



ART ALLIANCE of the Riverside Art Museum



President: Debra Johnson

February 2023

President's Message:

As I write this article, there are so many exciting exhibits happening at RAM...please go see all of the art just waiting for us to explore. And, if you haven't signed up your child or grandchild for one of the many art opportunities, Preschool and beyond, don't miss your chance!

The Art Alliance has been busy planning our next fundraiser...yes, we are so excited...Art Market is back in business on April 1st. (That's no joke!) We will be back at White Park which provides a beautiful outdoor backdrop for all of the wonderful artists to display their art. We have activities for the entire family, Also, we need your support, *please sponsor this important event*. RAM relies on us to continue our financial support and there is an opportunity for everyone.

Meanwhile, we look forward to seeing you at our next general meeting on February 16th at 6 pm at The Cheech. We are in for a real treat as Ed Gomez, artist, curator, and educator will be sharing his work. Hope to see you there!

Debra Johnson, President

SPRING FUNDRAISER



Riverside Art Market is just 2 months away!

Art Market planning is in high gear now. Artists and vendors have reserved over 50% of the booths. Entertainment is nearly set. The food vendors have been selected. Your Art Market Committee has been doing all it can to assure

a successful and fun-filled day!

Thanks to those of you that have generously sent in sponsorships! To date we have received over \$11,000. These funds go a long way to help defray our expenses. If you are thinking about sponsoring, it's not too late. You can make your tax-deductible donation online or via check.

Thanks to all of you that have already volunteered. We need help at the beginning and end of the day to assist in the park's set up and break down. We will need to staff the park entrances, assist the vendors, children's crafts, food sales, and the silent auction. You will enjoy the work!

Finally, remember to hold this date, share information about it with your friends, family, and neighbors, and come for the day!

Thank you,

Karen Karlsson, Barbara Holshouser, Kathy Christmas, Riverside Art Market Co-chairs

PROGRAM

Many thanks to those of you who 'reshaped yourself' for our 'Are You an Artist Challenge.' Our Avatars were revealing and fun! A special thanks to RAM staff who took time out of their packed schedule on the January 19th potluck luncheon to up date us on the explosive growth of RAM and the Cheech. The rise in membership, exhibitions, funding and outreach to students (over 25,000) was beyond impressive and helps spur Art Alliance to ever more innovative fundraising projects.

FEBRUARY SPEAKER

Ed Gomez is an artist, curator, and educator located in Los Angeles, CA. His interdisciplinary art practice revolves around the questioning of exhibition practices, institutional framework and historical models of artistic production. His academic research includes border art, alternative art exhibition platforms and concepts revolving around identity and border politics. He is currently an Associate Professor of Art at California State University, San Bernardino (CSUSB) and specializes in art and technology with an emphasis on 3D software fabrication and digital art.

In 2006 Mr. Gomez, along with Calexico/Mexicali based artists Luis G. Hernandez, co-founded the MexiCali Biennial (MB). The MexiCali Biennial is a bi-national art and music program addressing the region of the US-Mexico border. Gomez currently serves as a Director and co-President of this non-profit arts organization. This project serves not only as a curatorial program but also as an ongoing art project that questions the overabundance of biennials occurring around the globe and the impact they have on the art community. Since it's founding in 2006, the MB has collaborated with hundreds of artists and over a dozen arts institutions. The MexiCali Biennial has been featured in numerous publications including the Los Angeles Times, Artillery Magazine, Frieze magazine, and KPCC public radio.



Gomez received a BFA from Arizona State University and an MFA from Otis College of Art and Design.

Denise Kraemer and Kathy Bocian, Co-ChairS

Are You an Artist? Caption Contest – February

This challenge requires you to add your personal touch to an image of your choice.

1. Print out a copy or two.
2. Add whatever you feel this image says to you or what you want to say to others.
3. How you add words, images, designs, songs or sayings is up to you.
4. Upload the image and email it to Kathy Bocian kathleen.bocian@gmail.com
5. Last but not least – Join us at the next meeting to see how others interpreted this assignment. We can't wait to see how you were inspired.

BLUE DOOR MUSEUM STORE



Our featured artist is Lavina Blossom. Stop by the store to see her beautiful work firsthand.

The Blue Door Museum Store continues to have phenomenal sales since the opening of the Cheech. Profits for the entire fiscal year 2021-2022 were \$20,212 with the Cheech having been open 3 months. Store profits for only the first 5 months of the current fiscal year so far are \$22,000, having already exceeded last year's entire profit.

How can you help? The store has become the Art Alliance major fundraiser for RAM, and it is an ongoing, year-round project. We can use more help with assisting in purchasing merchandise and dusting and arranging. Please contact me to chat about your role on this vital committee.

Thank you.

Kathy Arthur, *Blue Door Museum Store Committee Chair*

TREASURER'S TALK

Attached below are the December and January Financials. The main income in December was related to tickets and the silent auction for the Holiday Event. This has yet to be totally reconciled. The main income in January reflected the sponsorships/donations for Art Market that were made by check.

The January expenses show the \$26,000 donation we made to RAM for the proceeds of Off the Wall. Our balance at the end of January stands at \$20,783.59. We are well positioned to pay any upfront costs related to our Art Market Spring Fundraiser.

Additionally, we show a \$21.854 Blue Door profit in the January financials. This is not the profit for just January but reflects the cumulative amount the Blue Door earned for the fiscal year beginning September 1, 2022 - January 25, 2023. An amazing amount due to the hard work of the Blue Door team as well as the growth and change that RAM is experiencing since the opening of The Cheech.

Pam Balys, Treasurer

CALENDAR

Thursday, February 16, 6:00 PM	General Meeting	The Cheech Auditorium
Saturday, February 25, 6:00 PM	Land of Milk & Honey Reception	The Cheech
Tuesday, March 7, 5:15 P	Board Meeting	

