

HEDWIG M. HEERSCHOP

Photographer - Educator - Graphic designer - Printmaker - Curator

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Education

2010 **Master of Fine Arts - Concentration Photography**
San José State University, San José, CA

2004 **Bachelor of Fine Arts - Concentration Photography, Cum Laude.**
San José State University, San José, CA

1997-2001 **Associate Science Degree - Concentration Desktop publishing & Multi media,**
Cabrillo College, Aptos, CA

Work Experience

2012 - Current **Exhibit Coordinator at Pajaro Valley Arts Gallery, Watsonville, CA**

2012 - 2015 **Program Coordinator, Center for Photographic Art, Carmel, CA**

2015 **Curator *Photo Alchemy: Alternative Processes in Photographic Media***
Pajaro Valley Arts Council, Watsonville CA

Co-Curator *Mi Casa es Tu Casa*, Pajaro Valley Arts Council, Watsonville CA

Curator, *8x10 2nd Fundraising Exhibition*, Center for Photographic Art, Carmel, CA

2014 **Installer/Painting *Ann & Marks" Art Party 2014*, San José, CA**

2013-2020 **Curator and Co-Curator *Sculpture Is: In the Garden* - Sierra Azul Nursery & Gardens,**
Pajaro Valley Arts Council, Watsonville, CA

Co-Curator *JE 2014 Juried Exhibition*, Center for Photographic Art, Carmel, CA

Juror Diane L. Daniels, Curator Contemporary Art, Crocker Art Museum Sacramento, CA

Lecturer *Cabrillo Summer Arts*, Alternative Processes in Photographic Media

Co-Curator *8X10 Exhibition*, Center for Photographic Art, Carmel, CA

2012 **Adjunct Lecturer, San José State University, CA**
Alternative Processes in Photographic Media

Guest lecture, *How to Make a Gumbichromate Print*, Historic Photo Processes Forum
Santa Cruz Museum of Art & History, Santa Cruz, CA

Teaching Assistant, California State University Monterey Bay, CA
CSU Summer arts: Three Centuries of Photography, with Dan Estabrook, Holly Roberts and Dan Burkholder. Program Coordinator Prof. Brian Taylor

Guest Lecture, *Workshop Create Your Own Fun Cyanotype Photogram*,
Pajaro Valley Arts Council, Watsonville CA. in conjunction with the
PHOTO ALCHEMY exhibit.

Curator & Catalog Designer, PHOTO ALCHEMY; *Alternative Processes in Photographic Media*,
Pajaro Valley Arts Council, Watsonville, CA, National call for Artists, 59 artists
& 21 Alternative Processes

Guest lecture, San José State University, CA

Lecture/presentation, *Historic Photo Processes Forum, using vintage photographic printmaking techniques*,
Museum of Art & History in Santa Cruz

2011 **Visiting Artist/Lecture, *Life After Grad. School*,** San José State University, CA

2011 **Adjunct Lecturer, Curator/Advisor- San José State University, CA**
Alternative Processes in Photographic Media

2011 **Teachers' Assistant, San José State University, CA**
Beginning B&W Photography

- 2010 **Guest Lecture** *Brian Taylor & Friends at Gallery 291*, San Francisco, CA
Overview of gum bichromate printing and its current use.
- 2009 **Guest lecture** San José State University, CA
Alternative Processes in Photographic Media
- 2008 **Guest lecture** San José State University, CA
Advanced B&W
- 2008 **Adjunct Lecturer, Curator/Advisor** - San José State University, CA
Alternative Processes in Photographic Media
- 2004-2007 **Guest lectures / Teachers' Assistant, Curator/Advisor** - San José State University, CA. Alternative Processes in Photographic Media, Intermediate Black & White Photography, Image & Idea.
- 2005 **Special studies lecture**, Private Studio La Selva Beach, CA
Alternative Photo Processes, Cabrillo College, Aptos, CA
Translation from Dutch to English, for Ms. Carolyn Burke
Letter written by a Dutch prisoner to Lee Miller.
Biography: *Lee Miller, A Life*, by Ms. Carolyn Burke, P.412

