

WHERE IS MY FOCAL POINT?

Plein-Air Watercolor Workshop with MAJID MODIR

Guest teacher: Catalina Rodríguez

September 12-19 – 2021 , Volterra/Tuscany – Italy

Join a creative adventure in the historical town of Volterra located in the heart of Tuscany and bring a lot of pleasant memories and some vibrant paintings back home!

You will learn different watercolor techniques and plein-air sketching & painting methods with focus on capturing the perfect motives and finding the Focal Point in your chosen scenes.

We will explore various locations every day: the old Etruscan town as well as surrounding hills with golden green fields & cypress trees, nearby picturesque villages and in case of suitable weather a trip to the seaside. In order to capture the essence of moments and spaces you will discover the stunning views and give them eternal life by bringing them into your drawings.

There will be a lot of demos, instructions, exercises and reviews, both individual and in the group, so you will feel confident to find your own way and express your feelings.

In the meanwhile we will experience spending time and sketch with likeminded participants, meeting interesting local artists, taste the Tuscan food & wine and have a touch of Italian lifestyle, and maybe a swim in the Tyrrhenian sea.

Simply having a joyful and rewarding adventure and a memory for life!

A whole week within 5-days workshop arranged by [The Watercolor School IL PUNTO](#), in collaboration [Volterra-Detroit Foundation](#) and hosted by [Villa Mascagni](#).

Lead by the Swedish visual artist, urban sketcher and watercolor instructor [Majid Modir](#), and accompanied by the watercolorist [Catalina Rodríguez](#) from Madrid as guest teacher for a day.

As reference, please check out this [VIDEO](#) which is a glimpse of our latest workshop from September 2019.



Educational background

” The focal point of a painting is an area of emphasis that demands the most attention and to which the viewer’s eye is drawn, pulling it into the painting. It is like the bullseye on a target, although not as overt. It is how the artist draws attention to the particular content of the painting and is often the most important element of the painting.”

We see a lot of sketches & paintings which looks fine but we actually don’t know where to look and focus our eyes on. It’s a common thing -out of habit- to report everything we see with the same value overall which don’t give the viewer attention to any particular area of the sketch or painting.

Primary Aims & Learning Goals

- CHOOSING & FRAMING THE SUBJECT

Capturing the soul and beauty of a certain place -by finding an unique angel and interesting point of view, and putting it in a good composition.

- FINDING THE FOCAL POINT

Discovering the most interesting spot in the chosen view and focusing on it -by studying its structures, dynamic lines and transforming these on the paper as a sketch.

- DEFINING THE DEPTH

Finding the Values in it and working on Contrasts as the basis and going on with colors -by making different level of contrasts in the focused area and its surroundings.

- SIMPLIFYING

Thinking “out of the box” and working “selectively” with a “tailor made” image -by minimizing the details and removing unnecessary elements.

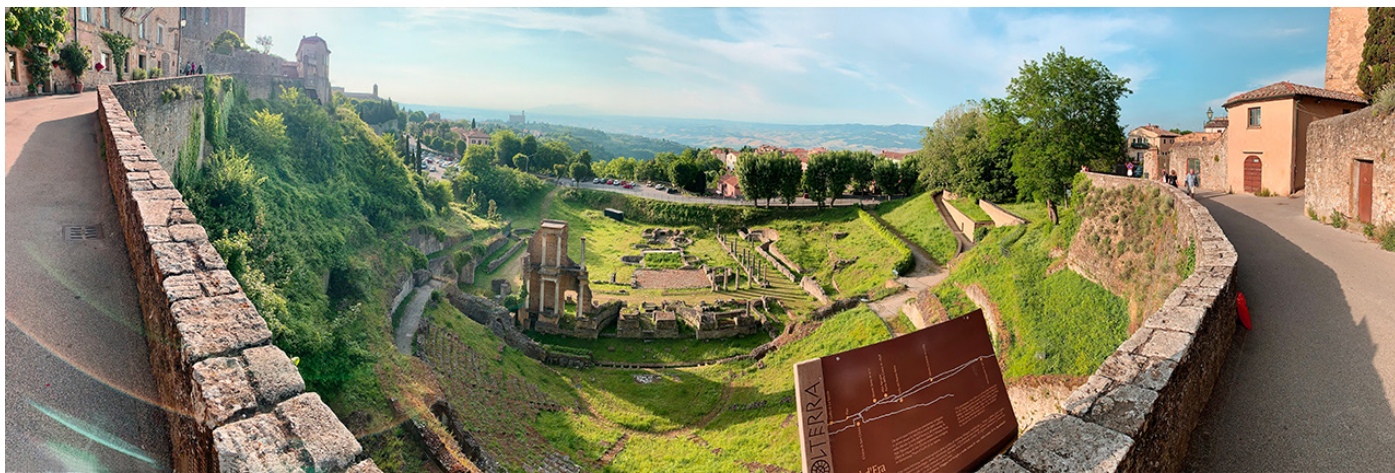
- IMPROVEMENT OF THE TECHNIQUE

In order to use the watercolor technique, keeping pure transparency and making a good balance between wet-in-wet and dry brush -by varying the amount of adding water and also the waiting time between each wash.

Language: English (also possibility for Persian, Spanish and basic Italian if needed beside)

Number of participants: Minimum 5, Maximum 15 participants

All levels are welcome! (preferably with basic experience of water color painting)



Program

7 days of accommodation including 5 workshop days in Volterra.

