March will feature 2020 Spectrum Art Gallery Print Auction and Exhibition.

ArtHop & Artists’ Reception: March 5, 5:00 to 8:00 PM.

Friday Photography Live Presentation: March 20, 7:00 PM - “The Insider Story Behind Our Auction Prints and the Photographers Represented.”

Live Auction Event: March 28, 4:00 PM, Fresno Art Museum.

April will feature a solo exhibition by Caroline Jackson.

ArtHop Reception: April 2, 5:00 to 8:00 PM.
Spectrum Art Gallery celebrates its 40th anniversary this year, and our first major event is the return of the annual auction at the end of March. The gallery’s March exhibit features over 50 works of fine art photography from local, national and internationally known artists. Included among the artwork is a rare portfolio of 12 highly collectible Edward Weston photographs!

All of the works will be on display at the gallery from Thursday, March 5th (ArtHop) through Friday, March 27th.

The works will be offered for purchase at Spectrum’s live auction, on Saturday, March 28th at the Fresno Art Museum: Live Auction Reception and Silent Auction Preview: 4 pm - 5pm. Live Auction begins: 5 pm. Admission for this event is $5 (includes food, wine and other refreshments, music, and a ticket for the random drawing prizes).
I have always been drawn to the range of human experience, the outlier. My fascination with photography began in 2010 when I picked up a camera and headed on a road trip to Slab City. Slab City is a place known for people seeking life on its own terms, an alternate vision existing apart from the group. I find this fringe lifestyle a source of fascination. Accordingly, themes of separation and exclusion, alienation take root in my photography. I have been drawn to the outlier segment since childhood, and this is expressed through my images. The sense of being outside, looking in through a window, yet always excluded is conveyed through my art. I can visualize beauty, but I find traditional “beauty” cliche. I began working in near infrared 1 year ago. Shooting in near infrared casts old ideas in a different vision and direction, as I am working partly in the non visible spectrum of light. The near infrared spectrum allows both visible and the invisible world of light to blend and create my images. Working with this light the human eye cannot see lends an outlier sense and distortion to my images - they look “different”, a bit other worldly, sometimes ethereal, at times haunting, at times garish, with a bit of sci-fi. This medium gives a new spin on old subject matter, a portal to a new or strange vision. Water is black, clouds roil, and foliage reflects infrared light to create surprising color pallets, often unexpected until the image is processed. To me, my photography represents a paradigm shift as I create new relationships in cliche subject matter.
Embracing and accepting the fact that it is almost spring in the year 2020, I want to remind all members of the gallery that one of the great privileges of membership is exhibiting your work.

Here is a list of upcoming exhibits, some of which you can participate by submitting your work:

- March exhibit – Auction Exhibition and Rogue Festival
- April exhibit – Caroline Jackson
- July exhibit – (not too early to plan) – 40th Anniversary Members’ Show
- October exhibit – (not too early to plan) – Alternative Process Group Show
- November exhibit – Photo Contest
- Worth mentioning – Auction – 40th Anniversary planning – Fresno Camera Club meetings

I personally crave inspiration, and know I can count on each issue of “LENS WORK” magazine to inspire, especially the Guy Tal column entitled, ‘Creative Thinking’. His most recent covers the topic of Art -vs- Artifact, and includes a quote by Henry Miller, “Art is only a means to life, to the life more abundant. It is not in itself the life more abundant. It merely points the way, something which is overlooked not only by the public, but very often by the artist himself. In becoming an end, it defeats itself.”

In the same issue is a quote by Paul Caponigro:

“At the root of creativity is an impulse to understand to make sense of random and often unrelated details. For me, photography provides an intersection of time, space, light, and emotional stance. One needs to be still enough, observant enough, and aware enough to recognize the life of the materials, to be able to ‘hear through the eyes’.”

The most recent issue of the magazine Art in America is focused on Artificial Intelligence, and I was struck by these passages:

“Contemporary mass culture is unimaginable without digital video, CGI and social media.”

From Democracy to Demo Culture.

