



*Nu. 143*

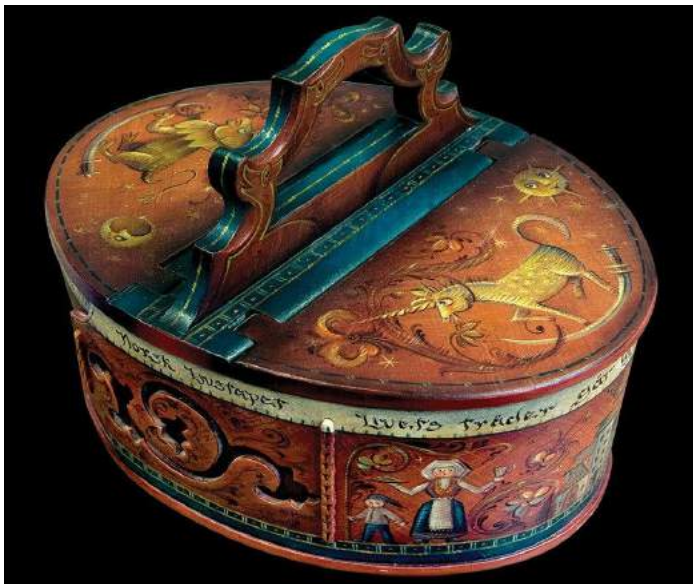
*January/February 2023*

## *California Rosemaling Association*

The purpose of the California Rosemaling Association is to promote the traditional art of Norwegian Rosemaling. Our members are committed to preserving Rosemaling as a unique art form.

CRA has approximately 125 members. Some are expert Rosemaler's, and others are beginning painters, all with a love to study this beautiful art form.

Membership in CRA allows you to attend the annual convention featuring renowned Rosemalers from around the world and a subscription to the newsletter for only \$15 in annual membership dues.



***MARK YOUR CALENDARS!***

**Registration for the  
2023 CRA Convention is  
now open for members**

<https://www.califrosemaler.org>

February, 2023

## *President's Column*

**Katie Allen**



As Jurene While would begin her letters: "Dear Rosemaling Enthusiasts," I am delighted to report that we have an exciting upcoming 2023 convention! Mark your calendars for another wonderful JoSonja piece being taught in Eureka September 21-24<sup>th</sup> (Thursday is prep day and Fri-Sun. are classes). The Norwegian Tapestry Sewing Box we will be doing is based on studies JoSonja Jansen did while on a 1993 trip with Vesterheim to western Norway. It is a charming piece, and we can hardly wait to paint! Registration is available online on our website:

<https://www.califrosemaler.org/>.

This year will mark the second year of in person conventions in Northern California, and so we will hopefully head south in 2024. Although it seems far away, we need to set-up a nominating committee for this year and start plans for that year. Many teachers are booking quite far out, so this is not unusual. I have one member who will help and need more members to step forward. CRA needs you and will support you. Please contact me!

I'm hoping 2023 started out auspiciously for you. Every January I get into a "let's get caught up" routine. After cleaning up Christmas decorations and then having a recuperation day, I decided that what topped my list was getting the rest of CRA records scanned and to our new historian, plus other copies of Newsletters to our Newsletter editors and webmaster. Well, I can say it's been done. It took two weeks, but it's done. We have a member only Archive page and will get you the user name and password, so you can have access to these documents if you want to do some studying of the old photographs members sent into our newsletter or learn more from various articles. You will need to be a current paid member to get into the site. If you happen to need some inspiration, looking through them is always an option.

The next thing I've continued to check off my list, besides my newsletter blurb, is some UFO's I am making progress with. I also am working on the history of our group and will present it when I have

February, 2023

completed it. I am working on gathering photos, permissions, and more details before the history can be finished. Thank you to those who have stepped up to help me with details and fill in photos.

It is interesting to see how vibrant the newsletters used to be with members all getting involved with sending in news and helpful tips, photos, submitting bios, etc. The newsletter used to feature new members who joined. They are asked to send a short write up (1 paragraph and a photo minimum). So, if you've joined in the last two years, why not send in something to our new editors? People like to know who you are, where you live, and a bit about your painting background or how you got introduced to CRA. If you are new to rosemaling or a pro, we love to hear. A selfie photo is always good to be with it, but it's up to you.



