



the NYSATA news

An Special Publication of the New York State Art Teachers Association

IMAGINE *That!*

Unlocking the Power of Creativity and Innovation in Art Education

**Plan NOW to attend
The 63rd Annual
NYSATA Conference
November 18-20
Westchester Marriott
Tarrytown, New York**

*Registration Deadline for
Earlybird Discount • Nov. 1, 2011*



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At right INRUSH, cut paper installation, by Keynote Mia Pearlman
Above, the artist inspects MAELSTROM, cut paper installation

2011 Annual Conference Information

President's Message from Edie Silver



“What would it be like if art were the center of classrooms, not just art classrooms, but all classrooms?”

In this difficult economic period, the inherent value and worth of the arts is challenged once again, and it looks like this year will not be any less turbulent than the past few years have been. Because of this, the need has never been greater to build bridges: bridges with our colleagues who need to understand how we support their goals; bridges with our parents and communities that show we are not frills, easily dispensed; and bridges with the State and Federal departments of education who reinforce the credibility, validity and essential nature of our programs by mandating their inclusion into the curricula our children must take. And most importantly, bridges to our students as pivotal contributors to their development and learning, doing what no other discipline can.

We've been here before; but because we have faced very tough times again and again, we have immeasurable strength and perseverance to move forward. We MUST work together, and put into action the strength we possess as a group of over 3000-strong NYSATA members.

NYSATA can be both helpful and supportive to every art educator as it continues to promote our profession with power and passion. As visual arts educators and members of NYSATA you have access to news, best practices, “next practices,” and advocacy - all available at your regional meetings, on our website, and at the annual conference.

What would it be like if art were the center of classrooms, not just art classrooms, but all classrooms? Can you see students purposefully and deliberately using their brains to stimulate their imagination? Learning to frame their imagination into creative thought, and turn this creativity into real innovation? Without imagination we cannot create anything new, either products or

knowledge. Without imagination we cannot envision the future. Imagine That!

As Dr. Elliott so eloquently describes in her editorial, “Staring at Walls,” we as artists need to take a moment to just be, to reflect, and to embrace the moment; to use that time to let our creative juices flow. I hope you will consider taking time to do just that and also to reenergize yourselves as educators by joining your fellow colleagues at NYSATA's 63rd annual conference. You owe it to yourselves and your students. You certainly are worth it and deserve every opportunity to expand yourselves as professionals. Where else can you learn about the latest research on creativity, gain insight into the work of up-and-coming artists, attend a multitude of workshops on everything from best practices, to cross-curricular and innovative units, to new products, and then explore a variety of resources? Only at our conference, and only with your colleagues in art education. We have exactly what you need.

This is your golden opportunity. I implore you to do whatever it takes to keep the naysayers from taking that away from you. Imagine a world where art education prevails and the powers that be finally “get it.” Prove to them that it is just as important for you to keep current as it is for other disciplines. Imagine what that would translate to in the classroom. I sincerely hope you will all IMAGINE that, and take action. Be at the conference this year, either for one day or all four. Every moment will be worth it for you and your students. We look forward to seeing each and every one of you there!

With best regards,

A handwritten signature in cursive script that reads "E. R. Silver".

Edie Silver, NYSATA President

Super Session Keynote



Mia Pearlman

INRUSH, Installation, center detail

And few works are as dynamic as Mia Pearlman's "Inrush" — whorls of white paper that descend on the gallery with gale force from a recessed window. The installation brings to mind Hokusai's "Sudden Gust of Wind," as well as the chilling paper storm of 9/11.

Karen Rosenberg, New York Times

Since receiving her BFA from Cornell University in 1996, Mia Pearlman has exhibited internationally in numerous galleries, non-profit spaces, and museums, including the Museum of Arts and Design (NY), the Montgomery Museum of Art (AL), the Centre for Recent Drawing (London), Mixed Greens (NY), Indianapolis Museum of Art (IN), Plaatsmaken in the Netherlands, and the Morgan Lehman Gallery, NY, NY. Her work is featured in several books on the use of paper in contemporary art. Pearlman has participated in many residency programs, including Proyecto'Ace in Buenos Aires, the Lower East Side Printshop in NYC, and the Vermont Studio Center. She is a recipient of a 2008 Pollock-Krasner Foundation Grant and a 2009 Established Artist Fellowship from UrbanGlass. Pearlman lives and works in Brooklyn.

