

**October 16th, 2016**  
**10am-3pm**  
 El Camino College, Torrance

# Demo Day



## John Rose - Lighting For Jewelry Photography

Taking great photos of your jewelry starts with understanding a few basic principles of lighting. 2Roses will demonstrate the tools and technique you can use to take your jewelry photos to the next level. Participants will learn how to make their own inexpensive and highly effective lighting equipment and how to use it.

## Betsy Manheimer - Uses Of Concrete For Metalwork

Want another alternative medium to add to your jewelry making arsenal? How about concrete? Yes, concrete. This demo will explain the properties of the material and show you how to mix, pour, color, shape and embellish concrete and give you some ideas on how to incorporate it into your metal work to create unusual and unique pieces.

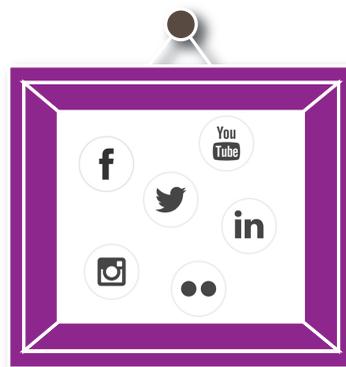


## Deb Jemmott - Texture Plates For Roller Printing

Texture can add a layer of visual interest and be a mechanism for expressing individuality when creating jewelry. While many rolling mill textures and texture plates are commercially available, they are often recognizable. Deb will show you how to make your own unique, reusable texture plates for roller printing.

## Michelle Ross - Faux Bone Techniques

Faux bone is a PVC product developed by artist/teacher Robert Dancik. In this demo I will show various uses pertaining to the jewelry world. I will demonstrate mark making, coloring, shaping and combining with metal in various ways.



## Angelina Smith - Shameless Self Promotion

How can we successfully market ourselves as artists, educators, or technicians? Discipline & Practice. Angelina will explain goal setting and her experience with multiple companies and individuals. No more fear of failure, disappointment, or not being good enough and not being liked.

\$20 for MASSC members / \$35 for non members  
 Registration deadline October 7th, 2016 @ [www.massconline.com](http://www.massconline.com)



# PRESIDENT'S MESSAGE

## DEMO DAY 2016

Diane Weimer

**On** Sunday, October 16th, 2016, from 10am - 3 pm the Metal Arts Society of Southern CA will hold it's annual Demo Day at El Camino Community College located in Torrance. We are grateful for the help that Irene Mori, Jewelry/Metalsmithing Professor at the college has offered. The day will include an initial meeting in the quad with general information being covered. From there the attendees will be divided into four groups and will attend 5 sessions lasting 35 to 40 minutes each. Each group will have the opportunity to attend each presenter's topic. Three sessions will occur in the morning with the remaining two sessions conducted in the afternoon. The opportunity drawing will happen during the lunch hour. Lunch is included in your registration. During the morning and the lunch hour the participants will have a chance to purchase Opportunity Tickets for the Opportunity Drawing that will be conducted during the mid day. Vendors have donated metals, stones, tools, gift certificates, books and other coveted items all metalsmiths desire. This is always one of the highlights of the event.

Registration will take place from 9:15 am - 9: 50 am. If you and your friends wish to be in the same group you will need to arrive together and check in at the registration desk at the same time.

Members will pay \$20 and non-members will pay \$35. Registration can be accom-

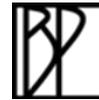
plished online at [www.massconline.com](http://www.massconline.com). Registration Deadline: October 7th, 2016 During the 2015 Demo Day at Long Beach City College the event was well attended by our members, we hope you will join us this year.

The presenters John Rose, Betsy Manheimer, Deb Jemmott, Michelle Ross, Angelina Smith. are members of the Metal Arts Society of So CA who graciously donate their time to bring new knowledges to other members.

**Membership Reminder**  
During the Jewelry Challenge 2016 luncheon, the membership voted to change the by-laws regarding when dues would be collected. MASSC has changed the dates when dues are collected from the fiscal year to the calendar year. This is great news, it means this year all members are getting 3 months of free membership with dues due on January 1, 2017 for the year 2017.