Also, we used to have seminars in various locations in the state. In our modern update, we are pleased to announce our first zoom class will be offered to members. This paint an ornament class is coming up soon. We are hoping to see you in the class. Look inside for all the details.

Did you look at Vesterheim's list of 2022 Exhibition Winners for the National Norwegian American Folk Art Exhibition? In the Rosemaling list: Naoko Seto, VGM, Irvine, CA won Best of Show for her Hallingdal Style Bowl. She is a long-time member of CRA and one of our honorary members. We wish her a belated Congratulations!

( photo courtesy of Vesterheim)

Speaking of Vesterheim, they have decided to alternate its Art Exhibition for Gold Medalists to every other year. In the between years (such as this one) they have decided to do a special folk art show focusing on a detail in folk art. This year it is on **Embellishments**. All works must have been completed during this time frame: March 1, 2020 (yes this date is correct) to March 31, 2023. The online entry forms will be available April 1<sup>st</sup>. Awards are monetary. It appears if you wish to sell your work, you have that option, less the fee Vesterheim will take, and they take care of taxes.

<https://vesterheim.org/embellishment/> So don't delay in checking this out.



February, 2023



**SENDING GOOD WISHES TO:** Karen Nelson, our newest VGM (2012)! She had a recurrence of cancer and is undergoing treatments. She is currently undergoing treatments and is positive and optimistic about her future! However, get well wishes are always welcome. We wish Karen the best.

We are excited! We have a member who stepped up to do an article for the newsletter! Progress! In going through our records, I noticed that Jurene While taught some rococo influences at our 1989 convention, so I decided to ask this person to tackle the subject of rococo influences in rosemaling. We welcome Diane Edwards, one our past Convention teachers (1992 as main, and 1995 as a Make-It-Take-It teacher), and long-time supporter, helper, and member donor back to our newsletter! She put together an interesting article on this subject. Tusen Takk, Diane!



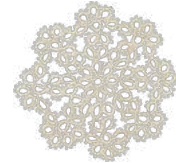
*Roses are red, violets are blue,  
I love Rosemaling, Im glad you do too!*

***WE WISH YOU A HAPPY VALENTINES DAY!*** Jurene designed this piece (1989-Jan. Nu 2 issue) for our newsletter. I thought it would be fun to have someone paint it and use in this newsletter. Shaun Sasaki stepped forward and we send out again, Jurene's wonderful Valentine's Day Greeting to you from all all of us!



***A Special March painting event:***

A Free Class is being offered to our members by Shaun Sasaki on March 22 at 1pm pacific time via Zoom. She will be teaching a 3 1/2 " to 4" round Christmas Ornament in the Telemark Style. Sign up on the website. Subject: Ornament, and she will send you the pattern, directions, and Zoom link to attend the class. **You have to provide your own wood or paper to paint on.** The class will be approximately 3 hours. This class is for all skill levels. There is a link on [www.califrosemaler.org](http://www.califrosemaler.org) website for this.



