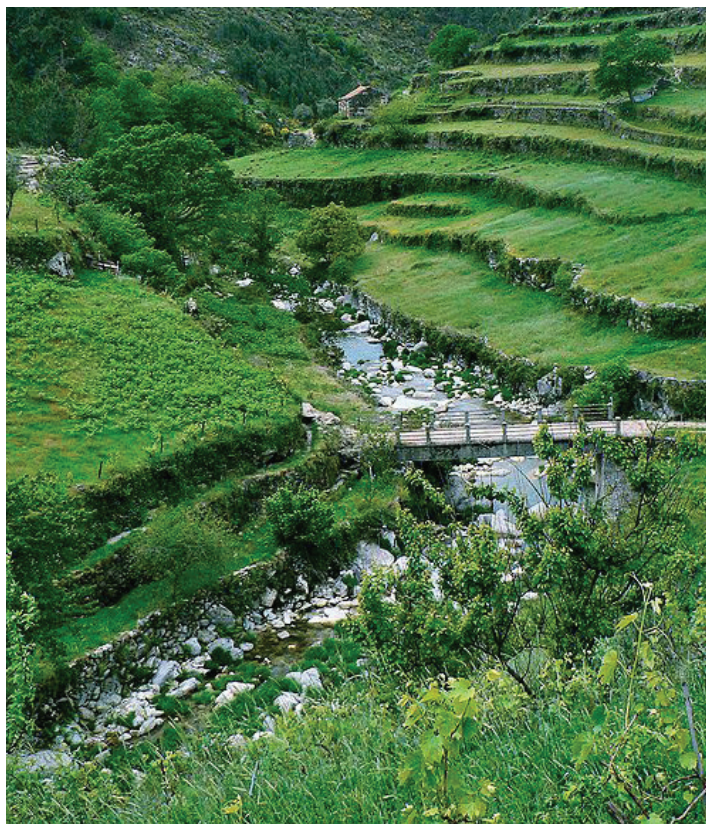
Nan Bress Ferri *Ethnographic Researcher, Docnography, High Falls, NY*

Nan runs The Den of Marbletown, a teddy bear museum and bed & breakfast which features changing diorama exhibitions of her family's Steiff bear collection. Nan holds degrees from Stanford, University of Chicago, and Swarthmore. She's worked for ten years as an ethnographic researcher. She also has both book arts and museum experience, including working at the Minnesota Center for the Book in Minneapolis and the Center for Book Arts in New York City.

Anat Shiftan is head of the Ceramics Program at SUNY New Paltz, where she has taught since 2003. Before coming to New Paltz, Anat earned an MFA at Cranbrook Academy of Art & Design and an MA at Eastern Michigan University. She also holds a BA from The Hebrew University and studied and taught at Bezalel Academy of Art & Design in Jerusalem. Anat worked for many years at Pewabic Pottery in Detroit, and was twice awarded the Michigan Grant for Individual Artists.

Jennifer Alnwick received her BA and MBA from Marist College and currently lives in Hyde Park with her husband, Brian, and four sons. Since 1997, Jennifer has been working for area credit unions and banks in the field of finance, including auditing, lending, underwriting, management, and operations. Recently, Jennifer accepted a position with M&T Bank as a Business Banking Relationship Manager, which allows her to continue working with large companies in the Kingston area.

SUMMER ART INSTITUTE 2015



JUNE 1–8 IN PORTUGAL

Draw, Print, Cut Repeat: Collage on Steroids with WSW's artistic director Tatana Kellner

Fly to Lisbon and then be taken an hour into the countryside to the heart of Alentejo country, where our pop-up studio will be held at Hotel da Ameira, an old family estate refurbished to modern comforts. Accommodations are ground-level rooms opening out onto broad covered terraces.

The class will take place in the former Falconry building, which sits separate from the main structure and on its own gentle hill, catching spring breezes, and making for a quiet private studio space. Light lunches of fresh salads and local gastronomic fare will be served here, while full Alentejo cuisine dinners can be taken pool-side. Often referred to as the "Provence" or "Tuscany" of Portugal, the Alentejo's beauty is more subtle than either.

This seven day workshop is for anyone who loves to draw and manipulate materials. Inspired by olive and citrus groves, vineyards, and white-washed farmhouses and towns, you will learn ways to combine drawing, painting, stenciling, intaglio and digital printing to create complex, one of a kind print assemblages or altered edition prints.

JULY 14–24 IN ITALY

Monoprints: Mixed Prints Italian Style with Roxanne Faber Savage

From Rome you will be driven to Vitabella-Palazzetto, the site for this summer's Italian workshop. This lovely property is close to Seggiano, 40 miles southeast of Siena, and tucked away in a spectacular rural setting. The panoramic position offers sweeping views of luscious Tuscan countryside with its classic mosaic of olive groves and vineyards. Here our pop-up studio and accommodations will be in 'casa padronale', which is perfectly positioned for enjoying sublime sunsets.