"I make site-specific cut paper installations, ephemeral drawings in both two and three dimensions that blur the line between actual, illusionistic and imagined space. Extremely sculptural and often glowing with natural or artificial light, these imaginary weather systems appear frozen in an ambiguous moment, bursting through or hovering within a room. Existing only for the length of an exhibition, this weightless world totters on the brink of being and not being, continually in flux. It is my meditation on creation, destruction, and the transient nature of reality."

Mia Pearlman

Conference Information & Overview

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Schedule Overview

Friday

Continental Breakfast (Vendor Area).....	8:00 AM-10:00 AM
Commercial Exhibitors Exclusive.....	8:00 AM-10:00 AM
Commercial/College Exhibition	10:00 AM-1:00 PM
.....	2:00 PM-5:00 PM
Workshops	10:00 AM-1:00 PM
Lunch	11:00 AM-2:00 PM
Super Session I: Dr. Michael Hanchett Hanson	1:00 PM-2:00 PM
Workshops	2:00 PM-5:00 PM
Regional Hospitality/Meetings	5:30 PM-6:30 PM
Awards Dinner	6:30 PM-8:30 PM
<small>(Ray Henry Award, Special Citation Business, Student Scholarships)</small>	
Opening of Wearable Art Silent Auction	immediately following the Awards Dinner

Friday After Dark Workshops (Pre-Registered)..... 8:30 PM-11:00 PM

Saturday

Continental Breakfast (Vendor Area).....	8:00 AM-10:00 AM
Commercial Exhibitors Exclusive.....	8:00 AM-9:00 AM
Commercial/College Exhibition	9:00 AM-1:00 PM
Special Session I: <i>The Re-Education of America</i>	9:00 AM-10:00 AM
Mary Ellen Shevalier and Françoise Piron	
Workshops	9:00 AM-1:00 PM
Lunch	11:00 AM-2:00 PM
Super Session II: Mia Pearlman.....	1:00 PM-2:00 PM
Workshops	2:00 PM-5:00 PM
Artisans Market	3:00 PM-5:00 PM
Member & Student Art Exhibit & Reception	6:30 PM-7:30 PM
Awards Banquet	7:30 PM-10:00 PM

(Art Educator of the Year, Outstanding Service)

President's Reception..... Immediately following the Banquet

Sunday

Special Session II: Sparrow Hall	9:00 AM-10:00 AM
Region Awards Breakfast	10:00 AM-12:00 PM

(Regional Art Educators of the Year, Vendor Raffle)

All Conference Registrations Will Be Processed Online!

Payment options will include on-line transactions, and mail-in checks or POs. Visit www.nysata.org to register now!



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Tarrytown, New York**

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Conference in
Westchester!
November, 18-20**

**Deadline for
Early Bird Discount on
All Registration Rates
and
\$119 Room Rate is
November 1, 2011**



**For Conference Registration
Rates and to Register go to
www.nysata.org
To Make Reservations:
Link Directly to Westchester
Marriott Reservations from
the NYSATA website or
Call 1-800-882-1042**

**Hotel does not take purchase orders
as payment**

Super Session Keynote

Dr. Michael Hanchett Hanson



Dr. Michael Hanchett Hanson is a psychologist and director of the Masters Concentration in Creativity and Cognition at Teachers College, Columbia University. Michael received his BA in Architecture from Yale University and his PhD in developmental psychology from Columbia University. His specialization is cognitive linguistics in relation to change: how ideas like “creativity” affect how we identify, engage, manage and apply novelty. His publications include analyses of innovative thinking during war, in therapeutic settings, and in education.

In the creativity and cognition program at Teachers College, Michael and his students use systems approaches in examining how new ideas are integrated into the development of individual perspectives across their lifespan and into the norms of social systems. That research includes work with schools, community-based organizations, and museums.

Michael also has a consulting practice in curriculum design and program evaluation. As a consultant he helps clients develop programs that leverage their strengths and traditions as they facilitate and manage change.