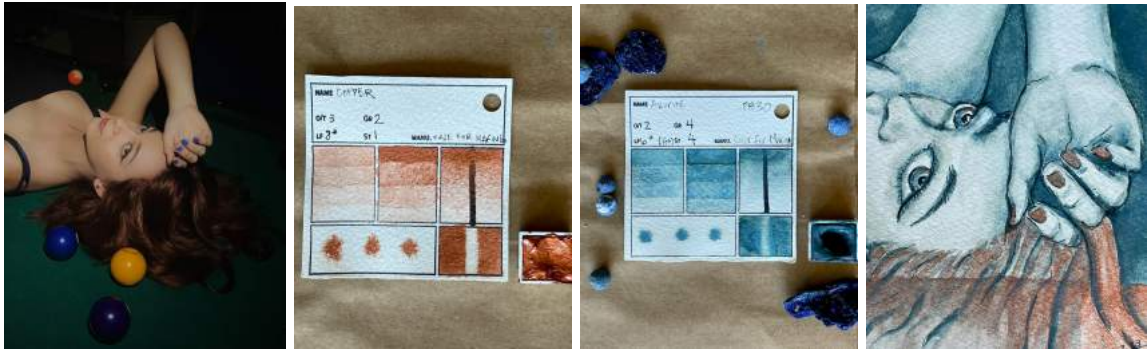




## *2023 CRA Board Members*

<b>President</b>	Katie Allen	katie.d.allen68@gmail.com	408-781-6450
<b>VP Programs</b>	Pennie Wilkins	penniewilkins@gmail.com	530-347-6434
<b>Treasurer</b>	Shaun Sasaki	shaun@rosemaler.com	408-981-5685
<b>Secretary</b>	Karen Loveless	kmaloveless@gmail.com	310-780-8328
<b>Trade Floor</b>	Joyce Field	jafield@verizon.net	310-292-1332
<b>Membership</b>	Joyce Field	jafield@verizon.net	310-292-1332
<b>Historian</b>	Lynne Bradley	lbradley93168@gmail.com	760-505-8758
<b>Past President</b>	Ellen Soppet	ellensoppet@gmail.com	925-989-2095
<b>Past President</b>	Ruth Ann Petro	rpetro1@mac.com	760-212-7524
<b>Newsletter Editors</b>	Sherri Tafel	sherritafel@yahoo.com	408-739-6138
	Robin Tafel	robin@robintafel.com	

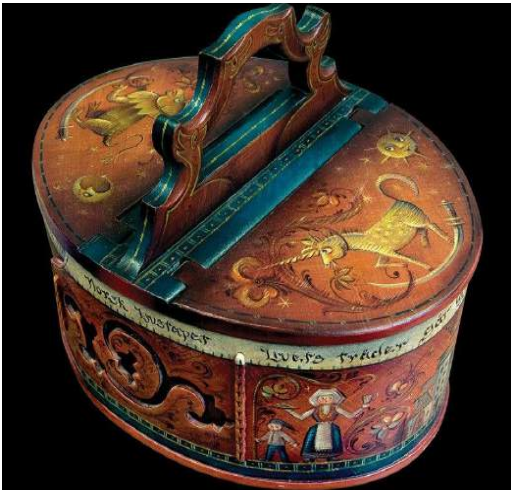




***WE WELCOME:*** Robin Tafel to the board of the California Rosemaling Association. She is Sherri Tafel's daughter and together they make up the newsletter team. Sherri and Robin are not new to paint; they both grew up around paint. Sherri's father was an artist that studied at Artist Center and before Robin was born, Sherri and her sister discovered decorative painting in Southern California and took classes at Prestige Arts. Little did they know that this was a hop skip and a jump from Jo Sonja's Art studio in Redlands. (We did realize that later but work and children had to be a priority. We went to the final farewell before Jo went to Eureka). Robin received her diversified artist education at the local painting group "The Toling Belles" and attended a number of SDP Conventions with mom. Later she received higher education at RSDI in Rhode Island and now uses her art skills in the Silicon Valley tech industry. To wind down, she enjoys watercoloring, sharing her art at Burning Man and she brings her portable handmade watercolors wherever she goes .



## ***MARK YOUR CALENDARS!***



**Registration for the 2023  
CRA Convention is now open  
for members**

**Check out the website for registration  
and more information:**

**<http://www.califrosemaler.org>**

The 2023 CRA Convention will again be held in Eureka, California. The convention starts Thursday, September 21 and ends Sunday September 24. We recommend that people arrive on Wednesday and leave Monday.

The convention is held in the **Red Lion Inn**, and special rates have been arranged. This venue is located within walking distance to **JoSonja's studio**, so you can easily see the many wonderful items she has on display.

\$300 fee includes wood, paint and instructions (you bring your own **basic painting supplies**, though JoSonja's studio has supplies you can buy). A **banquet** on Saturday night is included. There will be a **trade floor** with items available for purchase during the convention. Details on this will be in the next newsletter.

**If you have any questions about the convention, please contact me:**

***Pennie Wilkins, Vice President***

**530-949-7187 [penniewilkins@gmail.com](mailto:penniewilkins@gmail.com)**



# Jo SONJA JANSEN

*(YAY! OUR 2023 CONVENTION TEACHER)*

In 1974, JoSonja was awarded a Master Teacher's Certificate by the National Society of Tole and Decorative Painters. In 1980 the Silver Palette award was bestowed by the same organization in recognition of outstanding contribution to the advancement of Decorative Art. In 1996, the Vesterheim Gold Medal (VGM) in Rosemaling, from the Norwegian American Museum in Decorah, Iowa was awarded. In 2007 she was awarded the President's Commendation award for service by the Society of Decorative Painters.