# Thank you

## ...to our sponsors



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### **TE Thompson Enamel**

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Minarex  
Michael Hendrix Lapidary

# Tool Box Travel - Elise Preiss

Jewelers Matthieu Cheminée and Tim McCreight founded The Toolbox Initiative in 2014 with the twin goals of providing assistance to jewelers who had limited resources and to promote the creation of new global connections within the jewelry community. This volunteer effort would tap into the collective strength of the metalworking community to achieve its' mission.



Packing

In March of 2016, Toolbox Travel embarked upon its' maiden voyage. Tim and Matthieu assembled a small group of dedicated jewelers to help carry and distribute tools collected by the Toolbox Initiative. And I was fortunate enough to be selected to accompany Toolbox Initiatives founders and 5 other jewelers on this adventure.

I first heard of the Toolbox Travel opportunity in June 2015 while attending a workshop at Haystack. From the tears that ran down my cheeks after Tim and Matthieu's presentation, I knew I had to contribute in some way. I submitted my application, and anxiously awaited their response. The next thing I knew, I was sitting in my doctor's office for the required yellow fever shot that would allow me to travel to Senegal.

From the moment we met at JFK airport I knew I had found my tribe. For the next ten days we shared laughter and tears



Waiting for our flight at JFK

as we visited the workshops of talented and generous jewelers.

Our journey started in Dakar's Baobab neighborhood, where the team shared a house, fresh croissants for breakfast and, delicious dinners cooked by Matthieu at the end of our day. We took turns helping prep, peeling veggies, whisking egg whites, and going on shopping errands. One thing you could always count on was the laughter coming from around the small kitchen sink from those of us on dish washing duty!



Throughout our stay our group was accompanied by two African toolbox ambassadors, Modibo and Ibrahima. We took taxi rides to the Artisanale village, split into small groups, and spent time in various local jewelers' workshops. There you would find jewelers tending the fire, drawing wire, or transforming an ingot into a bracelet or a ring.

We visited Saly, a touristic beach destination favored by many European in search of sun. There we

met with Touareg jewelers, drank tea in their workshops, and shared the traditional Senegalese dish of rice and fish called TieBouDien, prepared especially for us by one of the jeweler's the landladies.

We marked our



Modibo, Tim, Ibrahima, Matthieu,

half trip with a relaxing visit to the Ilse de Gorey, a UNESCO World Heritage Site. We shared the ferry with a group of school children, and enjoyed an impromptu concert of music and singing by our fellow passengers.

Back in the city we piled up into a mini-van and rode to Thies, where we were welcomed by another group of generous jewelers before heading toward a part of town where basket makers gather to sell their wares.

continued p4

## Tool Box Initiative *continued from p3*

Finally, we spent the day at the Centre de Formation Artisanale, a trade school with wood, ceramic, fashion, electrician, and jewelry programs. Jewelers are traditionally men in Senegal, and knowledge is passed down from father to son, uncle to nephew. Women are not involved in the trade. It was therefore personally heartwarming to see that the majority of students in the jewelry program were women, and that they were real trailblazers, dedicated, enthusiastic, and so completely curious about our own life and work.

Every evening while our small group shared a Gazelle, the local Senegalese beer, Tim wrote an account of the day accompanied with photos. To learn more about this truly amazing adventure, you can read his travel journal [here](#), and learn more about the upcoming Toolbox Travel [here](#).



*Fabrication exercises are drawn on the chalkboard at the Centre de Formation Artisanale*



*Filigree*



*Jeweler's forge*



*Tim & Matthieu workshop at the Centre de Formation Artisanale*



*Students at the Centre de Formation Artisanale*



*Ba Preparing cuttlefish cast*



It was a very full ten days, and while this was not my first visit to Senegal, I did not anticipate the generosity and kindness of our hosts. I was deeply touched and humbled by this experience. Saying good bye was not easy. But following a local belief, I made sure to shake my goodbyes with my left hand to ensure that I would soon return.