Schenectady HS Sculpture entry 2011

OVA is Celebrating 30 Years! Olympics of the Visual Arts • 2012

**Challenge your students' critical thinking and
problem solving skills -**

Plan now to participate in OVA!

Tuesday, March 27, 2012

Saratoga Springs City Center, Saratoga Springs, New York

For more information and to obtain the 2012 OVA Problems go to www.nysata.org

IMAGINE *That!*

Unlocking the Power of Creativity and Innovation in Art Education

Register Online Now!

Conference Registration: ALL conference registration will take place through the NYSATA website. Processing all registrations online enables NYSATA to streamline records and insure that your registration and contact information are accurate and complete. You will be able to renew your membership and register for the conference at the same time online using our secure server. You will be able to select from a number of payment options that include mailing a check or purchase order or paying online with a credit card. If you opt to mail your payment, please be sure to mail a copy of your on-line registration transaction receipt with the corresponding purchase order or check. Pre-registration for the Student Exhibit, Artisans Market, and the Preconference will take place through the NYSATA website only. **There will be no mail-in registration forms available.**

Preconference: Teaching for Creativity: The Education Department of the Solomon R. Guggenheim Museum in collaboration with NYSATA, will offer a full day professional development opportunity which will be held on Thursday November 17, 2011, immediately preceding the conference. This extended workshop day will include a panel discussion and presentation of the findings from *The Art of Problem Solving*, a four-year research program recently completed by the Guggenheim Museum. Break out sessions will follow the panel presentation.

Workshops: Conference workshops are plentiful and include hands-on workshops, product demonstrations, lecture workshops, and round-table discussions on a variety of current interest topics. Approximately 100 workshops will be available at no additional cost to participants. Extended hands-on paid workshops will also be available including Printaganza 13, Solarplate Etching, and the popular Friday After Dark Workshops. Participants may register for paid workshops along with regular conference registration online, or onsite if spaces are still available. Check the NYSATA website for updated information.

Exhibitors Showcase: Come see what the top suppliers of quality art materials and top notch art schools have to offer. This is your chance to talk to representatives face-to-face. Find out about new ideas, new products, and new ways to use tried and true materials. They have everything from the latest technology, curriculum resources, and visual aids, to traditional drawing, painting and sculpting media. Over 30 exhibitors are expected.

Conference Student Exhibit: To participate there is no fee, but you must pre-register at www.nysata.org to reserve a display board. You must be a member of NYSATA to participate in this exhibit. Registration is by individual member, not school district. Please do not bring work of non-member colleagues to be exhibited.

Artisans Market: On Saturday afternoon from 3-5 PM you will have an opportunity to purchase work by fellow member artists. If you wish to rent a table, please sign-up through the NYSATA website by November 1st.

Annual Members Exhibit: Conference attendees can show their work at the member exhibit held during the conference. The fee is \$25 to enter with a limit of 2 entries per member. Bring your work to the conference by Friday at 1:00 PM. No pre-registration is required.

“Wearable Art” Silent Auction to Benefit the NYSATA Scholarship Fund: This year's auction will feature wearable art items created by our members! This “wearable art” silent auction, which opens officially on Friday evening after dinner, will benefit the NYSATA Scholarship Fund. Items should be dropped off at the silent auction table during the day on Friday. They will be officially unveiled at the dinner and bidding on those items will begin at that time.

President's Reception: On Saturday evening after the banquet join President Edie Silver at a dessert reception to honor all of our presenters and the many folks who have made the conference a reality. All are welcome to celebrate our coming together as a community.

Mary Ellen Shevalier & Françoise Piron

"We do not have to wait for anyone or anything to make a positive difference now."

