

VIEWPOINT

GALLERY

ISSUE 64

SACRAMENTO VALLEY PHOTOGRAPHIC ART CENTER

November/December 2001

SVPAC Volunteers at Annual SAMCC Reception



This year's SAMCC Reception brought out the most SVPAC volunteers ever. Shown above pouring wine for the SAMCC guests are (left to right), Susan L-Nikel, Donna Allen, Cheryl Snook, Jennifer Rodgers and Rebecca Martin. In the photograph on the left, Lloyd Fergus takes a break to visit with well known Sacramento photographer Tom Meyer who was documenting the event. Other members who took turns manning the drinks table were Karen Connell, Waymond Fong and Rebecca Gregg. This year's reception featured an exhibit of photographs from the SAMCC archives titled "Remembering Childhood" and it was fun for all the guests to see the similarities between the pictures on the wall of kids on ponies, Girl Scout troops, dance recitals and class photographs and compare them to their own personal photo albums at home. SVPAC happily volunteers at this annual event as a gesture of gratitude to SAMCC and Director Jim Henley for allowing us the luxury of a wonderful exhibit space throughout the rest of the year. Thank you volunteers! ■

CALENDAR

Print Night
1st Wednesday
7:15pm

General Meeting
No meeting in November due to holiday. Call gallery for date of December meeting.

Exhibit Schedule

Members Show 2001
"Personal Selection"
Nov 9 – December 21, 2001
Reception
November 10, 2001

Peg Keranen & Henry Paine
"Two Views from Stockton"
Jan 4 – February 15, 2002
Reception
January 12

Sacramento Boy's and Girl's
Club Exhibit
Feb 22 – April 5, 2002
Reception
March 9

Fine Print
Auction & Drawing
April 12 — June 1
Preview Reception
May 11
Auction and Drawing
June 1
Reception 6 pm
Auction begins 6:30 pm

Visual Edge 2002—
Photography's Full Circle
The Pinhole Perspective
June 7 — July 19
Reception June 8

Unless otherwise noted all receptions are from 5:30 to 8:30 pm

Looking at Photographs

by Rebecca Gregg

For humans, face-to-face encounters are usually personal, and fortunately, usually pleasant, effective, meaningful, only rarely annoying, thought provoking, puzzling or a combination of these. These responses are true of face-to-face encounters with photographs as well. Viewing photography in a gallery takes the viewer away from books into issues of actual print size, real contrast, clarity, or cropping, print quality from the photographer rather than the printing press, and issues of matting, glass reflections, and the atmosphere of the gallery itself. It can even introduce jockeying with other gallery-goers for a better position to see the prints as in the recent crowded SF MOMA Ansel Adams exhibit.

Studies show that the average person spends much less than 30 seconds each when viewing works of art in galleries. Further we are more likely to spend time when we understand or agree with or already "like" rather than with themes or styles not to our liking. Photographs readily invite discussions on technique often at the expense of discussions about meaning or visual symbolism.

Terry Barrett in *Criticizing Photographs* states that the best way to appreciate an image is to observe it, think about it and talk about it. Of course, the first step of observing doesn't have to be in a gallery or museum rather than in print. But nine SVPAC members on a recent Saturday trip to San Francisco did observe the work of Ansel Adams, photo-influenced work of Chuck Close and Joseph Cornell, and historic examples from the permanent MOMA collection. The group also viewed the stunning mammoth prints by Carleton Watkins and Eadweard Muybridge at Robert Koch Gallery, more Adams and Edward Weston's contact prints at Scott Nichols Gallery, icons of American photographic culture Diane Arbus, Lee Friedlander and Garry Winogrand at the Fraenkel Gallery, and a variety of edgy figure studies by various artists at J.J. Brookings Gallery.

Barrett's third step, talking about images, began almost immediately when SVPAC members confronted the photographs, and discussions continued on the drive back to Sacramento. Thinking about the images, Step Two, continues long after the trip to the galleries. This on-going process is probably the real reason to study images: for provoking ideas about subject matter, technique, esthetics and meaning which lead to greater understanding and expanded appreciation.■

"Personal Selection" Members Show 2001





Rebecca Gregg

THE PREZ SEZ...

The divergent techniques and themes of the annual members' show echo the breadth and range of photography itself. Ninety-seven prints fill the gallery walls almost salon style. They flow from expansive landscapes to figure studies, gelatin silver to digital, pinhole to Polaroid, color and black and white and in between. As the Board had hoped, many members are exhibiting their work for the first time at the gallery. The show is a tangible illustration of the range of photography as a medium for communication and expression. But more importantly the exhibit indi-

cates the talent and divergent interests of our members. The show is serious, fun, traditional, experimental, and inspirational. Thank you to all the members who exhibited. I hope you will consider donating other evidence of your talent to the Auction and Drawing next year.