Selected Solo Exhibitions

- 2019 *A View of Amsterdam - Photo Etchings*, Tannery Arts Center, Santa Cruz, CA
- 2017 *Featured Artist at Lilypad Gallery: Hedwig M. Heerschop*
Lily Pad Gallery, Open Ground Studios, Seaside, CA
- 2013 *Winter in Holland*, Santa Cruz Art League, Lobby Exhibit, Santa Cruz, CA
- 2011 *First Friday Santa Cruz, CA - Montmartre, Paris & The Netherlands*,
Le Salon Cruz, Santa Cruz, CA
- 2010 *For Queen & Country*, San José State University, San José, CA
Master of Fine Arts Thesis Exhibition, Mixed Media
- 2009 *The Patrols of the Innocent*, San José State University, San José, CA
Advancement to Candidacy, Mixed Media
- 2008 *Retrospective*. San José State University, San José, CA
The Netherlands, The Diversity Center of Santa Cruz, Santa Cruz, CA
- 2006-2007 *Montmartre, Paris & The Netherlands*, San José State University, CA
- 2004-2006 *Art on Display*, Soquel Creek Water District, Soquel, CA
- 2003-2005 *Open Studios Art Tour*. Cultural Council, Santa Cruz, CA
- 2005 *Made in Holland*, International Fotofestival, Foto OFF Festival,
Naarden, The Netherlands.
- 2004 *The Netherlands*, San José State University, CA
Bachelor of Fine Arts Exhibition

Selected Group Exhibitions

- 2020 *Take Aways: Art to Go! Annual Fundraising exhibit*, Pajaro Valley Gallery, Watsonville, CA
Vote! Your Vote is Your Voice - ¡Vote! Su Voto es Su Voz,
County of Santa Cruz Government Center, Santa Cruz, CA
Campesinos: Workers of the Land, Pajaro Valley Arts Gallery, Watsonville, CA
- 2019 *Take Aways: Art to Go! Annual Fundraising exhibit*, Pajaro Valley Gallery, Watsonville, CA
Vote! Your Vote is Your Voice/ ¡Vote! Su Voto es Su Voz,
Pajaro Valley Arts, Watsonville, CA
Annual Members' Exhibit: MIRRORS. Pajaro Valley Arts, Watsonville, CA
Mi Casa es Tu Casa, Pasajes y Puentes / Passages & Bridges,
Pajaro Valley Arts, Watsonville, CA