February, 2023

Per JoSonja:

*The 2023 CRA Convention project will be a contemporary interpretation of Hordaland, Hardanger styles was painted to be my personal sewing box. The original piece was purchased from the Husfliden in Bergen during a Vesterheim tour to Norway.*

*Every symbol and figure used is representative of things that I saw on that trip to Norway in some form of decorative art. The people are a wedding couple and their family and farm. Each unit is small so that you can easily adapt this idea to other pieces.*

*The saying around the box translates: Norwegian Life Tapestry "The threads of life pass through the hours of time, weaving a tapestry rich with memories." Vesterheim Tour – 1993 Hordaland, Hardanger.*

JoSonja has so many things to teach us and is our California treasure. You won't be disappointed. I hope you can join us.

- Wood, Patterns, Paint and mediums are provided, but you should have your own basic painting supplies

Banquet Menu (you can order a banquet meal for a guest if needed):

- Char-Grilled Flat Iron Steak, Mushroom demi-glace, Sauteed Veggies, Roasted Garlic Mashed Potatoes
- Pan-Seared Halibut with Sweet Chili Sauce, with Herbed Rice, Sauteed Veggies
- Lemon Herb Chicken, Sauteed Veggies and Herb Rice
- Pasta Primavera - Penne Pasta, Fresh Veggies and Creamy Parmesan Pesto Sauce

**Health and Safety:** We continue to monitor health concerns.

Policies will reflect the needs of the vendor and local mandates in effect at the time of the 2023 convention.

If you need to cancel your CRA Convention reservation, please contact Shaun Sasaki at [shaun@rosemaler.com](mailto:shaun@rosemaler.com)



### ***Announcing a Rosemaling Zoom Class by Shaun Sasaki***

*This is a nine-week class painting both sides of an Os Style horse. The class begins March 6, 2023 and is \$180, plus \$20 for the wood (and shipping costs if necessary). This class is conducted over Zoom on Mondays from 10am to Noon Pacific time. It is recorded so that you can view later if you miss a lesson.*

*You supply your own paints and brushes, but the wood and pattern are provided by Shaun. This is an intermediate level class. Please contact Shaun at [shaun@rosemaler.com](mailto:shaun@rosemaler.com) or 408-981-5685 if you are interested.*





February, 2023



**DIANE EDWARDS** A member highlight:



*Diane Edwards, 1992 teaching  
Telemark at Fresno Coonvention*

Diane is a versatile artist who had an interest in Norwegian Rosemaling since 1970. She has written books on the subject, two of which were in conjunction with Sigmund Arseth. "I have belonged to the California Rosemaling Association since about 1993 I believe. That was the year I published my first book Design Basics in Telemark Rosemaling. I taught at several different mini conventions and one of the major ones which was in Fresno, in 1992. I

also attended several CRA conventions. I first taught at the Society of Decorative Painters convention in San Francisco in 1992...it was unforgettable as we got caught in a terrible ice storm leaving North Dakota and got to S.F. at 3:30 a.m. They told us we didn't have a room at the Hilton and then said, OH WELL...we'll give you a suite on the 34th floor where we stayed all week...bad news, good news!! I taught for 12 conventions at various locations and many minis. Marley Smith, Hildy Henry, Marie Sollom and Jurene While were good friends that I enjoyed visiting each year. I also loved JoSonja's designs and her personality that is so inclusive and personable. I accompanied Sigmund Aarseth to the convention

February, 2023

in 2010 which was great fun as my sister and brother-in-law also joined Dale, my husband, and I.”

**From the archives:** We believe Diane met Marley at the NSTDP convention that she talks about in her highlight section. She is versatile in both oils and acrylics. Although Diane is an juried landscape artist, she like many, was drawn to Rosemaling and Swedish painting. In a 1992 letter to Vice President Marley Wright, she included these credentials: “In the 17 years I have been rosemaling I have gone to Norway three times and have over 3,000 photos. I have studied with 27 different Norwegian and American rosemalers—about 50 weeks in all. I have taught at 10 national NSTDP conventions and lots of mini-conventions. The teacher I have worked with the most is Sigmund Aarseth, we are very good friends and paint together a lot.”

Diane has a Master of Art degree and has “taught high school, college and art camp classes.” In addition, she taught classes at Vesterheim, Illinois Norse Rosemaling Association, Daughters of Norway Convention, various other venues and in her own studio, Nordic Arts in Ft. Collins, CO.