*A jeweler in his workshop*



*We distributed 450lbs of donated tools*



*Isle of Goree*



*Engraving a silver ring*



## Maryann Groark



I was lured into the world of metalsmithing by a rock fixation, and my inability to say, “NO”.

Five years ago, I reluctantly agreed to attend a beading class with my sister. Nowadays, I wake up every morning just 5 steps away from my patio workshop, and fall asleep at night troubleshooting my latest bench failure.

I’d like to say that my designs are inspired by the beauty that surrounds me (i.e., butterflies, pretty sunsets), but honestly, I’m equally inspired by mechanisms. Mechanisms don’t allow for miscalculation, so they give me a very clear target to work toward. Also, poorly-made mechanisms are impossible to disguise. They work, or they fail. I’m far from mastering them, but that’s a primary goal for me.

Not being able to say, “No”, often results in me taking orders for custom pieces that involve some technique that I haven’t tried yet. These commissions scare the hair off of me, but they also provide the curricula and momentum for most of my learning, and a lot of the impetus for my designs. Someday, I’ll settle into a signature style, but I don’t believe I have one yet.



When designing custom jewelry for someone, my typical pathway begins with an interview. Since I’m designing on their behalf, I want to clearly understand how they interact with the world, emotionally and physically. This helps me to create a piece that resonates with them and is easy to wear. A custom-made piece should become part of their personal signature, and be as comfortable to wear as their favorite fragrance. The best compliment is someone wearing my jewelry everyday. That’s so awesome!

For those wanting to learn about metalsmithing, there are many great online resources, like Pinterest and YouTube, but for me, nothing’s better than watching a metal artist work in person. I’ve learned so much from MASSC’s workshops and Demo Days. My first class in metalsmithing was at Torrance Cultural Arts Center where I learned how to safely use torch and tools. I took two semesters of jewelry casting at El Camino College with Irene Mori. She runs a fantastic program, and really inspired me to put more “me” into my work.

That obsession with rocks lead me to study with lapidary artist and goldsmith, John Heusler, G.G. ([www.slabtocabs.com](http://www.slabtocabs.com)) and Navajo inlay artist, Richard Tsosie.

*Continued on page 6*

My friend, Rickey Coochwyte, Hopi master silversmith, taught me that art isn't what you do, but what you are. I've been an entrepreneur my entire life, but I never want metalsmithing to become work. I only require that it supports itself and pays for its learning curves, but for those planning to earn a comfortable living at it, here are some things to think about:

#1: Define what SUCCESS means to you in terms of both finances AND how you spend your time. Make sure your business plan stays true to that, and re-evaluate often.

#2: Read "How to Create Your Own Jewelry Line", by Emilie Shapiro. It'll really help you with #1, above.

#3: Never underestimate the value of both mentors and peer groups. Entrepreneurship is a lonely place without them. MASSC is a great place to find them.

I cast and fabricate in silver and copper alloys, but will integrate more gold into my work. I just learned enameling from a terrific "posse" of friends, so look for more of that in my work, too. I only have two home shows a year, and just joined Torrance Craftmens Guild. I post my work on [www.flickr.com/photos/magroark](http://www.flickr.com/photos/magroark), sell at [www.magroark.etsy.com](http://www.magroark.etsy.com), and promote using [GetResponse.com](http://GetResponse.com)



## MARK YOUR CALENDAR

09/11/16, 12/03/16 MASSC BOARD MEETING

@Diane Weimer's house

Email [diaweimer@verizon.net](mailto:diaweimer@verizon.net) if you wish to attend

DEC. 3 2016 MASSC HOLIDAY PARTY  
HOSTED BY MARNE RYAN IN ANAHEIM

RENEW YOUR MEMBERSHIP BY JANUARY 1ST

Have news, an event or photos you would like to share  
please email [massc.editor@gmail.com](mailto:massc.editor@gmail.com)

# Center For Enamel Art

The Center for Enamel Art, was founded by Judy Stone. The idea for the Center was conceived gradually over many years but the work to begin making it a reality started in July 2012. The vision for the Center is broad-reaching and ambitious.