- 2018 *Take Aways: Art To Go! Annual Fundraising exhibit*, Pajaro Valley Gallery, Watsonville, CA
Annual Members' Exhibit: What Nourishes Us, Pajaro Valley Gallery, Watsonville, CA
First Fridays: Printmakers at the Tannery, Tannery Arts Center, Santa Cruz, CA
Mi Casa es Tu Casa: Living Stories/ Historias Vivientes,
Pajaro Valley Gallery, Watsonville, CA
- 2017 *Take Aways: Art to Go! Fundraising exhibition*, Pajaro Valley Gallery, Watsonville, CA
Annual Members' Exhibit: Color!, Pajaro Valley Arts Gallery, Watsonville, CA
Monoprints & Photogravures: Bob Rocco & Hedwig Heerschop,
Tannery Arts Center, Santa Cruz, CA
First Fridays: Printmakers at the Tannery, Tannery Arts Center, Santa Cruz, CA
The Art of Printmaking, Featured Artists: Bob Rocco & Hedwig M. Heerschop
Tannery Arts Center, Santa Cruz, CA
Mi Casa es Tu Casa: Lessons from Loved Ones, Pajaro Valley Gallery, Watsonville, CA
Panoply of Prints, a National Exhibit 2017, Santa Cruz Art League, Santa Cruz, CA
- 2016 *Take Aways: Art to Go! Annual Fundraising exhibit*,
Pajaro Valley Arts Gallery, Watsonville, CA
In Celebration of the Word, Santa Cruz Library, Santa Cruz, CA,
Printmakers of the Tannery, Santa Cruz, CA
First Fridays: Printmakers at the Tannery, Tannery Arts Center, Santa Cruz, CA
Immigration: Borders, Boundaries, Beginnings, Pajaro Valley Gallery, Watsonville, CA
Annual Members' Exhibit: Home: Explorations of the Concept of Home,
Pajaro Valley Arts Gallery, Watsonville
Prints/Poetry, Pacific Grove Art Center, Pacific Grove, CA
- 2015 *Take Aways: Art to Go! Annual Fundraising exhibit*, Pajaro Valley Gallery, Watsonville, CA
12x12x12 Exhibition, Cabrillo College Art, Gallery Santa Cruz, CA
Photo Alchemy, Alternative Processes in Photographic Media, Curator and Exhibitor,
Pajaro Valley Arts Gallery, Watsonville, CA
First Fridays: Printmakers at the Tannery, Tannery Arts Center, Santa Cruz, CA
Featured Artists: Johanna Atkinson & Hedwig M. Heerschop, Printmakers
Tannery Arts Center, Santa Cruz, CA
Annual Members' Exhibit: Transformation: Envisioning Change,
Pajaro Valley Arts Gallery, Watsonville, CA
Featured Artists: Hedwig M. Heerschop & Robert Rocco, Printmakers
Tannery Arts Center, Santa Cruz, CA
Twilight Zone, Printmakers at Felix Kulpa Gallery & Sculpture Garden, Santa Cruz, CA
Printmaking Here/Now, Printmakers of the Tannery, Santa Cruz,
Santa Cruz County Bank, Santa Cruz, CA
Printmakers at the Tannery: Group Exhibition,
Lily Pad Gallery, Open Ground Studios, Seaside, CA
8x10 Fundraising Exhibit, Center for Photographic Art, Carmel, CA
Mi Casa es Tu Casa: Where we Have Come From, Where we Are Headed,
Pajaro Valley Arts Gallery, Watsonville, CA
- 2014 *Impressed: the Painted Mark*, Felix Kulpa Gallery & Sculpture Garden, Santa Cruz, CA
Ann & Marks" Art Party 2014, San José, CA
Mi Casa es Tu Casa 2014: Visitations, Pajaro Valley Arts Council, Watsonville, CA
8x10 Fundraising Exhibition, Center for Photographic Art, Carmel, CA
12x12x12 Exhibition, Cabrillo College Arts Gallery, Aptos, CA
Take Aways: Art To Go! Fundrasing Exhibit Pajaro Valley Arts Council, Watsonville, CA
Photography Now? Alternative Process Photography,
Cal Poly University Art Gallery, San Luis Obispo

2013 *Local Essence Members' Exhibit*, Santa Cruz Art League, Santa Cruz, Ca
Luck of the Draw, Auction-Fundraiser Exhibit, Santa Cruz Art League, Santa Cruz, CA
Mi Casa es Tu Casa 2013: Passages, Pajaro Valley Arts Council, Watsonville, CA

2013 *8x10 Fundraising Exhibition*, Center for Photographic Art, Carmel, CA
AgriCulture: Land & People, Pajaro Valley Arts Council, Watsonville, CA
Grand Opening Exhibit, Open Ground Studios, Seaside, CA
PHOTO ID - "Genes To Jeans", Museum of Art & History MAH, Santa Cruz, CA
Featured Artists: Jane Gregorius & Hedwig M. Heerschop Printmakers,
Printmakers at the Tannery (PATT), Santa Cruz, CA
12x12x12 Exhibition, Cabrillo College Arts Gallery, Aptos, CA
Myths, Lies & Legends, MPC Printmakers, Felix Kulpa Gallery, Santa Cruz, CA
Sleight of Hand, Fundrasing Exhibit Pajaro Valley Arts Council, Watsonville, CA
2012 *Monterey Bay; Land, Air & Sea*, Pajaro Valley Arts Council, Watsonville, CA
Collective 2012 - Interior Monologues: Views into the Artist's Mind, Pajaro Valley Arts
Council, Watsonville, CA
Juried Exhibition, Center for Photographic Art, Carmel, CA
Jurors: Brian Taylor & Bryan Yedinak