Françoise Piron and Mary Ellen Kalil Shevalier, authors of *World Class, The Re-education of America*, will be sharing how their collaborative journey as an art teacher and a French teacher led them to discovering what a 21st century student needs. Piron and Shevalier, both teachers at South Jefferson Central School, have designed and co-taught a pilot 21st century class entitled "I am a citizen of the world, a course of study in media literacy and social issues." Their book, released in February 2011, illustrates through thirty years of journaling, the reason why educational reform is inevitable. The story of *World Class* invites the reader to join the authors inside their classrooms and to follow through the trials and rewards of 21st century teaching. As veteran teachers of diverse contents, the authors offer the gift of a clear 21st century educational process that they deem "a universal educational equation." While



everyone is talking about 21st century education, these ladies show you how. Some of their favorite mantras include "Changing perspective doesn't cost us a thing." "We do not have to wait for anyone or anything to make a positive difference now." "Give your students a voice and choice." And finally, "Let go and let them!" The authors believe in the importance of education as the single most powerful tool that our country has to heal our communities, our nation, and our world.

Sparrow Hall

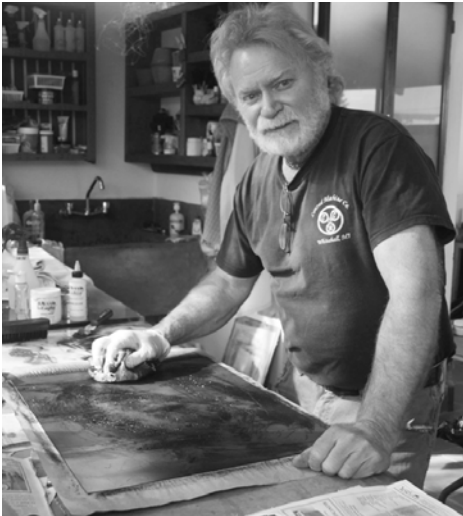
Sparrow Hall "takes the story beyond the page" with a multi-media story experience like none other.



Sparrow Hall is an American author, producer and leading innovator in the emerging field of transmedia storytelling. His work allows audiences to immerse themselves in the world of a story by spreading the experience across multiple mediums—including literature, music, video, art, live performance, and the web. Two of his ground breaking transmedia stories, *Nightwork* (2010) and *Two Blue Wolves* (2009), are featured in his new collection, which offers a rich multi-media experience and a fascinating look into the future of publishing. Hall is the editor-in-chief of *The Silver Thread*, an online journal focused on innovation, collaboration and the creative process, and serves as a creative consultant for a number of global brands and non-for-profits—including Motorola, British Airways, Adobe Systems, The State of New York, and Bono's Product (RED)TM initiative, helping to eliminate AIDS in Africa. Hall's short story, "Ms. W. is Out Today" was published in *Pomp & Circumstance Magazine*, and his collaboration with fellow writer Paul G. Maziar, entitled "Winter Bunker," was included in the 2009 anthology *The Good Things About America* published by Write Bloody.

Sparrow Hall, pictured above, is also known as Seth DeCroke. He is a graduate of Bennington College and lives in upstate New York and Los Angeles. Hall grew up in western New York and attended Brockport High School where he majored in visual art.

IMAGINE *Making Art!*



Master Printmaker, Dan Weldon

Solarplate Etching

Join Master Printmaker Dan Weldon in a hands-on exploration of Solarplate Etching. Solarplate offers a non-toxic alternative that can be adapted to many art techniques, including drawing, painting, digital work and photography. Participants should bring a 5"x7" image that has been photocopied or printed onto transparency film. Fee: \$35

Instructor: Dan Weldon,
Master Printmaker
Friday 10:00AM-1:00PM
and 2:30-5:30PM



Joe Gyurcsak, Utrecht Art Supplies

Printaganza 13

NYSATA is pleased to welcome back Printaganza for the 13th year. Throughout the weekend, AKUA INKS will conduct 3-hour monoprint classes. Through demonstration and lecture, participants create their own original prints. Participate in this event to learn the monoprinting process, and how to replicate this exciting process in your school using their non-toxic, environmentally friendly product. Includes use of plate, medium, and printing paper. Instructor: Susan Rostow, President Akua Water-based Inks. Fee: \$35
Friday 10:00AM-1:00PM, Friday 2:30-5:30PM, Saturday 10AM-1PM

Painting A Dynamic Still Life

Join Utrecht Resident Artist Joe Gyurcsak in an Oil painting workshop/demo. Experience the visual development of a painting from the initial marks, to blocking in large masses, to the final touches. Joe Gyurcsak will express the importance of preparation including setting up your palette of color, brushes, lighting, composition and having a plan for how to proceed. All this will be shared as the artist conveys his thoughts and his actions in a clear verbal discussion while painting.