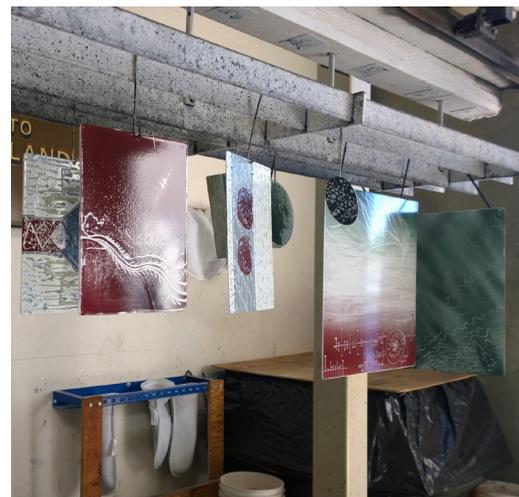
The goal of this non-profit organization is to foster community among enamel artists and art-lovers alike – to preserve and promote the art of enameling. This Center will be the first-of-its-kind in the U. S. to have a physical space dedicated solely to enameling.

Some of the activities that will take place in the Center's physical space will be: ongoing classes and workshops; the production of large scale works on steel and copper; scholarly and technical research about all facets of enameling and enamel art; diverse and ongoing enamel exhibitions; meeting rooms to host lectures, symposia, and conferences an artist-in-residency program access to enameling supplies.

The Center has partnered with KVO in Santa Rosa, an industrial enameling facility to offer artists the opportunity to explore 2 dimensional enameling on steel. If you are interested consider signing up for one of their monthly session. Find more information [here](#).



## Center for Enamel Art



I attended the July workshop, made a holiday of it by visiting some wineries in Napa and enjoying delicious olive oil in Calistoga. I highly encourage you to do the same!

### MASSC Vision Statement

Shaping the future by preserving metal art heritage, discovering new methods while sharing our knowledge and resources.

### MASSC Mission Statement

To educate the Community, inspiring and challenging those who seek excellence in jewelry and metal arts, while providing educational, visual material and experiential connections.



## BOARD OF DIRECTORS

President	Diane Weimer	562-596-5841	diaweimer@verizon.net
VP/Program Chair	Angelina Smith		massc.vp@gmail.com
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Trish McAleer	tmcaleer@cox.net
Raminta Jautokas	raminta@flash.net
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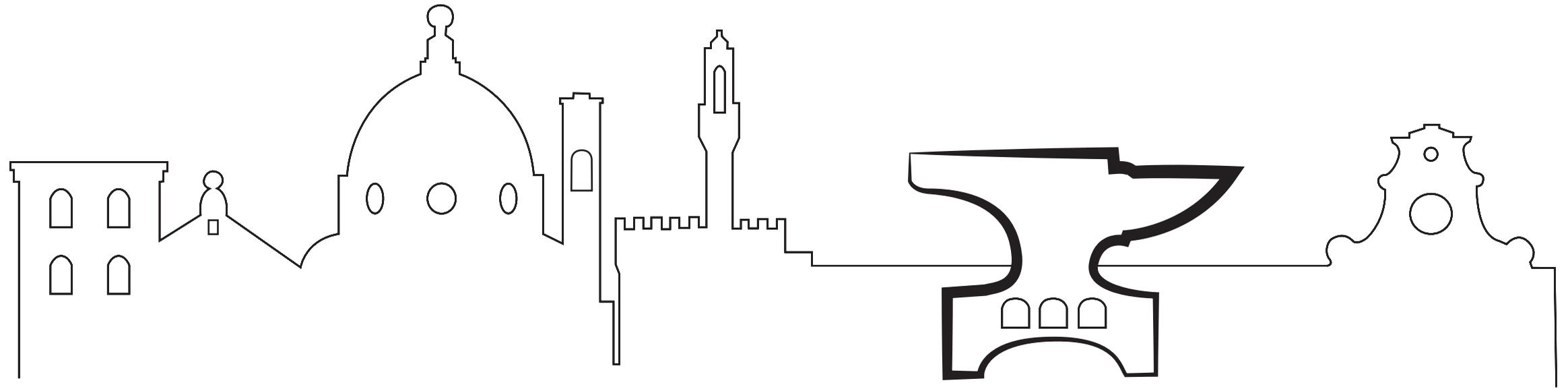
MASSC web site: [www.massconline.com](http://www.massconline.com)

