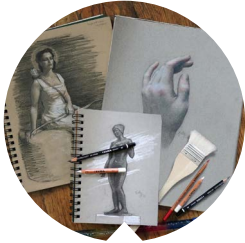




ALSO IN THIS ISSUE



2023 Online Workshops
Workshop 1, Drawing with Kelly
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Artist Tutorial
Mini Gouache Floral Landscapes
tutorial by Zoe Lee
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Artist Spotlight
Meet Pooja Umrani of By The
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Happy Earth Day!
3D recycled paper tutorial
with Leslie Espino
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MAIN FEATURE

Handmade Scavenger Hunt Postcards

By Lizzy Board



Where is Your Happy Place?

There is so much meaning held in the places that we keep near and dear to our hearts. Our favorite places tie us to fond memories, and feelings of home. We share these special places with loved ones; where we played together in the park downtown, the bookstore we frequented on the weekends, the cozy coffee shops where we would catch up.

But life gets busy, and it's not always easy to visit those loved ones and see their day-to-day worlds. What buildings do they walk past on the way to work? Which cafes do they enjoy on lazy Sunday mornings? What are their happy places?



How it all began

A few months ago, my childhood best friend bought me a set of [Strathmore watercolor postcards](#). We grew up going to art classes together, but in adulthood, began to drift apart after moving to opposite coasts. As soon as I got her gift in the mail, I started to brainstorm about what kind of postcard I could send to her. A seasonal card? A cute cartoon? I thought about drawing her house, as a belated housewarming gift. I had never been there before, so I looked up her address on Google Maps, hoping for a charming little Brooklyn brownstone, like in the movies. It was a high rise condo.

So instead, I decided to find a random building in Brooklyn, near her home, and make the postcard into a scavenger hunt! I had so much fun virtually exploring her neighborhood, as I looked for the perfect location. I painted that building, added some hints in the postcard to help her find the secret spot, and sent it off!

I was really excited about this idea and started sending scavenger hunt postcards to some other friends and family. It became such a nice way to keep in touch, and it almost felt as though I could explore their city with them, even from hundreds of miles



away. Digitally poking around their towns satisfied the curiosity we all feel about our long-distance loved ones. When they walk down the street every day, what is there to see? Where is there to go?

I had found a way to recreate the feeling of visiting a friend, as they show you around their new city and take you to all of their favorite hidden gems around town. Their happy places!



The process

When creating these scavenger hunts, I make sure to start in a location they know, such as their house or a well-known park.

Then, I look for interesting places nearby. I love searching for the cutest coffee shops, quirkiest diners - anything that would be fun for them to visit (and fun for me to paint!). Then,

using Strathmore Blank Watercolor Postcards, I paint that location, decide on a route, and add hints to guide them along on their hometown adventure!

As much as I love planning out the scavenger hunts, I enjoy the postcard painting process the most. There are so many beautiful architectural styles, each presenting unique challenges when brush meets paper. With time, I narrowed in on a painting style that I hoped would capture the essence and charm of each location: immediately recognizable, but leaving some room for whimsy.

Creating PostcardsByLizzy

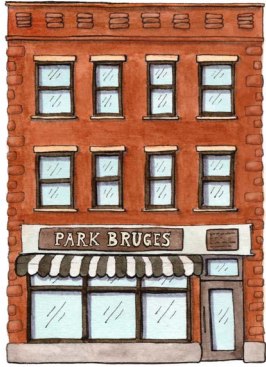
After posting about my scavenger hunt postcards on my Tiktok account, more and more people began to express interest in commissions. I soon started to sell custom postcards on Etsy. I offered a variety of customizations: most importantly, you could either pick the scavenger hunt location

“
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”

yourself, or, you could pick a city and ask me to surprise you!

With time, I noticed that some people were using them in a variety of ways that I didn't expect. Some would order a scavenger hunt postcard for themselves, choosing "surprise me" as the destination, as a way to explore somewhere new in their own town. Or they'd send postcards to their friends who just moved, to help them find their bearings in their new city. I've even had people send scavenger hunt postcards to a local friend or spouse, to enjoy together as a fun weekend activity or date night!





Growing beyond postcards

As I painted more and more commissions, I made sure to keep in contact with people who had ordered postcards. I soon realized that although they loved the scavenger hunts, many people really just wanted art of sentimental locations. Childhood homes, favorite cafes, wedding venues, places like that.