Now a divergent second paragraph. This fall has been full of jolts. While the closing of Friends of Photography and the Ansel Adams Gallery in San Francisco in late October is minor in comparison to September' horrific losses, it is nonetheless a true loss. San Francisco and the viewing public have lost an important venue for experiencing photography firsthand. It is especially ironic that this closing should come as the city celebrates Adams' 100th birthday with several major retrospective exhibits. The closing of Friends has renewed SVPAC Board's commitment to our organization's purposes, prudent management of our resources, and our dedication to members and the community through photography.

Bring your B/W Printing skills to a Print Party for the Boys and Girls Club Exhibit

Volunteer to make the prints and cut the mats for the Boys and Girls Club show. We will be having a printing day at Sierra College on Saturday, January 26th from Noon to 6pm. Afterwards, the pizza's on us! This will be a marathon, as we will need to produce 50 to 60 beautiful silver prints on RC paper from negatives taken by the members of the Sacramento Boys and Girls Club. Then they need to be window matted and made ready to glass for the exhibit. There are 13 enlargers at the Sierra College lab, so 13 printers can be accommodated. If you are an ace at cutting window mats we want you too! Call the gallery during regular hours, or if you leave a message, be specific, and volunteer your time for this worthy cause. ■

Become a Member of the Sacramento Valley Photographic Arts Center

Join us in supporting the photographic arts, receive the newsletter by mail and attend workshops at member discount rates.

Enclosed is my check for:	\$35 Regular Member
Date _____	\$28 Student Member
Name _____	\$30 Senior Member
Address _____	\$50 Family Member
City, State, ZIP _____	\$100 Portfolio Member (limited availability)
Telephone _____	
Email _____	

Please contact me about volunteer opportunities!

Clip this coupon and mail it along with your check to:

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www.viewpointgallery.org

Viewpoint is a publication of the Sacramento Valley Photographic Art Center. All correspondence can be sent to the above address. We thank our regular contributors and welcome new submissions. Please call for advertising rates.

If you have moved, please notify our Membership Chair as soon as possible in order to update our database and keep our information coming to your mailbox.

Please note that we now have a dedicated email address. Use it if you have any questions, suggestions or information for the newsletter.

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On Other Walls

The Darkroom Gallery, 708 57th Street, Sacramento — “Making Contact” Platinum/Palladium and Silver Prints by SVPAC member Steven E. J. Nieslony. Through November 15th. If you didn't make the Second Saturday reception for Steve's show, be sure and catch it before it closes. Those who were able to come to the reception were treated to a view through the glass of Steve's 7 x 17" large format camera. Wow! Beautifully printed landscapes of Yosemite in winter, plus scenes from Gladding McBean are among the works. Fascinating to see the same negative printed in both silver and platinum/palladium hung side by side.

Espresso Metro, 2104 11th Ave, (near City College) Sacramento — “TV to CD to TS: A Year in Transition” Works by SVPAC member G.C. Freeman. November 11, through December 8. Reception December 8th from 8 to 10 p.m. From the artist's statement: “As with the work you see on these walls, my life continues to be a work in progress. Just a year ago, I appeared in public for the first time in twenty years wearing women's' clothes. Last week, I transitioned on the job as a male-to-female transsexual and, this week, I start living in my new gender role, twenty-four hours a day, seven days a week. Some of the photographs you see here chronicle that journey from male to proto-female. Others are an attempt at capturing "gender" on film, while others are mementoes of the transgender community.”

Mission Statement

The Sacramento Valley Photographic Art Center envisions a thriving, energetic and supportive photographic community. The Center's role in this environment is to promote photography as a fine art form and provide photographic education by:

- a. displaying original photographs by contemporary and historic photographers, whether produced by chemical, electronic or other, as yet undiscovered means;
- b. holding lectures, workshops and discussions on photographic history, technique, criticism and aesthetics;
- c. sponsoring and participating in special events involving the creation display or explanation of the photographic arts, crafts and technologies.

www.viewpointgallery.org

Visit our website often for the latest information on exhibits, workshops and field trips! This is also the place to share your work with our other members and the entire online population! Log on today!



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Gallery Hours
Tuesday and Friday
10am to 5 pm
Wednesday
1pm to 7:45pm

Viewpoint Gallery is located three blocks east of I-5
Off Richards Blvd at 551 Sequoia Pacific Blvd.