MASSC Newsgroup: [MetalArtsSociety-subscribe@yahoogroups.com](mailto:MetalArtsSociety-subscribe@yahoogroups.com)

MASSC on FaceBook: <http://www.facebook.com/groups/134035216002/>

MASSC serves the needs and interests of artists working in metals and provides an environment for the exchange of information, instructional workshops, demonstrations, lectures, and panel discussions. Annual dues Sept 1-Aug 31); Regular Member, \$30; Family, \$45; Full-time Student \$20.

Membership forms are available at [www.MASSConline.com](http://www.MASSConline.com)



# Metalsmiths in Florence

## Buongiorno,

You....I am talking to you. Intrepid fellow metalsmith out there that has dreamed of going to Italy and seen the previous MASSC articles detailing all the fun we will have for the Metalsmiths in Florence Workshop for the week of October 2-9.

There is only ONE spot left! It could be yours for the taking.



- What Metalsmiths in Florence Workshop
- When October 2-9, 2016
- Where Florence, Italy
- Why GOLD! We will be learning from a Florentine master goldsmith all about working with gold.

### What's included?

- 5 day workshop in a fully equipped jewelry studio.
- Accommodations in a 14th century palazzo.
- Privately guided tour of the famous Uffizi gallery.
- Wine tasting excursion to the Chianti region (3 wineries).
- Welcome dinner, farewell dinner, lunches in studio.
- Other fun little surprises.

So, come with us and experience the amazing culture of Italy....the art, architecture, food, wine, and more...Interested? Email me at [monica7873@gmail.com](mailto:monica7873@gmail.com) for all the details and pricing.

Ciao! [www.monica-branstrom.com](http://www.monica-branstrom.com)



# EVENTS / EXHIBITION

## LACMA - Beyond Bling

October 2, 2016–February 5, 2017

Beyond Bling showcases an extraordinary assemblage of contemporary studio jewelry from the United States, Europe, Australia, and New Zealand. The exhibition, which features a selection of 50 works from the gift of over 300 pieces from collector Lois Boardman, explores the use of nontraditional materials and techniques, the ways jewelry can communicate personal or political messages, and the medium's potential to shock and delight. The collection is the first of its kind to enter a museum on the West Coast.



## Symposium: Beyond Bling: Jewelry Matters

October 1, 2016– 10am to 3:30pm

Join art and design professionals from across the field for a full day dedicated to contemporary jewelry. The symposium celebrates the opening of Beyond Bling: Jewelry from the Lois Boardman Collection and features a panel discussion and several speakers exploring contemporary jewelry through design, film, and ethnography. Preeminent Dutch jeweler and industrial designer Gijs Bakker will deliver the keynote address.

More information at <http://www.lacma.org>

## Peterson Automotive Museum

Permanent and rotating exhibits



The Armand Hammer Foundation Gallery is the Petersen's closest link between the automobile and fine art. Set to focus on multiple artistic displays through the future, the first exhibit focuses on the pieces created from BMW's long-standing support of the art community. The most notable examples will be two vehicles from the famed BMW Art Car collection. These are on display – featuring work from Alexander Calder, David Hockney and Robin Rhode.