Historical references will be made to painting concepts from artists such as Inness, Metcalf, Zorn, Sargent, Sorolla, Garber, Whistler, Chase, Henri, Hawthorne, etc. Joe has studied many 19th century masters and has a unique ability to relate his findings to the lesson at hand. All



Printaganza 2010

questions are invited. Fee: \$35
Instructor: Joe Gyurcsak, Resident artist for Utrecht Art Supplies
Saturday 10:00AM-1:00PM

Gelatin Prints In The Art Room

In this hands-on workshop, you will learn how to make a gelatin plate for printing. Then experiment to your heart's delight! Nature prints, draw onto the plates and print, layer prints, monoprint, bubble wrap! You will have lots of fun experimenting and working with this medium and you'll make some great art too. Try something new for your program or for yourself. All materials will be supplied by the instructor, just bring a free spirit and a sense of adventure! Fee: \$35 Instructor: Deb Dahlin, artist and educator, Saturday 2:30-5:30PM

You must preregister for these hands-on workshops. Space is limited. Go to: www.NYSATA.org to register.

Pre-Conference Information

The New York State Art Teachers Association and the Solomon R. Guggenheim Museum present

TEACHING FOR CREATIVITY

A Pre-Conference on Best Practices from the Guggenheim
Thursday, November 17, 10 am–3 pm



Third graders building an aluminum installation with artist assistant Ashley Bartlett, PS 184, Manhattan. Photo: Alyson Luck. 2010

Session 1: Problem Solving and Creativity Skills: A Panel Discussion

Members of the Solomon R. Guggenheim Museum's education department share findings from The Art of Problem Solving study, a four-year research effort aimed at identifying the habits and skills associated with problem solving in the arts. Educators describe their framework for understanding creativity in the context of the artist-in-residence program Learning Through Art and cite the work of influential specialists and researchers that have participated in the Guggenheim's research endeavors. Teaching artists and educators share case studies about collaboration, exploration, and reflection methods as best practices for fostering innovation and imagination through art experiences.

Session 2: Exploring and Inquiring for Creativity

What are the best methods for facilitating encounters with works of art? How do you generate a multitude of ideas through looking at and making art? Work with expert museum educators to learn about critical thinking and problem-solving skills that take place through carefully designed art investigations.

Session 3: Aligning and Assessing for Creativity

What are the indicators of student innovation? How does creativity align with curriculum goals and standards? Work with teaching artists and educators to generate manageable and effective methods for evaluating creativity within lesson plans, teaching habits, and student skills.

Location: Westchester Marriott, 670 White Plains Road, Tarrytown, New York

Registration: NYSATA Members \$65, Non-members \$90 (includes buffet lunch)

Visit www.nysata.org to register.

GUGGENHEIM LEARNING THROUGH ART

Conference Special Events

IMAGINE THIS . . .

A WEARABLE ART SILENT AUCTION TO BENEFIT THE NYSATA SCHOLARSHIP FUND!

“Fire up your imaginations and create something eccentric and wearable that can be auctioned off for scholarship!”

Items could include scarves, flip-flops, earrings, bracelets, pins, necklaces, t-shirts, tank tops, shawls, reading glasses, aprons, masks, belts, socks, hats, shoes, handbags, etc., etc., etc. If you can wear it, and it's creative and fun, it's exactly what we're looking for!



Artist Maria Hoover

Deliver your imaginative wearable creations to the Silent Auction table on Friday November 18th. Wearable art items to be auctioned will be unveiled Friday night at dinner. Donations of other items will be accepted. Questions? Contact Dianne Knapp - dmjknapp@verizon.net.

WEARABLE ART AUCTION RUNS FROM FRIDAY EVENING AFTER DINNER TO SATURDAY AT 5:00PM!



4th Annual Artisans Market Saturday, November 19th, 3-5 PM at the NYSATA Conference

This is a great opportunity to show and sell your art and crafts at the NYSATA Artisans Market. This pre-registered event takes place Saturday, November 20, 2010 from 3:00 - 5:00 PM. Reserve your table now; space is limited. Table space rental fee is \$25.00 per table. Proceeds from the registration fee go to the NYSATA Scholarship Fund. Artisans are responsible for set up, collecting all sales and taxes, and dismantling their tables.

