

DEERFIELD VALLEY ART ASSOCIATION

CENTER FOR THE ARTS, GALLERY, AND HOME OF THE MUSEUM OF NEW ENGLAND ART

APRIL 2021

CONTACT US dvaa1931@deerfeldvalleyart.org

OPEN FRIDAYS AND SATURDAYS 12-5 pm

DVAA HAS MOVED!

right next door to the former Cameron's Winery location

We did it! After much painting, cleaning, packing, and discarding, we moved our gallery, gift shop, office, backroom storage and supplies next door to the former Cameron's Winery, our new home. One might think it would be easy, being that the move was nearby and it was compared to moving miles away. But there were a few complications such as the flooring guy unable to finish until 4:30pm on the Friday that we needed to vacate. But with many hands and lots of heart, we managed to get it done. The floors look fantastic! Worth the wait.

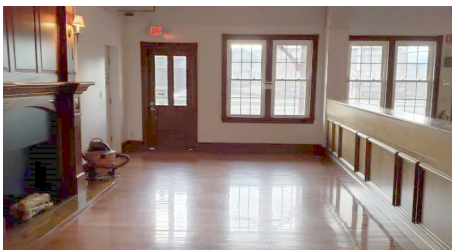


Michael Humphries, who led the panel-moving squad, measures to be sure that the panels would get through the doors without the need to remove the wheels.

The hardest part of the move involved the large art display panels. Since the dates to move them had to be changed, the job fell to a bunch of willing but older volunteers. Combined with a strong wind and unwieldy, heavy construction, moving those behemoths out the former front garage doors, down the sidewalk and around the back, and into the garage was not a sight for the faint hearted and certainly not an undertaking meant for those aged 70+. Gratefully, the Community Bible Church, our new landlords, had a young crew coming Saturday to move the church into our former space. They let us leave the panels in the garage and their young people moved them into our new gallery.

The Community Bible Church people did a fantastic job of painting all the walls and trim, refinishing the floors on the lower level, and replacing the carpet with a new wood floor to match the lower level and ramp. They did a great deal of electrical upgrades, replaced the sink in the bathroom, took down a piece of sheetrock and made a beautiful sliding door that will allow us to move things more easily to and from the back room, and much, much, more. And now we are tasked with unpacking, and hanging up new window screens and molding for our new hanging system, both generously donated by a patron who wishes to remain anonymous, plus dividing up

the space in the backroom and create storage space.



The Gift Shop is looking sadly empty as we depart. The Gallery, too, was completely bare as Gen takes leave of it for the last time



The Gallery and Gift Shop will have a soft opening on Friday April 16th. A more formal one, with PR announcements, is scheduled for the following week when open hours will change from 12-4 to 12-5 on Fridays and Saturdays for the summer. No reception is planned due to Covid-19.

Look for before and after photos in the next newsletter; better still, pop in and look at the "new DVAA" for yourself. Masks and social distancing still required.

DEERFIELD VALLEY ART ASSOCIATION

CENTER FOR THE ARTS, GALLERY, AND HOME OF THE MUSEUM OF NEW ENGLAND ART

APRIL 2021

CONTACT US dvaa1931@deerfeldvalleyart.org

DVAA BOARD FOR 2020

The Board meets on the third Sunday of the month at 1:30pm at the Gallery, 105 Main Street, Northfield. It is an open meeting that all members are welcome to attend. Add a topic to the agenda by emailing it to

dvaa1931@deerfieldvalleyart.org

President: William Rathbun
Vice-President: Bucky Callery
Treasurer: Darcy Rathbun
Recording/ Corresponding Secretary: Mary Jo Hauri

Additional Board Members:
Bev Phelps, Edith Hunsberger,
Katherine St. Clair, Joan Stoia,
Melanie Phillips

COMMITTEE CHAIRS

Programs: Marge Anderson, Chair
Sub Committee on Open Exhibits -
Leni Gaudet
Sub-Committee on Fiber Arts -
Jeanne Sisson
Program Committee Coordinators:
Exhibits & Events - Marge
Anderson
Education Coordinator: Gen Abate
Publicity Committee - open
Fundraising Committee - open
Membership Committee - open Gift
Shop Coordinators: Mary Field and
Gen Abate
Newsletter Editor: Maureen Moore
Website: Gen Abate

OPEN FRIDAYS AND SATURDAYS
12-5 pm

DVAA PHOTOGRAPHY EXHIBIT

APRIL 16TH - JUNE 12

Our first exhibit in the new gallery
will be a member photography show.