More information at <http://petersen.org>

## 2016 Northwest Jewelry & Metals Symposium

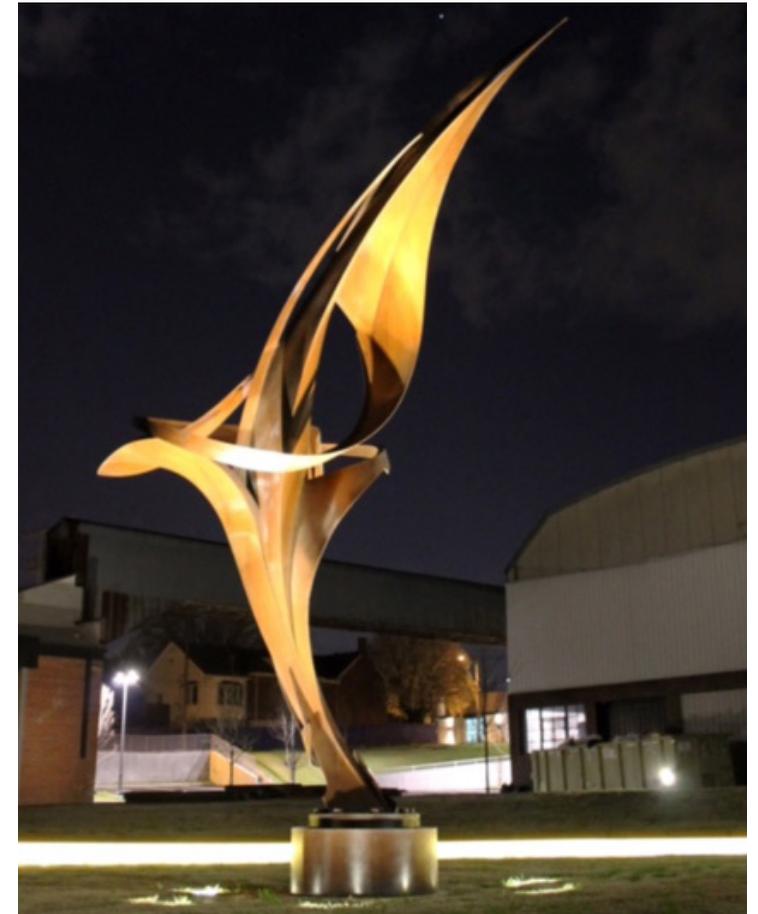
Saturday, October 15th, 2016

Broadway Performance Hall

1625 Broadway, Seattle, WA 98122



This year's dynamic speaker line up includes the incomparable Swiss jeweler and humorist David Bielander, long-time jeweler and gallerist Jim Cotter, Chief Curator of the Decorative Arts at The Newark Museum Ulysses Grant Dietz, conceptual metalsmith, mixed-media sculp-



tor, and socio-commodity engineer Nick Dong, and blacksmith and large-scale sculptor John Medwedeff. The Symposium returns to Broadway on Capitol Hill for fresh faces and old favorites, including the coveted silent auctions and Charon Kransen's selection of rare art books.