6 hours session per day with a lunch break. Morning: 3 hours (10-13) / Afternoon: 3 hours (14-17)

Daily Workshop Schedule

DAY 1 /Sunday 12/9 ARRIVAL

Registration & Installation at the Villa Mascagni, Welcoming Dinner (included)

DAY 2 /Monday 13/9 INTRODUCTION (at studio Volterra-Detroit Foundation)

- Lecture with the topic of the week, followed by looking at some helpful examples
- Basics in watercolor technique, materials and devices for plein-air works, followed by a demo
- Group exercise, practicing in watercolor basics & color palette

DAY 3 /Tuesday 14/9 VIEW-FINDING (Volterra town, sketch walk)

- Training "the hunting eyes" to capture the best subjects & angles, from a different point of view or perspective
- Exercises how to bring the attention to a specific point within a view

DAY 4 /Wednesday 15/9 COMPOSITION & CROPPING (Trip to the village of Mazzolla -or nearby)

- Exercises to achieve the best compositions by drawing some fast thumbnails on sketch book
- Continuing with the selected sketches as paintings on watercolor paper

DAY 5 /Thursday 16/9 VALUES & COLORS (Trip to monastery of Badi, a day with the guest teacher Catalina)

- Exercises how achieve the best Contrast, Color selection, Sharpness etc, in order to get the best Focus

DAY 6 /Friday 17/9 FOCAL POINT (Trip to the countryside of Lischeti -or nearby)

- Using all previous learnings and exercises of the week to achieve the optimal focal point in our works.

DAY 7 /Saturday 18/9 EXHIBITION

The final show with a selection of all works during the week for public in Volterra-Detroit showroom.

DAY 8 /Sunday 19/9 DEPARTURE

* With reservation for changes regarding the weather condition!

Supplies

Each participant will be provided with a high-quality watercolor kit: Paper block, Paint box, Brush set and drawing pen & pencil. And a list of suggested advance supplies will be send to the registered participants.



Accommodation

The workshop will be hosted in the beautiful [Villa Mascagni](#), located at the edge of town walls (5-10 minutes walk to the center). There are 3 apartments reserved for the week (7 nights), each one has a bedroom with twin bed and a living room with a twin bed-sofa, to share for 2 persons.

FIRST COME, FIRST SERVED!

The rest will be placed in similar housing (unspecified at the moment)

Workshop Fee: 1.950 Euro *

Including:

- **TUITION** 30 hours (6 hours per day in 5 days) of lectures, demos, instructions and critiques by 2 instructors
- **ACCOMODATION** 7 days (Sunday to Sunday) in shared apartments
- **TRANSFERS** between Pisa Airport and Volterra (arrival & departure), and daily trips to the locations
- **MEALS** 2 exclusive dinners (first and last suppers) + 5 picnic lunches (Monday to Friday)
- **ART MATERIALS** complete watercolor supplies of quality brands (watercolor paper block, paint box, pocket sketchbook, brushes, drawing pen & pencil)
- **FINAL SHOW** exhibition by the works of the week, with special guests, snacks and drinks

* **1.250 Euro** for a non-participating partner/company (inclusive Accomodation, Transfers, Meals)

Payment & Cancellation policy

- A pre-payment of 150 Euro by PayPal or Bnak Transfer (preferably Bank) is required to be registered.
This payment is not refundable!
- The rest (1.800 Euro / 1.100 Euro for non-participant) must be payed latest 1 month before the workshop start (latest 12 August 2021) by Bank Transfer (No PayPal).
- In case of cancellation by the organizer all the payed sum will be refunded.

Apply by sending a mail to: workshops@il-punto.org

About the instructors



Majid Modir

Visual artist, photographer and graphic designer, born 1961 in Iran, moved to Sweden 1986, and 2016 to Italy.

He graduated in Graphic Design & Illustration (MFA) at The Swedish University College of Arts, Crafts and Design ([Konstfack](#)).

As creative director he runs his own design center ([Maj Studio](#)) and also teaches motion graphic at The College of Art & Design ([Nyckelviksskolan](#)) in Stockholm. He is a member of Swedish Artist's Association ([Konstnärshuset](#)), Swedish Center of Photography ([CFF](#)) and a jury member of the European Broadcast Design Award ([BDA & Promax](#)).

Multiply awarded, he has been showing his works and watercolors in a number of separate and group exhibitions in Scandinavian countries as well as in Italy during the last 30 years.

Artist website: www.majidmodir.com

Selected watercolors: <https://www.flickr.com/photos/majid-modir>

Instagram: www.instagram.com/majid.maggio.modir



About the instructors



Catalina Rodríguez Villazón (guest teacher)

I've been fascinated by art since I was a child. In the last few years I've been focusing in nurturing my creativity and knowledge on this field. I am very attracted to colours and I love watercolor painting. I am also into experimenting with black ink and oriental drawings since I want my paintings to be fresh, inpatient and experimental.

My curiosity for the unknown and my reflection on the quotidian aspects are my main source of inspiration. I am convinced that creativity is contagious. I enjoy collaborating with other creators and I believe this brings a huge artistic and personal growth. At the moment I live in Madrid, where I am also studying a Master's program in Fine Arts at the "Circulo de Bellas Artes".

Artis Website: www.catalinarodriguezvillazon.com

Instagram: www.instagram.com/catalina.rodriguez.villazon



VOLTERRA



WELCOME!