

Newsletter for the Corona Art Association 💥 Founded in 1963 💥 501(c)(3) Non-Profit Organization

How to Find Us 💥

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The CAA Gallery in Corona's Historic Civic Center at 815 W. Sixth St. Suite# 145 *is open...* Thursday – Sunday 12pm - 4pm

🖀 951-735-3226

CoronaArts@att.net www.CoronaArtAssociation.org

Facebook and Instagram:

@CoronaArtAssociation

Board Meetings are the first Tuesday of each month at 5pm.

General meetings are the second Tuesday of each month at 7pm.

Board of Directors 💥

President Laureen Pedroza 1st Vice President Lori Alarcon (951) 204-2624 2nd Vice President Becky Floyd Secretary (acting) Janet Griffith (951) 870-7003 Treasurer Vacant Directors at Large: Bill Gorajia (909) 975-4890 Judy Henderson (951) 735-2865 Georgina Johnson (951) 520-8585 Bruce Logan (951) 496-3744 Carmen Lopez (951) 735-5495 July

Mark Your Calendars!

the **Poletie**

- Tue. 14th 7-9pm: General Meeting limited to 12 people in the gallery (Zoom info. to follow) ~ Demonstration of Gallery Shop
- Wed. 15th: Gallery Shop launch date
- Thu.-Sun.16th-19th noon-4pm: Take-In for "Travel" Art Show

July/August 2020

- Mon. 20th & Tue. 21st noon-2pm "Bring Your Own Stone" to mosaic for CAA Gallery Shop (members only) ~ 100% of proceeds go to CAA ~ *RSVP online* required
- Sat. 25th noon-4pm: Open House Reception for "Travel" Art Show
- Fri. 31_{st} 10am-9pm Miguel's Jr. (Original 1039 W. 6th Corona location): Eat-Out Fundraiser

August

- Tue. 11th 7-9pm: General Meeting ~ Lori Alarcon will demonstrate how to create planets with pastels
- Fri. 21th 4-8pm Panera Bread (Corona Crossing): Eat-Out Fundraiser

News and information updates: www.coronaartassociation.org/blog

From the President 💥

Founded in 1963 by artists Maxine Piester, who passed away in 2003, and Dominick Frascella, who passed in 2004, the Corona Art Association (CAA) has proven to have staying power and a loyal following for nearly 60 years. Both Piester and Frascella were active in the Corona art scene since the 1960s, and their impact on the art community is documented in an extensive collection of articles and photographs located in the Corona Library archive.

What we learned from them is that art can have a powerful impact on our lives and our community through times of great joy and times of devastating loss. The eloquent power of art allows us to express feelings of sadness, joy, and hope in demonstrative and revealing ways—It is our story. Fast forward to mid-March 2020 and the COVID-19 crisis hit, leading to a statewide stay-athome order and a temporary closure of our gallery. No classes, no art shows, no art demonstrations, and most devastating, no interaction with our members, students, and the public.

How would we survive? Reinvention was the order of the day. With creativity, hope, and a good-size dose of gumption we launched CAA's first-ever virtual art show, *Art in Isolation*. It was so successful, we decided to launch a second, *Art in the New Normal. (cont'd...)*

News 🔀



The Corona Art Association was saddened to learn of the death on April 6, 2020 of (Albert) **Eugene Piester**, the widower of CAA co-founder Maxine Piester. Our deepest condolensces go out to his loved ones. According to his obituary, Eugene died peacefully of natural causes at the age of 97. Eugene was a pillar of the Corona-Norco community and a WWII veteran. A future memorial service is being planned.

In order to safely re-reopen the Gallery on July 2 and comply with local and state guidelines, the following **Health and Safety Protocols** have been established (subject to change), with no more than 12 people in the Gallery at one time:

- Stay home if you are unwell, have been exposed to illness, have tested positive for COVID-19 or been around anyone who has.
- Face coverings/masks that cover nose and mouth are required.
- Refrain from touching your face.
- Wash your hands with soap and water before coming to the gallery.
- Use hand sanitizer before entering the gallery.
- Keep 6 feet or more between yourself and others.
- Wipe down areas you have touched before leaving the gallery.
- Please refrain from eating in the gallery.

(cont'd from page 1...) COVID-19 has reminded us how important art and the art community are for many people, including artists. What we don't often think of is how art impacts those who view our work. Since launching the virtual art show, we have attracted artists from ages 5 to 93, which includes new and returning artists of all abilities and all walks of life. We gained more than 4300 new visitors to our website from across the country and around the world, and several new members. During the last few weeks, I've received calls from artists who express their joy in creating and participating in our weekly challenges and from viewers who share how much they look forward to Sunday evening's reveal.

During this "down time" we also reevaluated how we do business. We had to go virtual in other ways, so we launched online youth art classes and we updated our social media accounts. We modernized our website and added an online Gallery Shop. You can visit our new Gallery Shop at the Historic Civic Center for unique gifts crafted by local artists. We also recognized our obligation to support the Class of 2020 by extending the deadline of the Maxine Piester Memorial Scholarship application.

Yes, for almost 60 years we have thrived, and while for many 60 may be retirement age, I'd venture to say we are just getting started and the best is yet to come. We are stronger than ever, dedicated to our artists and our community, and look forward to a hopeful future. We will honor our founders by reinstituting the Annual Dominick Frascella Memorial Art Show in 2021 and celebrate our Diamond Anniversary in 2023. Please join us. Art happens here! ~ Laureen

Kids and Teens Corner m lpha

For a lot of us, the experiences of the last few months have meant getting used to new things. One of those things for me has been adapting our in-person art classes to online classes. Of course, the students are old pros since they have been attending school online. They have been very patient with me as I learn to use Zoom and have taught me a few things as well! Thanks to funding by the **Ruth & Joseph C. Reed Foundation for the Fine Arts** we are still able to offer these classes to Middle and High School students for free. We assembled art supply kits for them to pick up and use at home. They've done some wonderful artwork and I enjoy their creativity and imagination.