So, I began offering paintings for custom buildings. Many orders would include the heartwarming stories behind why they commissioned a particular location. A couple's first apartment, with their cat sitting in her favorite spot in the window. The concert venue a girl went to with her sister for many, many years. The ivy growing on an old home, removed by new owners but now lovingly preserved in watercolor. In a time when the world can feel increasingly distant and digital, it's especially important to hold on to the people - and places - that make you feel connected. I'm so grateful to have found a small way to share the gift of connection with others and feel incredibly excited for what's to come!



ABOUT THE ARTIST

Lizzy Board is an artist based in northern California. She has enjoyed artistic expression since childhood, and has always been most drawn to painting. Her current focuses are primarily watercolor and gouache, though she also dabbles in ink linework. She especially loves creating pieces inspired by the endless natural beauty of California. She also loves hiking, cooking, and playing music in her free time.

Etsy: [postcardsbylizzy](https://www.etsy.com/shop/postcardsbylizzy)
TikTok: [@postcardsbylizzy](https://www.tiktok.com/@postcardsbylizzy)



Strathmore® 2023 ONLINE WORKSHOP SERIES

Join us for Strathmore's FREE 2023 Online Workshops!

Strathmore's Online Workshops feature free video lessons and downloadable instructions created by experienced artists. Follow along in the online

classroom as instructors guide you through various art topics. After a lesson is released, it remains on the site for viewing the rest of the year.

Share all the fun on [Instagram](#) and [Facebook](#) using [#StrathmoreWorkshops](#)

Workshops start March 6 and continue through December 31, 2023



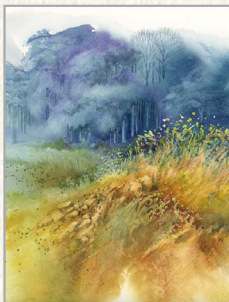
NOW OPEN!

WORKSHOP 1

Drawing What You See AND What You Don't Instructor: Kelly Foss

Let's learn to draw realism, but not be limited by it. Students will build solid drawing techniques then learn how to take artistic license to enhance their work with creative choices.

[LEARN MORE & FOLLOW ALONG](#)



WORKSHOP 2

Spontaneous Watercolor Landscapes

Instructor:
Steve Mitchell

Start Date:
May 1, 2023

Steve's spontaneous landscape painting is a process of playing with watercolor in a largely unplanned way. It provides a fun, stress-free and exciting approach to experimenting, often leading to unexpected discoveries.

[LEARN MORE about Workshop 2](#)



WORKSHOP 3

Rendering Portraits in Different Mediums

Instructor:
Hazylle Mae

Start Date:
August 7, 2023

We'll focus on the process of drawing and painting portraits in a range of different mediums. Hazylle will teach basic head anatomy while demonstrating how to go from an initial sketch to a fully rendered portrait.

[LEARN MORE about Workshop 3](#)



WORKSHOP 4

Colorful Watercolor Sketchbooking

Instructor:
Jane Beata

Start Date:
November 6, 2023

Let's fill the pages of your sketchbook while focusing on 4 subjects: botanicals, animals, landscapes and portraits. Jane will introduce basic watercolor techniques along with watercolor special effects for mesmerizing paintings.

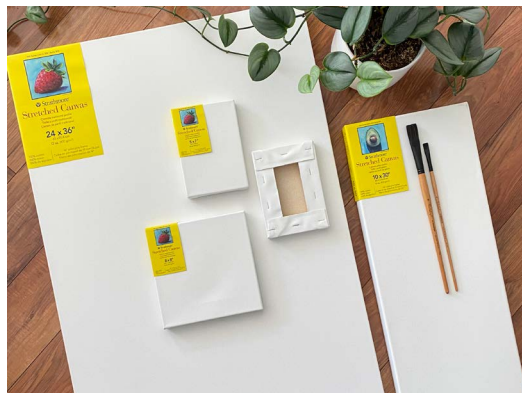
[LEARN MORE about Workshop 4](#)

Join us for our free workshops at: strathmoreartist.com/artist-studio



300 SERIES Stretched Canvas

NEW Strathmore 300 Series Stretched Canvas is an ideal choice for artists of all skill levels. Excellent for use with acrylic, oil, and water mixable oil paints. They're also sturdy enough for heavy applications such as mixed media, collage, and impasto. Available in traditional and gallery profiles. Find them in a wide variety of sizes from 5"x5" all the way up to 36"x48". Learn more [here](#).



100% cotton canvas • triple primed • medium canvas grain texture
• acid free • back stapled • solid pine frame



MINI GOUACHE FLORAL LANDSCAPES

with Zoe Lee



Follow along with Zoe in this four-part tutorial series as she demonstrates how to paint four different mini floral landscapes: cherry blossoms, daisies, sunflowers, and poppies!