When we were still a young organization in 1992, she was our convention teacher and demonstrated at our 1992 convention in Fresno (the last one and our 5<sup>th</sup> convention). She taught the Telemark style. Diane enjoyed our group and became a member and by 1994-1996 was our education person who wrote articles for our newsletter. In 1995, in Redwood City, Diane presented a “Make It Take It” class using Deco Art Ultra Gloss enamel paint on tiles. It was an evening class that was a bonus to convention goers. She writes more about herself in our spotlight on members. She loved to come to our conventions, because she had a sister living in LA at one point in the 1990s and it became an excuse to visit her. I have found many old and new books through her, and she is a valuable resource. You can learn more about her at her website: Nordic Arts:

<https://www.nordic-arts.com/text/bio.html>.



## **ROCOCO—The exuberant art**, by Diane Edwards, MA



Rococo is pronounced RO coco or in Europe Ro Co Co. It was the classical art form and design that followed Baroque and was followed by Neoclassicism. Although few Rococo designs are studied in Rosemaling, Rococo was used more than any other style of classical art in Rosemaling. Baroque art design style is primarily used in Hallingdal and in other “mirrored” or exactly balanced designs. (Rogaland Rosemaling was begun by a Hallingdal artist, Lars Trageton, so therefore also has the central axis and exact balance of Hallingdal.) Rococo is at its strongest in the Telemark style of Rosemaling. (Photo on Left reprinted

from our 1998 Newsletter, Number 53, p 1, Rococo example provided by Jurene While)

The coloration of Rococo is seen in the painting done around Gudbrandsdal, Valdres and Opdal...blue green pastels, peach, rusty oranges, pastel yellows and greens. You will see Rococo painted on trunks, walls and in churches throughout Norway. Interestingly, most artists and historians speak more about Baroque than they do about Rococo, but the influence of Rococo seems to be stronger to me. You also see Rococo in the art of chinoiserie, the Asian art that was usually monochromatic, realistic trees, houses, flowers, etc., surrounded by scroll shapes.

Rococo first appeared in France and Italy as a reaction to the formal and geometric styles of Baroque. It was known as the style rocaille or rocaille style. This means “shell” in French according to Nils Ellingsgard, the style is based on the sea and sea shells and waves. I studied this style with Nils in the 1980’s when his first book on Rosemaling was published. He did a demo for us, which I bought for the Nordland Rosemalers and he allowed us to make place mats for the members.



February, 2023

I have used the Rococo style borders for years around my rosemaling, on plates, on trays and borders for trunks. It is so versatile. Rococo was a very popular style but it only lasted on the continent for a very few years from 1730 to about 1760. In Norway it was copied from two principle sources according to Nils. One was the cast iron stoves which had scenes surrounded by the Rococo borders of C's, waves and sinuous S curves. Sinuous meaning snakelike, but also described as romantic and sensuous (go figure). The other source was the printed books, Bibles and so on that came from French, German and Italian sources. In those respects the Rococo painted elements lasted long after the buildings, ceilings and mirrors with exceptionally ornate frames. In Bjorg Kleivi's book Nils painted a beautiful Swedish Mora clock with Rococo, I loved it so



much I painted mine that way, too. In France and Italy Rococo was sculpted into ceilings, frames and often gilded, vines, leaves and flowers were intertwined into complex designs. Countries which were the most attracted to the extravagant exuberance of Rococo were Austria, Bavaria and Italy. In 1748, France turned towards neo-classicism which has the straight lines which were also introduced into some of Norwegian Rosemaling primarily by Thomas Luraas and others. About 1770 Rococo moved into the Scandinavian lexicon and can be seen in many places in Norway and Sweden.

The center of Rococo is often filled with stylized flowers. Flat daisies, small, not realistic roses, and tulips were used. Leaves in Rosemaling Rococo were often dark blue and heart shaped. There were seaweeds in straight, short lines and

February, 2023

there were waves with foam holes that came out of the scrolls. Although Rococo is said to be S shaped and sinuous, the C “shell” shapes are important and are joined by another C on the inside connected with little straight lines in sets of two. Background colors are usually pale blue, pale gray, off white, tan/golden, or rusty red that is not opaquely painted, keeping all background colors light.