2011 *Art Show - Coming Home Project, 11-11-11 Benefit, A Day To Honor All Veterans*,
Freight & Salvage Coffeehouse, Berkeley, CA. Donation Artwork.
Mix It Up, Multimedia Exhibit Santa Cruz Art League, Santa Cruz, CA
Multiples: Variations on a Theme, Members Exhibit, Pajaro Valley Arts Council,
Watsonville, CA
Local Essence, Parts I & II, Santa Cruz Art League, Santa Cruz, CA
Silent Auction, WORKS/San José Art Gallery, CA

2010 *de Young Art College Night*, de Young Museum, San Francisco, CA
2009 *5th. Annual Alternative Processes Competition*, SOHO Photo Gallery,
New York, NY
Breaking Boundaries, International Photography Festival, Pingyao, China.
Spot-On, A New Exhibit, Backwater Art Gallery, San José, CA
2008 *Snap to Grid*, Los Angeles Center for Digital Art, Los Angeles, CA
2006-2007 *Light*, San José State University, CA
Exemplary Contemporary, Eloise Pickard Smith Gallery, Cowell College,
University of California, Santa Cruz, CA
Flux, WORKS/San José Art Gallery, CA

2003-2005 *Make a Bid For Freedom of Expression!* WORKS/San José Art Gallery, CA
Works by 63 California Artists. Biennial Monterey Museum of Art, CA
Printmaking, an exhibition celebrating the etchings of a New Year,
Michaelangelo Gallery and Art Studios, Santa Cruz, CA
Holland in Winter, OFF-Foto Festival, Naarden, The Netherlands.
The Netherlands, Santa Cruz County Government Center, CA
Preview Exhibit, Open Studio's Art Tour, Santa Cruz, CA
Pride in Diversity, Phantom Gallery, San José, CA
Homage To my Father, San José State University, CA

2000 *Lens Crafted, Digital Images*, Aptos Coffee Roasting Company, CA
Cabrillo College, Aptos, CA. Instructor Ted Orland.

Awards & Scholarships

2009-2010 School of Art & Design Scholarship and Award,
Photography Scholarship, San Jose State University, CA

2007 School of Art & Design Scholarship and Award,
Photography Scholarship, San Jose State University, CA

2006-2007 Sponsor Ms. Ph. Hummel, Soquel, CA

2005 Dean's Scholar, San José State University, CA
 2004 School of Art & Design Scholarship and Award,
 Photography Scholarship, San Jose State University, CA
 President's Scholar, San José State University, CA
 2001 Jerry Gumeson Memorial Scholarship.
 Dr. Garrett C. and Ruth M. Nichols Endowed Scholarship.
 1999 Lucille Millsted Memorial Scholarship
 Santa Cruz Watercolor Society Award Scholarship.

Professional Memberships

2012-current Pajaro Valley Arts Gallery, Watsonville, CA
 2012 MAH Museum of Art & History, Santa Cruz, CA
 2010 Center For Photographic Art, Carmel, CA
 Gallery Committee/Member at Pajaro Valley Art Council, Watsonville, CA
 Board of Directors/Member at Santa Cruz Art League, Santa Cruz, CA
 2009 Lucie Foundation, Los Angeles, CA
 Fine Arts Museums of San Francisco - de Young - Legion of Honor
 Photo Lucida, Portland, OR
 2008 The Center for Fine Art Photography, Fort Collins, CO

Reviews and Articles

2020 *Vote! Your Vote is Your Voice ~ ¡Vote! Su Voto es Su Voz* - Visit Santa Cruz County
 2013 APTOS LIFE, Aptos, CA *Artist Profile*, September, 2012
 2012 SANTA CRUZ SENTINEL, Santa Cruz, CA July 13, 2012
 "DIY: Injecting Creativity Into Your Life and Work." Digital Edition
 2012 REGISTER - PAJARONIAN, Watsonville, CA June 14, 2012
 "Taking Photos Without A Camera." P.B1, P.B3 plus Digital Ed. June 14, 2012
 REGISTER - PAJARONIAN, Watsonville, CA May 3, 2012