“Demo” can be traced back to the Greek ‘demos’ which means “the people” and serves as the root of “democracy” the process by which those people can express their collective will. To be political, the people must also come into the light of power and be seen. Thus “demo” does not refer to the demos,

but is a truncated version of demonstrate, which means to bring something into the light, to make some new process, fact or subject known.

A favorite website of mine is Hyperallergic.com where I just learned about this young artist. I hope some of what I share inspires other members of the gallery as much as it does me.

Tyler Mitchell is from a generation of artists that don’t see the same boundaries that we once did. They are not burdened with the same conceptual, aesthetic and genre definitions that artists have traditionally had to contend with. He is so fluid. Mitchell’s portraits are printed on various found fabrics, from pastel pillowcases and washcloths, to sateen swatches that twinkle at the right angles, all hung from clotheslines. The installation fuses fashion with fine art, photography with sculpture, art-historical references with the 2020 zeitgeist – a dreamy landscape undercut by the insidious intrusion of reality.

I hope some of what I share inspires other members of the gallery as much as it does me. Tyler Mitchell is from a generation of artists that don’t see the same boundaries that we once did. They are not burdened with the same conceptual, aesthetic and genre definitions that artists have traditionally had to contend with. He is so fluid. Mitchell’s portraits are printed on various found fabrics, from pastel pillowcases and washcloths, to sateen swatches that twinkle at the right angles, all hung from clotheslines. The installation fuses fashion with fine art, photography with sculpture, art-historical references with the 2020 zeitgeist – a dreamy landscape undercut by the insidious intrusion of reality.

You are invited to join us on Friday, March 20th at 7 PM for a lively discussion on intriguing details behind the prints on display for our 2020 Auction Exhibition.

Great art, then... inspires truthfulness and humility.

Ed Gillum, President
president@spectrumphotogallery.org

FRIDAY PHOTOGRAPHY LIVE

The Insider Story Behind Our Auction Prints And The Photographers Represented

Who: Open to the public - Admission free

When: Friday, March 20, 2020 at 7 PM

Where: Spectrum Art Gallery, 608 E. Olive Ave., Fresno

You are invited to join us on Friday, March 20th at 7 PM for a lively discussion on intriguing details behind the prints on display for our 2020 Auction Exhibition.

Hope to see you and your guests there!
SUBMITTING INFORMATION FOR THE FOCUS NEWSLETTER AND PUBLICITY

The deadline for submitting items for the 2020 May/June issue of the Focus is **April 10, 2020**.

If you have an upcoming Spectrum exhibition, you will receive instructions from the Curator, Jesse Merrell a few months prior to your exhibit. Please e-mail your text in a Word document including dates and times for receptions, biography, inspiration for the show, the show title and any other pertinent information to: submissions@spectrumphotogallery.org.

If you would like to update your exhibit information or write an expanded article for Focus, please contact:

- Franka Gabler: franka@frankagabler.com
- Travis Rockett: travisrockett1@gmail.com
(Franka and Travis alternate as Focus co-editors). Travis is also taking care of press releases/publicity for Spectrum exhibits).
- Linda Knight: knight7380@gmail.com; webmaster@spectrumphotogallery.org
(Finda uses the information to update Spectrum website).
- Paola Staeblein: inspiringdevas@gmail.com
(Paola is publicizing Spectrum exhibit/events on social media).

Images must be 1200 pixels in the longest dimension. Please include several horizontal and vertical images to allow for layout choices. File names must include your name and the title of the image.

For multi-artist exhibit, please also create a composite image to include photo(s) and exhibit info:

- **Outside Facebook cover/event photo dimensions are 1200 x 527 pixels, with centered 939 x 457 pixels safe zone, for images and text. Such composite will display properly between different digital platforms and devices.**

Please include brief exhibit info in the composite image: exhibitor name, exhibit title, and dates. For a two or more person exhibit, please include a representative image for each artist. The composite images will be used to promote your exhibit/events on Facebook.

Spectrum members are also encouraged to submit other pertinent information for publicity - such as if they have an exhibit or a presentation at a different venue. Such info will be included under “Out & About in the Art World” column in Focus, and also shared with the Spectrum Facebook Members Group (https://www.facebook.com/groups/spectrumartgallery/).