For this event, instead of a volunteer sitting obligation or fee in lieu of, we are charging an entry fee of \$5 for a single photograph or \$10 for up to 4.

- There are two categories:
professional camera
or iPhone/iPad camera.
- The teen section has been dropped due to lack of interest. We still have room for a few more last minute exhibitors especially in the iPhone/iPad category.
- If interested, please contact margedvaa@comcast.net by Saturday March 10. You will need to make an appointment to bring them to the gallery on Sunday or Monday

Schedule for the DVAA Reopening and the Photography Exhibit

Saturday April 10	Last day to submit intent to enter Photo show by email notice to Marge at margedvaa@gmail.com
Sunday April 11	Drop off photos for exhibit - <u>by appt. only</u>
Monday April 12	Drop off photos for exhibit - <u>by appt. only</u>
Fri. & Sat. Apr 16/17	Soft opening of photo exhibit 12-5pm



Curious Cows Annette Mackin
Wadleigh from *My Little Town*
exhibit.

MEMBER NEWS

Mosaic artist Deborah Aldo just completed a two-part commissioned backsplash, one part seen below. Her private client and outdoor installations are in homes, and public places globally. Deb often shows her smaller pieces in DVAA shows.



Backsplash Commission, Deb Aldo

Have you renewed your membership?

Due to Covid-19, the gallery was closed from March until mid-September 2020. During this time, although our landlord agreed to a much reduced rent, we still had, and continue to have, other expenses such as insurance, internet and phone, accountant and filing fees, etc.

We did have some sales around the holidays but income has been bleak since. We are encouraged that mass vaccinations and a recovering economy plus a more visible gallery space will combine to gradually bring in new and returning visitors to the gallery and gift shop.

Meanwhile, we really need your dues to see us through. So, if you have not yet renewed, you can do so

by check sent to DVAA, 105 Main St. Northfield, MA 01360,
by charge card through our website, <https://www.deerfieldvalleyart.org>
or by stopping at the gallery on Fridays and Saturdays 12-5pm.

Dues remain the same:

\$40 for those under age 65 and \$30 for those age 65 and over.

MEMBERSHIP FOR 2021

Dues can be paid by check mailed to DVAA 105 Main Street, Northfield MA 01360
or by online payment at www.deerfieldvalleyart.org ["Join" button]
or in person during Gallery hours

Adults \$40

Seniors 65+ \$30

Students \$20 ID required for those over 18

Family \$60 1-2 adults at same address with child/children

The benefits of membership are, besides the satisfaction of supporting the arts in our region,

For artists, reduced commission rates on the sale of artworks.

Listing of your website on the DVAA website and social media.

With your permission, images of your work on our website and social media.

Reduced workshop registration fees and advanced registration.

Periodic free programs and activities to help you grow professionally.

Discounts at area businesses. (A list will be on our website as we make arrangements)

A supportive community of artists and crafts persons.

A monthly Newsletter with schedules, artist opportunities, names in the news, etc.

A space for an individual show at the cafe, Baystate Franklin Medical Center, Greenfield, MA

Patrons, too are encouraged to join and enjoy the relevant benefits of membership

IF YOU HAVE NOT KEPT CURRENT WITH YOUR DUES, WE WELCOME YOU TO REJOIN AGAIN.

WE NEED YOUR SUPPORT



**105 MAIN STREET
NORTHFIELD, MA 01360**