I have also enjoyed seeing the youth entries in the "Art in the New Normal" online art challenge. There are definitely some talented kids in the Corona/Norco area. I'm glad that the internet has allowed us to stay connected and still enjoy art together. Keep drawing, painting, and creating! ~ Ms. Lori







The purpose of the Corona Art Association is to encourage and develop the appreciation, study and practice of the visual arts and to further educate, inspire and enrich the lives of others through our programs, exhibits and activities.

CAA in the Community 💥

For five weeks, from May 10 – June 14 we conducted a virtual art contest called **"Art In the New Normal"**. The challenge was free for area kids and teens and \$5 per week for adults. Themes changed weekly and all galleries can be seen on our website. Ribbons will be awarded to the children as judged by our youth art teacher Lori. Chairman of the Corona Chamber of Commerce, Don Williamson, will appraise the adults for monitary prizes. Winners will be posted online.

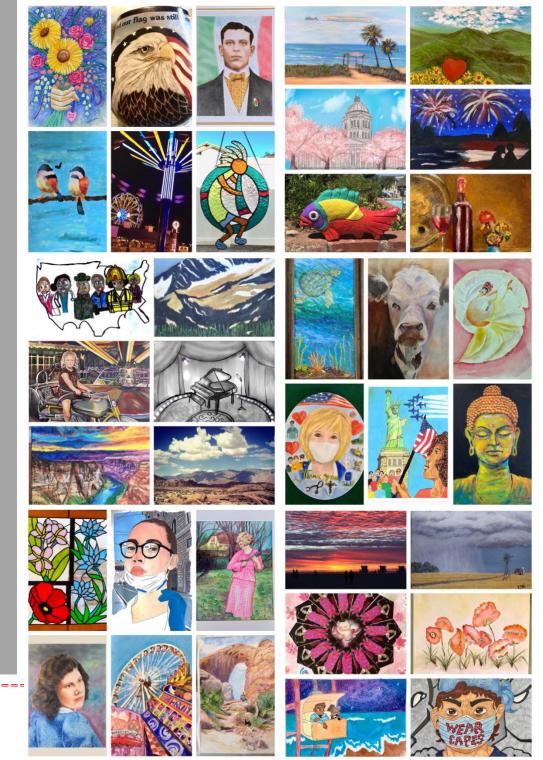
In addition, the CAA has partnered with non-profit NDR Therapeutic Riding to assist with a virtual art contest for their students. 1st Vice President and childrens Criteacher, Lori Alarcon recorded and instructional video on how to draw a horse which can be viewed here: https://www.coronaartassociation.org/vi deos

Galleries of the NDR student artwork will be hosted on the CAA website in July and August, 2020.

CAA will also be hosting **online a virtual 4**th **of July Parade** to engage the community since the City cancelled all Independence Day festivities. Photos of outdoor patriotic décor are due by July 2 and will be posted online.

Art In the New Normal 💥

Below is a small sample of the well-over 100 entries. Visit <u>www.CoronaArtAssociation.org</u> to see them all!



Art Classes 💥

Monday: (Resuming July 6) 3:30-5:30pm Adult Painting with Mary Lou Wednesday: (Resuming July 22) 3:30-5:00pm Kids Art Ages 6-11) with Lori Saturday: (Resuming Aug. 8) 10:30am-12pm Kids Art (Ages 6-11) with Lori 1:00-2:30pm Youth Art (Ages 12-18) with Lori

Sign up: www.CoronaArtAssociation.org 💦

Volunteers needed to staff the gallery during business hours, Thursday-Sunday, noon-4pm in at least 1 hour increments. Sign up: https://www.coronaartassociation.org/gallery-sitting

Corona Art Association

815 W. 6th St., Suite 145, Box #6 Corona, CA 92882 Phone: 951-735-3226 Email: CoronaArts@att.net www.CoronaArtAssociation.org

MEMBERSHIP APPLICATION

New Renewal Donation

PLEASE READ BEFORE BECOMING A MEMBER:

The Corona Art Association promotes art and the organization through the

press, Internet, newsletter, and various other publications. The Corona Art

Association promotes art, sales, education, community programs, artist, activities, events, announcements all related to the everyday function,

goals, and operation of this organization. Photographs of your artwork,

likeness, name, and activities associated with the Corona Art Association may be sent out for publication in some form to promote art and the

organization. By joining this organization you are agreeing to these terms and conditions of membership. There can be no exceptions.

Addres	55:				DC
City: _	State:		ZIP:	MEMBERSHI	
Phone:	Email:		_ Birthday:	Annual Single	\$40.00
Artist Website/Page:				Annual Family \$70.00	
Type of Artist/Interest:					
I would like to help CAA by:			etter Preferences:		\$25.00
	Helping others in my area of interest.		Email	Student JulDec.	\$15.00
	Making an art related presentation/demonstration.		Hardcopy		oout CAA?
	Fundraising.		Both	How did you hear abo	
	Taking photos for press/newsletter/web.				
	Making phone calls.			Make Check Payabl	e to:
Staffing the Gallery.				Corona Art Association	
	Doing clerical tasks.			COLONA ALLASSOCIA	lion
	Other:			NOTE: Membership du	es are non-
Signature:				•	



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Name: