

# Shenandoah Valley Watercolor Society

P. O Box 2744  
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ShenandoahValleyWatercolorSociety.org

May – June 2022  
Newsletter

## Member Spotlight ...

### *Meet Rob Kloetzer*

Rob Kloetzer, an active member of the Shenandoah Valley Watercolor Society since 1999, will demonstrate his use of Gorilla Board when preparing to paint at our May monthly meeting, as well as some of his favorite tips.

Rob is a Master Signature Member of the SVWS and received recognition as an Artist Member of the Virginia Watercolor Society in 2007.

He is from Baltimore, Maryland and left his career as a Senior Technical Representative at Lucent Technologies in 1998 to paint and establish a small horse farm near New Market with his wife Vickey. Rob's studio is now located in Bridgewater. He participates in local invitational and juried exhibits, has received several awards and taught watercolor painting in private workshops, at Blue Ridge Community College and workshops for the SVWS.

Educated at the Maryland Institute of Art, University of Maryland and Towson State University, he has continued to study with well-known artists such as Tony Couch and Frank Webb.

While he chooses to work mainly in transparent watercolors, he likes to explore ideas in various media in order to solve problems that he sets for himself using design elements and principles of design to build a painting. Rob believes that a painter should not try to duplicate what is, but rather, should infuse his spirit in the subject. By doing value, design and composition studies with lots of mental planning, he eliminates the non-essentials and includes only what is necessary to make his statement. His work often crosses the barriers of classification shifting from abstract to representational depending on the task-at-hand.

Come, listen, and learn with Rob at our May meeting.

**“Art washes away from the soul the dust of  
everyday life.”  
- Pablo Picasso**



*The Bee by Rob Kloetzer*

## Mark Your Calendar

May 1-28 @ Oasis  
Invitational, Mezzanine  
Gallery, featuring many  
artists, including Barbara  
Gautcher

May 6-27: Rivers & Streams  
Show @ Smith House  
Galleries, H'burg. 4 artists  
featured, including Peg  
Sheridan

May 7 Monthly Meeting,  
10am at 700 West Market St.,  
Harrisonburg

June 4 Monthly Meeting,  
10am, 700 West Market St.,  
Harrisonburg

June 5: Muse Vineyards  
Exhibit Opens, Woodstock,  
VA

June 6: Gallery Day:  
Signature members refresh  
art at Taste of Thai, Hardesty-

## *Muse Vineyard Exhibit*

SVWS Signature Artists are invited to participate in the June Show at Muse Vineyards in Woodstock VA. The Muse is a modern, spacious wine tasting building set in vineyards on rolling hills along the North Fork river. Many of its customers come from the DC area. Suggested themes are local flora, fauna and landscapes, grapes and vineyards. Larger paintings are welcome since the space is large. The show will be hung on Tuesday, May 31. Artists are urged to attend the official opening on Sunday, June 5, 2:00 - 5:00 pm. Take down will be June 27 or 28. Send images to [JanetLeeWright@gmail.com](mailto:JanetLeeWright@gmail.com) by May 15, with label information and dimensions.

## *Hotel Madison Mezzanine Exhibit*

Barbara Gautcher needs Signature Members' high-resolution photos of your artwork by May 13, including your name and titles of work. Artwork is due at the hotel on June 28, 11 am - 1 pm. Openings July 1, 5-8 pm and August 5, 5-8 pm. August 31, pick up your work 11 am – 1 pm.

Higgins House, & Blue Ridge Free Clinic

July & August Show @ the Madison Hotel Mezzanine, H'burg.

Late July: High resolution photos of your artwork needed for Member Show's online gallery.

August 6 Monthly Meeting, 10am, 700 West Market St., Harrisonburg

September: VMRC Member Show, so no monthly meeting.

September 5: Gallery Day

October 1 Monthly Meeting

November 5 Monthly Meeting

December 3 Monthly Meeting and Winter Holidays Greeting Card Contest

December 5: Gallery Day



Self Portrait by Rob Kloetzer