If you are on Facebook, please “like” the Spectrum Art Gallery page (https://www.facebook.com/spectrumgallery) and share the gallery events. The Spectrum Facebook page promotes the gallery events and other photography-related topics.

To receive the Gallery event reminders, other interesting photography-related information or exhibits, please join Spectrum Facebook Members Group (https://www.facebook.com/groups/spectrumartgallery/).

### Spectrum Art Gallery’s Traveling Show

**Fresno City Hall 2020**

Call to all Spectrum Gallery Members to show at Fresno City Hall for the month of June 2020 2nd floor lobby. This venue offers your photography to be viewed in a high traffic public art space. Please be sure to have your photographs framed and matted to gallery standards and to be in spotless condition. In addition, city hall requires the use of coated cable on back of frames. This prevents scratching the walls.

Fresno City Hall is a public facility of the city: it’s not a formal museum, nor is it a commercial gallery; it’s a facility for conducting government business. The audience ranges from children to the aged, from employees to the general public, from people with limited life experiences to the sophisticated, from the few who came to the facility specifically to see the photographs to the many that are required to be present for various reasons. The exhibit provides Spectrum Art Gallery members with access to a wider audience and it provides the public an exposure to photography, which they might not seek on their own. All photographs should be appropriate for such a mixed audience. So please no photos of nudes, violence, or politics.

Drop off deadline is Sunday, May 10 at 5 PM. Deliver to gallery storage room, in the clearly marked bin “Fresno City Hall Show”. Attach a print registration form to the back of each print. You may deliver 1 to 4 prints.

This is a large exhibit to prepare so please observe the deadline of Sunday, May 10 at 5 PM.

Questions to Jim Curnyn: mjcurnyn@comcast.net.
**Spectrum Information**

**Members’ Showcase Digital Display Schedule and Procedures**

All active Spectrum Gallery members may submit 4 digital image files to be exhibited on the Digital Display frame in the Members’ Space whether or not they are currently exhibiting in the Main Gallery or in the Members’ Space.

The Digital Display is updated 4 times a year as shown in the graphic below. Active members may submit 4 new images every quarter or allow their current images to roll over into the next exhibit at each quarterly deadline.

Please email your 4 digital jpeg image files to Patrick Rhames at rhamesphotography@gmail.com by the submission deadline in the table shown below.

If your images are received by the deadline they will be exhibited. If they arrive late they will be saved for the following quarter.

Standard rectangular or square formatted jpeg images must be at least 800 pixels tall. Images taller than 800 pixels tall are also OK.

Horizontal panoramic jpeg image files must be at least 1,500 pixels wide. Images wider than 1,500 pixels are also OK.

Vertical panoramic jpeg image files must be at least 800 pixels tall. Images taller than 800 pixels are also OK.

<table>
<thead>
<tr>
<th>Submission Deadline</th>
<th>Exhibition Months</th>
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<tr>
<td>March 10th</td>
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<td>February</td>
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<td>March</td>
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**Image & Idea Sharing Night**

**When:** WEDNESDAYS, March 18 and April 15 at 6:00 PM

**Where:** Spectrum Art Gallery

**Who:** All current, active members

Eager for a discussion (on your terms) of your photographic work or ideas concerning what to do with your work?

Please join us for a sharing of images and ideas at Spectrum Gallery.

Bring no more than 6 pieces (prints, slides, digital display, etc.) that you would like to discuss. Prints can be anything from unmounted works in progress or work ready to hang.

Keep in mind the time allotted to you will be established by dividing up 2 hours by the number of members sharing their images.

If your work requires something more than what we provide below, you must bring the necessary equipment with you.

**We supply:** easel, tables, laptop computer, digital projector, and screen.

**CALL TO MEMBERS:**

**Spectrum’s 40th Anniversary Celebration Committee Currently Meets the 3rd Thursday of the Month**

Your fellow members have been diligently working towards an exciting 40th anniversary year of activities and increased public visibility to celebrate this anniversary. Some of the events will include a photo contest, a special Members’ exhibition, and our big Auction event.

