



# SCAVA Newsletter

## FEEDBACK

We have acquired a very professional marketing artist in Barbara Benjamin. At the drop of a hat she can come up with a logo or image for a winning exhibition.

The theme MORE ART- MORE BEAUTY was used to follow on from the professional Sanlam Millennium and to remind our citizens that the real purpose of art in our small city is to bring light and beauty into their lives. To wake up each morning to a home filled with art is a real blessing.



### Holiday theme

We included the symbols relative to the moment

**ZEITZ MOCCA in Cape Town.** Did you know that Senior Citizens may purchase annual ticket for R90? Enter as many times as you wish. Great value.

## 2020 SCAVA PROGRAMME

**February** – let's do a 20x20cm. exhibition, everything we like in 20x20 size. 20x20 also in inches

**May** – Lorinda, Manager of the George Museum, requested us to put on an "Old Master's exhib. You will see Van Gogh, Matisse, Kandinski and El Greco.

Maura will paint the 'Mona Lisa' Have you anything to contribute.

Please keep in contact. We need to co-ordinate in advance to make this a really great exhib.



Stunningly beautiful Magnolia painting by Zanne Small

## 2020 will be a pivotal year for Art

### Dear art lover,

With the festive season in full swing, many of us consider this time as a chance for reflection. We spend the holidays close to our loved ones, cherishing what's most important in our lives: unique human connection.

With constant advancements in technology, it's all the more important to appreciate the open nature of human creativity. We celebrate the thousands of connections our platform enables between artists and art lovers every day.

Those who love art know that it's much more than a material object. It's a story from the maker. And when an artwork finds its new home, the story continues, often for generations — bringing happiness, joy and creativity to ALL our daily lives.

I wish you all many moments of beautiful stories, limitless creativity and connection. Despite a world that wants to make us all the same, let the New Year bring you the courage to continue to be bold and original.

**Happy holidays**  
**Your SCAVA Committee**

### What are the Visual Arts ?

The visual arts are art forms such as painting, drawing, printmaking, sculpture, ceramics, photography, video, filmmaking, design, crafts, and architecture. Many artistic disciplines such as performing arts, conceptual art, textile arts also involve aspects of visual arts as well as arts of other types.

Barbara Benjamin

### The Secret of Success

Spending every morning in the Museum whilst the Sanlam Art collection graced the walls, set me to wondering. Why do these few artists get to the top. What makes them different from the thousands of artists who have gone unheralded. Peering at each masterpiece and studying my South African artists books I found that what makes them so different is that they are all career artists. Art is their life, not simply their hobby. Each one lives his art and uses his surroundings, and his knowledge to further his art. Then each one is set apart by technique and subject matter. Starting with Alexis Preller who had spent 10 year in Paris painted a work in pink....it was such a success he repeated the exercise in blue, a formal sophisticated French background with African figures in the foreground, mingling the background colours into the foreground shapes. Then there is Cecil Skotness, he was requested to paint 5 battle scenes. His unique approach to this task was to paint the victims rather than the battle itself. There is the artist Kenneth Bakker, who suffered physical disabilities, he made a good living painting what he saw through his window. And majored on painting the patterns in the sand on the beach beside his house. Kentridge added an element of sound to each of his masterpieces. Again...what made successful artists rise to the top amongst the hundreds of amateur painters? In my view each one had a unique idea or a unique approach to a subject. I finally understood that successful artists

are extremely clever people. They had an idea and ran with it turning it into career. There is Adriaan Boshoff. He created a city scape of small blocks of wood. He used different colours, and different shapes to make up his city. Easy, you say, but the element of genius here --- the hinges which allows the city scape to fold up into a city BOOK. He made 21. Then there was the artist who painted birds to portray a longing for freedom. There is another who painted butterflies and named them to announce the names of those in detention during the past Apartheid rule.

How do we learn from the past and apply it to the present ? Everything has been done before you say...Yes it has and so many times, as Milais has been copied by Van Gogh and again by George Pemba, but look how different the results are in each case. There are geniuses ...or would you say...genii....who have found something different and have made a career of it, not moving too far away from their original concept. Like Maggie Loubser they are strong & determined to succeed, in many cases against the odds. Unlike Irma Stern who painted for pure pleasure, which shows in every lush brushstroke. Being a career artist is not easy, it needs not only a certain uniqueness but determination, strength of character, a deaf ear to criticism and open to self promotion in every form. A regular sale also helps.

Maura St.John