<http://www.seattlemetalsguild.org>

## Petsmith

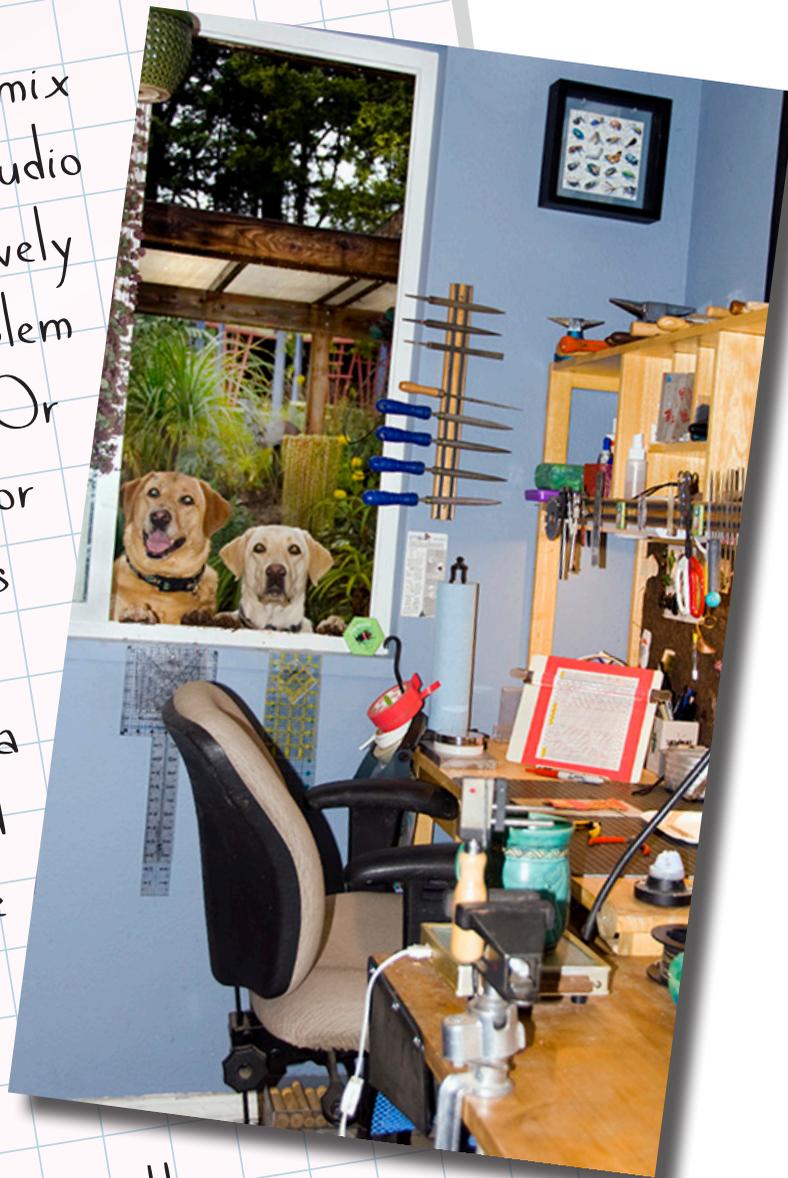
Zoe, a golden retriever lab mix and Sandy, a lab are my studio mates. They listen attentively as I contemplate and problem solve on my current piece. Or perhaps they are hoping for a treat out of the treats canister on my bench.

Alas Zoe passed away a couple of weeks ago and is missed. Thanks Jeanie Pratt for sending in this shot!

Send photo of your petsmith  
[massc.editor@gmail.com](mailto:massc.editor@gmail.com)

### Did you change your email?

Don't miss your MASSC newsletter and workshop announcements.  
Send changes to Jan Reimer at [reimer@socal.rr.com](mailto:reimer@socal.rr.com)



# MASSC Video Library Now Available on DVD

The MASSC video library currently has 20 videos on DVD of past workshops that members can check out. These DVDs are direct videotapes of actual workshops and have not been edited. Watching a MASSC workshop video is akin to being there in person.

- Elise Preiss - Enameling with Decals
- Pauline Warg - Carved Bezels
- Jillian Moore - Resin in 3D
- Sarah Doremus - Kinetic Jewelry
- Charity Hall - The Brooch Approach
- Demo Day 2011 - 5 demos
- NC Black Micro-Shell Forming
- Alison Antleman - Custom Clasps
- Belle Brooke Barer - Sculptural Hollow Ring
- Diane Falkenhagen - Mixed Media Techniques for Jewelry
- Leslee Frumin - Classy Clasps
- Mary Lee Hu - Weaving and Chains
- Charles Lewton-Brain - Fold Forming
- Betsy Manheimer - Fold Forming
- Trish McAleer - Metal Corrugation
- Bruce Metcalf - Jewelry Alternatives
- Ben Neubauer - Wire Fabrication
- Harold O' Connor - Surface Embellishments & Efficient Workshop Methods
- Katherine Palochak - Tufa Casting
- 2Roses - Metal Patination
- Carol Sivets - Metal Reticulation
- Lisa Slovis Mandel - Hydraulic Press
- Carl Stanley - Cuff Bracelet
- Pauline Warg - Metal Beads
- Wayne Werner - Stone Setting
- Betty Helen Longhi - Forming Techniques
- Jeanne Jerousek McAninch - Chain Making

A \$20 donation is necessary to check out each DVD. This includes the use of the DVD plus 2-way shipping. There is no additional security deposit. Members can keep each DVD for up to 30 days. Videos can be checked out on the MASSC website at [www.massconline.com](http://www.massconline.com). Click the "Video Library" link on the home page.