Colors used in painting are Indigo, Mars Black, Yellow Ochre, Titanium White or Unbleached Titanium, dark green mixture of blue and yellow; and rusty reds such as Terra Rosa, Burnt Sienna or Lt. Red Oxide . Soft blues such as Prussian plus Burnt Sienna, lightened with white or deep greens (such as Viridian) are seen throughout and Metallic Gold or gold leaf. All Oil colors should be painted in a **transparent manner with Gamblin gel.**

Acrylic: JoSonja Acrylics: Storm Blue or Paynes Gray (Indigo), Yellow Oxide, Smoked Pearl, (for White) Red can be Red Earth, Burnt Sienna or Norwegian Orange. Green made from blue plus yellow oxide. **Use Kleister Medium to get transparency.** Also you can use Burnt Sienna, Raw Umber, Carbon Black, Green Oxide, Unbleached Titanium, Deep Metallic Gold. I hope you enjoy this style as much as I do!

Rococo was one of the most used styles early in the Rosemaling genre. It came up from the continent in various configurations, mostly Italian in origin, as Rococo style came up through France and into the Germanic countries it became very overwhelming and exuberant. Carved and gold leafed it adorned furniture, frames and rich, extremely over decorated rooms in palaces, castles and the like.



In Scandinavia, particularly Norway and Sweden, Rococo was used as a painted style along with framing floral paintings and Chinoiserie scenes, often done monochromatically. The florals were sometimes painted in various folk art colors seen in Norway and Sweden. The scrolls and seaside waves and shell motifs were used primarily in Sweden and Eastern Norway....perhaps the painters from Sweden introduced it to

February, 2023

Norwegian painters. You see a lot of Rococo decoration in the Eastern counties and areas of Norway, some of it has been done by Swedish painters and then was taken up by the local Norwegians. Although the Gudbrandsdal style is usually Baroque, like their carving, Rococo painting was used a great deal in that area. Even the guild painters who had learned Rococo from southern European painters used Rococo in Norway such as Peder Aadnes used Rococo along with more traditional folk art techniques.



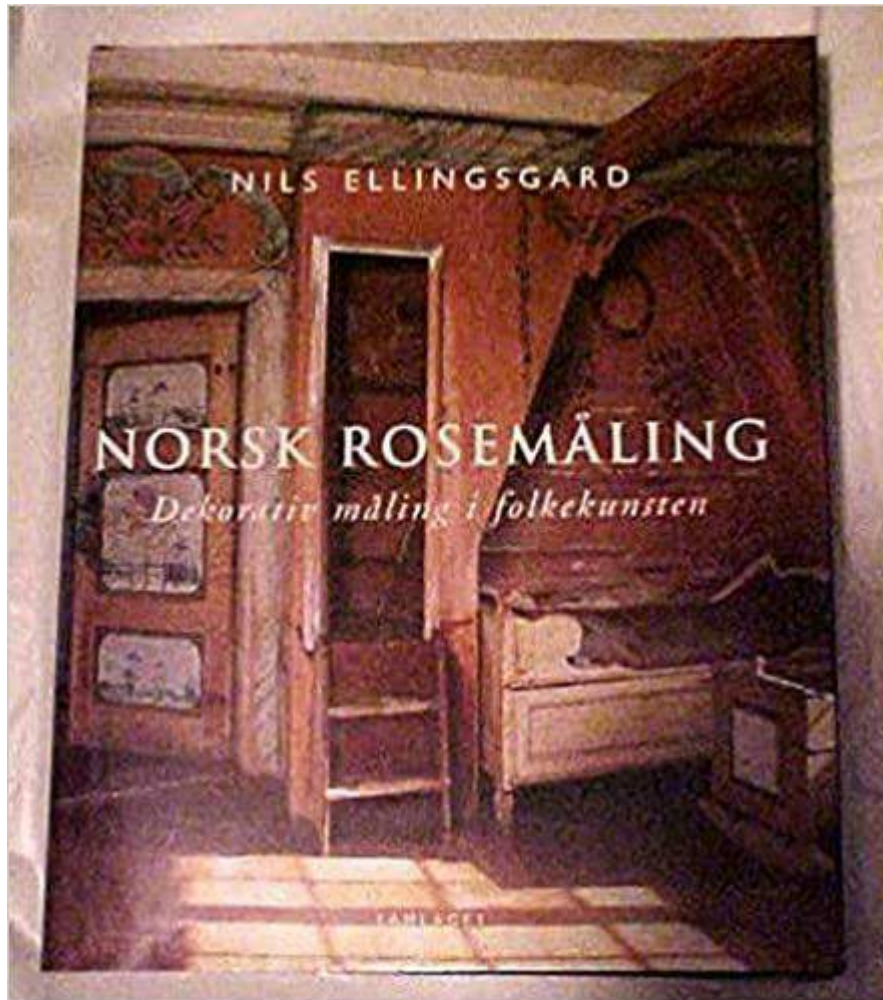
When I studied Rococo with Nils Ellingsgaard he considered Peder Aadnes and some of the other guild painters to be more “inspiration painters” than actual “Rosemalers”. Nils himself liked Rococo and painted it a lot, but he felt it was a continental style taken up by Rosemalers and inspired their work, but NOT a real style as we term Telemark, Hallingdal and so forth. Hallingdal and mirror image folk art tended to use Baroque as their inspiration, he showed me that rosemaling using ROUND scrolls were based on Baroque and rosemaling using OVAL scrolls were based more on Rococo. Interesting study!