SUPPLIES:

- Strathmore [400 Series Mixed Media Pad](#), 9"x12", 184lb/300gsm
- [Maimeri Gouache](#), 12 color set
- Princeton [Velvetouch Brushes](#)

[CLICK HERE](#) to watch the full tutorial series and give it a try!



ARTIST SPOTLIGHT
Pooja Umrani of



📷 @by_the_lakeside

Pooja was a full-time IT professional who quit her career to take on the dream of doing something creative – establishing and nurturing a successful art business!

She is a self taught watercolor artist and surface pattern designer who took on the goal of creating watercolor designs that bring joy and are used on lifestyle products for everyday life.

She is also passionate about teaching watercolor art to creatives who wish to equip themselves with watercolor techniques.

**SEE POOJA'S TUTORIALS
ON YOUTUBE**



CELEBRATING *Earth Day*



WITH SUSTAINABLE ARTIST LESLIE ESPINO

 @leslieespinoart

How to Make a 3D Paper Click Beetle

Leslie Espino is a sustainable artist who creates art from repurposed materials to highlight the environment.

This Earth Day, follow along with Leslie as she demonstrates how to create a 3D Paper Click Beetle piece using Strathmore recycled and tree-friendly paper.

Leslie came across a click beetle while working to highlight the Sitka Conservation Society's work in the Tongass National Forest in Alaska.

The colorful beetle was a good example of the biodiversity that the forest supports - from stands of looming old growth trees to the smallest beetle.

**WATCH THE
FULL TUTORIAL**

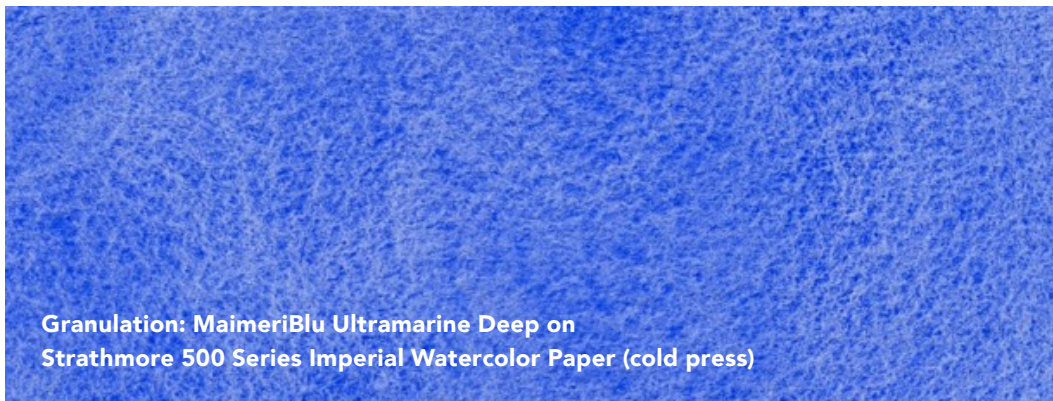


ALL ABOUT WATERCOLOR GRANULATION

by Artist Sarah Becktel

What is granulation?

Granulation is an interesting characteristic of watercolor that causes the paint layer to look textured or mottled. This textured appearance is caused by pigment particles clustering together rather than staying evenly dispersed within the layer of watercolor paint. This clustering creates areas of darker color (where the pigment is dense) and areas of lighter color (where the pigment is sparse.)

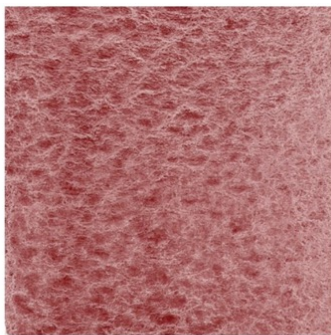


Granulation: MaimeriBlu Ultramarine Deep on Strathmore 500 Series Imperial Watercolor Paper (cold press)

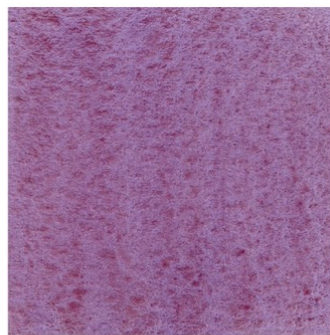
Read the full article to learn more about Watercolor Granulation and get answers to these questions:

- What causes watercolor granulation?
- Is there a way to predict whether granulation will occur?
- Can I control granulation?
- Will surface type have an impact on the degree of granulation?
- What happens when I mix granulating with non-granulating colors?

[READ THE FULL ARTICLE HERE](#)



MaimeriBlu Potter's Pink (granulating)



Mixture of both colors



MaimeriBlu Permanent Violet Blue (non-granulating)