



The Canadian Flowers for Food Society Presents...
The First Annual Evening of Art Gala '08

Saturday July 19, 2008
Gallery Gachet
88 Cordova Street
Vancouver, British Columbia

"This very moment is a seed from which the
flowers of tomorrow's happiness grows."
~Margaret Lindsey

Canadian Flowers for Food Society (CFFFS) Vision Statement: To provide opportunity and support for homeless and recovering people and other marginalized or needy groups in Canada.

Did you know?

- The 2008 Metro Vancouver Homeless Count enumerated 2,592 homeless persons during a 24-hour period on March 11, 2008
- Almost 75% of the homeless counted were found on the City of Vancouver and Surrey (including Delta/White Rock).
- The total number of homeless people counted in Metro Vancouver increased by 19% between 2005 and 2008
- There has been significant growth in the number of homeless people found who slept outdoors or sofa surfed since the last count, increasing by 37% or 420 persons since 2005
- While this is a significant increase, it is not as large as the doubling that was recorded between 2002 and 2005
- Since 2002, the number of street/service homeless people counted throughout the region during a 24-hour period has more than tripled
- The number of sheltered homeless in 2008 is virtually the same as in 2005.

The Canadian Flowers for Food Society supports the daily needs of clients working to better their living conditions and long-term recovery programs designed for total rehabilitation.

Our Theme:

Art is our innate desire to express life's experiences, feelings, and emotions; while **Flowers** embody the beauty of our tenderness as well as our strengths. The two combined provide for an exciting theme showcasing over 30 unique floral pieces created by some of the most compelling artists of the 21 century living right here in Vancouver.

Whether you are a seasoned art aficionado adding a new piece of art to your collection or a novice collector on joining us for an Evening of exploration and discovery, this year's gala has something for every taste and budget with exceptional artwork and price points from \$45 to \$45 hundred.

Evening of Art Gala '08 Artists

Kimberly Swain
John Andrade
Ron Sombilon
Eydis s. Luna Einarsdottir
Dana Johnson
Sonja Kobrehel
Nick Gregson
James Medynski
Nicole Dafoe
Kristin Crestejl
Sun Young (Elly) Park

This Evening's Musical Artists: Abstract Poetics – CDs available this evening by donation.

A Critic's Eye: How to Critique and Appreciate Art

Look for art that you immediately love or that makes you think twice. Try discussing the art with someone beside you to see what they think, after going through this checklist and forming your own opinion.

The art critic uses the following art criticism steps to identify the aesthetic qualities in art work. These aesthetic qualities are considered key in judging the work's potential success.

Description

Requires judging a painting's literal qualities. Is there a model or subject? Are they dressed, looking relaxed, natural, or stiff? Also consider subject's positioning with others and background, etc.

Analysis

During analysis, your attention is directed toward identifying the design qualities in the painting. Analysis questions are intended to help you identify the principles of art used to organize the elements of art noted during description. Ask yourself questions regarding the use of the principles of balance, emphasis, and harmony in the art work. Also, are the shapes balanced symmetrically or asymmetrically? How do the background colours contribute to harmony? Do your questions take into account all the principle employed in this painting? You may well feel that

there are other principles at play in this work. If so, make note of these before moving on to interpretation.

Interpretation

At this stage try to focus on identifying the expressive qualities in the work. Interpretation questions are intended to reveal the feelings, moods, and ideas communicated to you.

Answer the following interpretation questions:

Why do you think the subject is so stiff and unnatural (or relaxed)?

You have identified the various subjects in the painting. What clues suggest that someone else was present a short time ago?

The subject appears to be looking at someone or something outside the picture. Do the clues in the painting suggest what or who this might be?

Do any of the subjects provide an indication of what is likely to happen in just a few moments? If so, what is that event likely to be?

Judgment

Judgment involves carefully thought out decision making. Remember that judgment does not mean an expression of like or dislike. Instead, you are asked to make a personal decision about a work's success or lack of success. In addition, you must be prepared to offer good reasons to support your judgment.

Judgment questions should focus attention on the aesthetic qualities identified during description, analysis, and interpretation. These aesthetic qualities form the basis for an intelligent judgment and provide you with the evidence you need to defend that judgment. Answer the following judgment questions: Is this a successful work of art? Is it successful because of its literal, design, or expressive qualities? Perhaps, after posing and answering all the art criticism questions, you have discovered that a painting can be

judged in terms of all three aesthetic theories.

That is, it can be regarded as a success because of the literal qualities favoured by imitationalism, the design qualities emphasized by formalism, and the expressive qualities stressed by emotionalism. It is important to note that some works can be judged successful even if they feature the aesthetic qualities championed by only two or even one of these theories.

Imitationalism:

Some people feel that art should imitate what we see in the real world. Using this theory to judge art is called imitationalism. People who like art to be realistic or representational usually judge art based on imitation.

Formalism:

Some people feel that the most important part of a work of art is the use of the elements of design and the principles of organization. This theory of judging art is called formalism. The critic looks to see if the work is successful in the use of line, shape, space, texture and composition.

Emotionalism:

A third theory of art criticism embraces the belief that art must speak to the viewer through his or her emotions. This theory says that the most important part of the work is the mood the artist creates.

Artwork for Sale:

All artwork pieces have a title and price displayed.
Please ask any of the hosts for assistance if you have any questions.

The Silent Auction:

Bidding on the Feature Artwork, **Magnolia's**, Oil on Canvas, 24 x 60 (valued at \$4 thousand), by Kimberly Swain continues online at the Canadian Flowers for Food Society Website www.flowersforfood.com after this evening's gala. The final bid must be submitted by midnight Thursday July 31, 2008

Special guest artist, John Andrade's artwork is on display this evening and up for silent auction online at www.flowersforfood.com.

The winning bids and winners will be announced on-line on Friday August 1, 2008.

All proceeds from this evening's gala go toward the Canadian Flowers for Food Society.

Thank You
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