In the last few years many wonderful handicraft books have been published in Norway, most include great Rosemaling examples from different districts and counties. They are not inexpensive but are great resources if you are interested in the history of our art form. Some are available from Vesterheim Museum Store and some on the secondary markets. The very best books you can buy however, are certainly Nils Ellingsgaard’s Rosemaling books particularly his 1999 book, Norwegian Rosemaling. His smaller book from 1985 is also still available used from bookstores and other places. One of the problems with Norwegian published books is that they have a high tax to pay on inventory when a book gets older and they often just destroy them. In 2004 I was able to save about 150 of Nils’ English translated Norwegian Rosemaling book by contacting the company



February, 2023

just as they were about to burn them....Uffda, as we say!! Of course I sold them in a year or so! They didn't sell well in Norway!



Note: The photos for this article came from Diane Edwards's collections if not noted. The old Vesterheim Rosemaling newsletter we had permission to reprint by John Arntzen.





## Friendly Online Rosemaling Links

### Webpages:

- Online Rosemaling class Listings in US: <https://www.rosemalingcoasttocoast.org/classes>
- Rosemaling Coast to Coast Classes: (Convention 2023) <https://www.rosemalingcoasttocoast.org/classes>
- Gayle Oram: <https://gayleoram.com/index.php> (packets, classes, and more)
- JoSonja's: (Products, design packet/packages, classes and more): <https://josonja.com/>
- Vesterheim Folk School: <https://vesterheim.org/folk-art-school/> (Classes and more—great Rosemaling Newsletter if you sign up for it and join).
- Rune Nesher Rosemaling: <https://runerosemaler.com/>
- Lisa Lorentzen: <http://www.artoflise.com/about-lise/>
- Nordic Canvas Folk Art Studio: classes: <https://www.nordiccanvasfolkartstudio.org/shop>
- Wooden ware: Turn of the Century Shop on Etsy:  
[https://www.etsy.com/shop/TurnofthecenturyShop?ref=simple-shop-header-name&listing\\_id=1184501210](https://www.etsy.com/shop/TurnofthecenturyShop?ref=simple-shop-header-name&listing_id=1184501210)

### Facebook pages:

- Western Rosemalers Association: <https://www.facebook.com/groups/Westernrosemalers/>
- The Thorntown "Malers": <https://www.facebook.com/groups/1518201928437409/>
- Rosemaling <https://www.facebook.com/groups/Rosemaling/> Group by Forest Wood Rosemaling Design— largest group...many gold medalists, Norwegian rosemalers, as well new and old rosemalers post-great educational site. Excellent!
- Geir M Kåstastuls Rosemaling Group: <https://www.facebook.com/groups/678552482914745> wonderful telemark painter's follow page.
- Art of Lise: <https://www.facebook.com/ArtofLise1>
- The Enchanted Palette: <https://www.facebook.com/The.Enchanted.Palette> Claudia Teaches Rosemaling in person and zoom hybrid. Additional information—teaches JoSonja patterns of all sorts. Rosemaling pieces will come up in the Back To Basics class on Wednesday mornings (in a few weeks I will be starting to teach JoSonja's Lion and the Unicorn). If people are interested, contact:: [claudialohnes@comcast.net](mailto:claudialohnes@comcast.net) or 408-829-5489, or Instagram at claudiallohnnes.