Our muse for this ten day class is the natural and built surroundings. Artists in this workshop will use daily inspiration to develop imagery for their plates and prints. You will learn or solidify your knowledge of carborundum aquatint, plexiglas intaglio, paper lithography, stencil, and chine collé.

For more information call WSW at 845-658-9133 or check the website, wsworkshop.org.



JULY 6–10

Paper and Place with Ann Marie Kennedy

Think field, forest and pulp. This class is an essential introduction to botanical papermaking.

JULY 13–17

Marketing for Artists with Libby Clarke

This class will help you build a social media presence that you can easily manage from your home studio

In the Ecotone: North Country Shifu with Velma Bolyard

Learn the Japanese paper weaving technique of shifu

Exploring Photopolymer Printmaking with Nancy Diessner

This is an amazingly beautiful technique for making photographic intaglio prints

JULY 20–24

Experimental Drawing with Dani Leventhal

Traditional drawing meets the 21st century.

Handmade Paper and Encaustic with Tatana Kellner and Cynthia Winika

Two ancient techniques, perfect together.

Collage and Digital: Call and Response with Rhea Nowak

Integrate contemporary digital printing with traditional printmaking.

JULY 27–31

Image/Text/Print/Book: Letterpress Bootcamp with Toby Millman

Learn how to print like Gutenberg.

New Directions in Pulp Painting with Karen J. Revis

From freehand to stencil to photographic imagery, new ways to build imagery in hand papermaking.

AUGUST 1–7

Unusual 3D Techniques for Papermakers with Melissa Jay Craig

Think color, form, and handmade paper. This class covers it all.

AUGUST 3–7

Motivational Intaglio with Shelley Thorstensen

If you love making intaglio prints, then this class is for you.

Decorative Bindings with Debra Eck

Beautiful sewn bindings make beautiful books.

AUGUST 10–14

Full Tilt Bookbinding with Susan Mills

A complete introduction for anyone interested in hand book binding.

Intaglio 101 with Emily Wilson

An introduction to all the basic etching techniques.

Sculptural Papermaking with Ellen Kucera and Chris Petrone

Rattan to steel, learn to make armatures for handmade paper.

AUGUST 17–21

Encaustic Collagraph: From Print to Painting with Elise Wagner

A perfect pairing of printmaking and encaustic.

Fields of Blue: Paper, Cloth and Indigo Dye with Mary Hark

Learn how to make and sustain an indigo bath, and a variety of dying techniques.

DONOR SPOTLIGHT



Rikki Snyder

Rachelle Spero works in digital and social media communications, and holds a degree in Journalism from Northeastern University. In addition to her work as a Partner at Brunswick Group, Rachelle is an adjunct professor at NYU. She first became acquainted with WSW in 2003, but it wasn't until she moved to the area in 2012, and opened up Cottekill's CHRCH Project Space, that she became involved with the Workshop.

Intrigued by WSW's mission, Rachelle joined the Board of Directors in 2012. "WSW was ahead of its time when it came to the idea of advancing equality for women in the arts. Imagine, throughout the 70s, and even early 80s, creating a space where women could gain professional experience from other women artists and exhibit their work?"

"If WSW started today," she explains "it would be viewed as jumping on the bandwagon because equality for women is probably the most discussed topic in political, economic, social, and cultural conversations around the world. While a lot of people are aware of the need for equality in the arts, not many people are doing anything to advance equality."

Since joining the Board, Rachelle has been an invaluable contributor. She's provided residents with a workspace and installation site in the CHRCH Project Space, and she's been the driving force behind our recent website overhaul, strategic marketing and social media initiatives, and adoption of a highly effective new database.

Naturally, Rachelle applied her business, marketing, and technology experience to WSW's non-profit model. "First, we decided to focus our resources on making the organization more digital. We started by redesigning the website to incorporate social tools that would allow the staff to quickly and easily publish content to the site in a visually compelling way."

By incorporating a blog into the website, WSW increased the frequency of posts about artists-in-residence, upcoming events, and progress on the Capital Campaign. Rachelle has also collaborated with staff to develop consistent marketing strategies for connecting with influencers on Twitter, building community on Facebook, and storytelling on Instagram.

Building a strong blog and social media presence is critical to expanding and reaching a wider audience. These steps are also key to maintaining deep engagement with our international community of supporters. Most recently, Rachelle helped WSW to modernize our database systems. Salesforce gives us a single solution for updating, maintaining, and connecting with our alumnae, members, volunteers, donors, vendors, and students.

"We employed Salesforce," says Rachelle, "because it provides us with many different views on the same contacts and easily enables us to generate marketing campaigns targeting specific audiences." In addition to marketing, Salesforce allows the staff to easily access and use data for fundraising and maintaining daily studio operations.