We hope that you all will participate as much as you can in our team effort to advance our presence and contributions. All of these activities serve not only the larger community, but also, your individual exposure.

If you can pitch in with volunteer time and skill-sets please confirm your participation by emailing Steve Dzerigian at info@stevedzerigian.com. Many thanks to all of you current and past dedicated volunteers! It’s because of your teamwork and good will that we have continued to exist for 40 years!
## Upcoming Exhibitions

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<th>2021</th>
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<td><strong>AUCTION EXHIBITION</strong></td>
<td><strong>OPEN</strong></td>
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<td><em>(ROGUE)</em></td>
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<td><strong>CAROLINE JACKSON</strong></td>
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<td>April 2 - May 3</td>
<td>January 7 - 31</td>
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<td><strong>JESSE MERRELL</strong></td>
<td><strong>OPEN</strong></td>
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<td>May 7 - 31</td>
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<td><strong>JOHN MOSES &amp; PAOLA STAEBLEIN</strong></td>
<td><strong>OPEN</strong></td>
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<td>June 4 - 28</td>
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<td><strong>40TH ANNIVERSARY</strong></td>
<td><strong>AUCTION EXHIBITION</strong></td>
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<td><strong>MEMBERS’ SHOW</strong></td>
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<td><strong>TRAVIS ROCKETT</strong></td>
<td>March 4 - 28</td>
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<td>August 6 - 30</td>
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<td><strong>RICHARD HARRISON</strong></td>
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<td><strong>ALTERNATIVE PROCESS</strong></td>
<td><strong>OPEN</strong></td>
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<td><strong>GROUP SHOW</strong></td>
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<td><strong>PHOTO CONTEST</strong></td>
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<td><strong>GUEST ARTIST</strong></td>
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<td>Dear 3 - January 3</td>
<td>December 2 - January 2</td>
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**To schedule an exhibit you must be current with your gallery dues and if you are a service member, you have to have fulfilled your service. Please contact Spectrum Art Gallery’s curator, Jesse Merrell at:** curator@spectrumphotogallery.org

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## Sitting Schedule Hours

**Contact Juergen Vespermann to sign up for weekend sitting:**
juergen.vespermann@sbcglobal.net or 559-431-0850

**ARTHOP THURSDAY:**
5:00 - 8:00 PM

**FRIDAYS:**
5:00 - 8:00 PM

**SATURDAYS & SUNDAYS:**
First Sitter 11:00 AM - 2:00 PM
Second Sitter 2:00 - 5:00 PM

**Contact John Moses to sign up for weekday sitting:**
jwmoses@comcast.net or 559-960-7032

**ARTHOP THURSDAY:**
First Sitter 12:30 - 2:30 PM
Second Sitter 2:30 - 5:00 PM

**FRIDAYS:**
First Sitter 12:30 - 2:30 PM
Second Sitter 2:30 - 5:00 PM

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## Spectrum Art Gallery Board

**PRESIDENT:**
Edward Gillum
president@spectrumphotogallery.org

**VICE-PRESIDENT:**
John Moses
jwmoses@comcast.net

**TREASURER:**
Jesse Merrell
treasurer@spectrumphotogallery.org

**SECRETARY:**
Jennifer Franklin
jentwo@gmail.com

**MEMBERS AT LARGE:**
Craig Beal
cbeal53@att.net
Steve Dzerigian
info@stevedzerigian.com
Linda Knight
knight7380@gmail.com
Patrick Rhames
rhamesphotography@gmail.com
Travis Rockett
traviskrockett1@gmail.com

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**Spectrum Art Gallery**
608 E. Olive Avenue, Fresno
In the Tower District
559-266-0691

**ARTHOP THURSDAY (1st Thursday of the month):**
12:30 - 8:00 PM
FRIDAY 12:30 - 8:00 PM
SATURDAY & SUNDAY 11:00 AM - 5:00 PM
www.spectrumphotogallery.org