Go to www.nysata.org to reserve your table now!

Plus...

**NYSATA
will be holding the
Annual
Student Art
Exhibit and
Member Exhibit
during the
Conference!**



IMAGINE *Making More Art*



Beth Atkinson, 2010 FAD Workshop

Books Without Glue And Exciting Image Transfer

Make your own professional hand bound book using a variety of bookbinding techniques with no glue. Along with this fascinating book structure, participants will also learn two different image transfer techniques (Sheer Heaven and blender marker) that can be used as cover designs or page decorations. Participants can bring their own digital image on a flash drive or choose from a selection of images for their Sheer Heaven image transfer. Participants are also invited to bring small photocopy (toner based) images for the blender marker transfer. *Beth Atkinson*

Mixed Media Mania

Join me for an evening of mixed media fun! Create colorful artwork full of textures, words, and imagery. Participating artists will learn about some exciting media to use in creating collage and mixed media pieces. Using canvas as the base along with text, items from your recycling bin, and ephemera, we will explore color, composition and collage. You may choose from a

variety of found objects, acrylic mediums, and Faber-Castell water-soluble products to use in embellishing your work. This workshop will allow you time to experiment with materials and explore meaning through media. Your final artwork will be as unique as you are. All media

will be provided by the instructor, but you are encouraged to bring paper with text, junk mail/found papers, and copies of personal imagery or artwork to collage. *Jennifer Matott*

Get Started Fusing Glass With A Ceramic Kiln

This is a repeat of an introductory workshop given at last year's conference, but with more time to experiment and play. Learn about basic fusing in an old ceramic kiln as you create several small projects to take home and fire. *Sandra Bernstein*

Viking Knit Metal Chain Bracelet

Participants will complete a bracelet using a metal weaving technique called "Viking knit," which is gaining popularity on the jewelry scene. Wire is knit by making interlocking loops around a dowel. The rigid wire cage that is formed becomes flexible after it has been stretched out by being pulled through consecutively smaller holes in a draw plate. The resulting chain will be used to create examples and additional instructions will be provided.

Tammy Slank, Lisa Petrosino

Shrink Art Jewelry

This fun craft from your childhood can be utilized to make eye-catching and stunning jewelry. Bring some references or create original designs on the spot. You will learn some of the current techniques for shrink art utilizing markers, color pencils, paint, punches and more. Create your pieces, then shrink them within seconds in the toaster oven so you can add findings to create earrings, necklaces, bracelets and rings. Each participant will receive a package with plenty of shrink plastic in a variety of colors to take home.

Jennifer Armbruster

STRESSLESSART

This is a hands-on painting session where the audience paints an original sunset on canvas with professional collaboration.

Ariadne Gejevski

Hands-On SMARTBoard

Have you heard of and seen a SMARTBoard, but need time to actually use one? We will discuss how the SMARTBoard makes art instruction and learning more efficient and exciting! The workshop will begin with a brief presentation of our "Top 10 Reasons for using a SMARTBoard in the art room." Participants will receive CDs with Notebook files developed and used by art teachers. Participants will take turns using the files provided and will learn how to begin making their own. Come and share in the excitement!

Alicia Arendt, Julie Gratien

All FAD workshops are \$25. You must pre-register for these by going to www.NYSATA.org. Space is limited.



NYSATA NEWS
c/o 3625 Buffalo Road
Rochester, NY 14624

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U.S. POSTAGE

PAID

Permit No. 219
Rochester, NY

TIME SENSITIVE MATERIAL

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to register for the conference and find
up-to -date information about:

- Conference Registration Rates
- Hotel Rates and Information
- Keynote Speakers
- Guggenheim Creativity Preconference
- Student Exhibit & Member Exhibit
- Commercial and College Exhibitors
- Wearable Art Silent Auction
- Artisans Market
- Student and Member Award Winners
- Paid Extended Hands-On Workshops
- Friday After Dark Workshops
- All Other Workshop Offerings