Rachelle's work with WSW has been essential to our growth in the last three years, and even as an outstanding donor, her contributions have far exceeded a simple dollar amount. Rachelle has contributed time, energy, and strategy, and has been the major influence in our digital expansion and update.

Rachelle continues to support WSW "because it is one of the few organizations that has been committed to equality in the arts from the beginning." She continues, "I firmly believe they created something very special for women artists and it must be fully recognized and preserved for the next 40 years."

2014 DONORS, THANK YOU!

\$100,000 – 150,000

New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature

\$50,000 – 99,999

National Endowment for the Arts
Andy Warhol Foundation for the Visual Arts
Windgate Charitable Foundation

\$25,000 – 49,999

Cowles Charitable Trust

\$10,000 - \$24,999

Edwards Foundation Arts Fund
mediaThefoundation
Joan Mitchell Foundation
Tides Foundation
Anonymous (2)

\$5,000 – \$9,999

Aardvark Realty/Joanne Steele
Milton & Sally Avery Arts Foundation
Agnes Gund
Klock Kingston Foundation
National Endowment for the Humanities
Ora Schneider Residency Grant
Rachelle Spero
Anonymous

\$1,000 – \$4,999

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Abby Luby
M&T Charitable Foundation
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Betsy Miraglia
Dan Osheyak & Joseph Moran
Susan Shaw
Sustainable Arts Foundation
Suzanne Taetzsch
Ulster County Cultural Services & Promotion
Fund administered by Arts Mid-Hudson
Anonymous

\$500 – \$999

Ellen Alexander & David Frankel
Bailey Ceramic Supply
Olivia Bernard
Elizabeth Borne
Priscilla Derven & Steve MacDonald
Hensley Evans
Rich Forbes
Kate Karakassis
P/Kaufmann matching
Evzena Kellner Jameson
Ellen Kucera
Elizabeth Merena
Lester Migdal
Danielle Pinet
Joanne Solace Propp
Eileen Power
Stewart's Holiday Match
Laurel & Tim Sweeney
Gary Swenson & Haynes Llewellyn

\$250 – 499

Susan Amons
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Pam Flam
Lorrie Fredette
Agnes Kelly
Jan Kohn
Marilyn McPherson
Anita Meyer
Kerry McCarthy & Kate Mann
Joanna Migdal
Elizabeth Moffett
JP Morgan Chase matching gift
Pat Murphy
Annie O'Neill
New York Community Trust matching gift
Mary Redmond
Kate Roesch
Louise Strawbridge
Anne Teshima
Catherine Wygant
Anonymous

We have made every effort to be sure this list is correct, and offer sincere apologies for any errors.



WOMEN'S STUDIO WORKSHOP

PO Box 489 Rosendale NY 12472

GROWING OUR CREATIVE COMMUNITY

BUILDING UPDATE

Every day our intrepid builders are working on the building expansion, getting the shell of the addition and connecting section secure and ready to begin detailed work on the interiors. The historic façade rehabilitation included carefully taking apart and reconstructing the windows using historic glass, rebuilding every sash and shutter, and making siding to match the original style, which is no longer manufactured. The structure capable of housing an active studio is complete. Now they are focusing on installing a super insulation envelope to help control the heating and cooling costs. Part of the project has involved adding increased electrical service to both buildings. In summer we are unable to run kilns and air conditioners and, sometimes even printing equipment and air conditioners. The new service will make it possible to run two kilns at the same time, crucial during the run up to the Chili Bowl Fiesta, and will keep all of the studios cool during Summer Art Institute.



1. Where we started; 2. Rehab in progress; 3. Facade rehab done
4. Addition in progress; 5. March 2015

BOARD

Ellen Alexander, *President*

Katiellen Madden, *Vice President*

Jennifer Alnwick, *Treasurer*

Nan Bress Ferri

Rich Forbes

Rachelle Spero

Susan Shaw

Anat Shifftin

Suzanne Stokes

Laurel Sweeney

VOLUNTEERS

Susan Siegrist, ceramics

STAFF

Ann Kalmbach, Executive Director

Tatana Kellner, Artistic Director

Tara Hagen, Art-in-Education Program Coordinator

Chris Petrone, Studio Manager

Ruth McKinney Burket, Ceramics Studio Manager

Rachel Myers, Operations Manager

Lizz Thabet, Digital Content & Communications Manager

Lauren Walling, Deputy Executive Director

Anita Wetzel, Director of Development

Susan Chute, Archivist

Barbara Leoff Burge, Co-Founder

FACILITIES MANAGEMENT

Jeff Henderson, Painter & general maintenance

Robert Woodruff, Engineer, Electrician & Equipment R&M guru



INTERNS

Katie Bosley, Chili Bowl Intern

Danielle LaCasse, Studio Intern

Ellen Prosko, Studio Intern

Katie Wofford, Arts Administration Intern