

Poulsbo Artist League Newsletter

Poulsbo Artist League
P.O. Box 764
Poulsbo, WA 98370

<http://poulsboartist.com>



WEDNESDAYS MARCH 2, 9, 16, 23, 30 12:30 – 3:30

“As music is the poetry of sound, so is painting the poetry of sight.” James McNeil Whistler



Birthdays

March

Richard Daugherty, Liz Haney,
Ann Wallgren

2015-2016 Officers:

President –

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Sunshine -

Jill Newkirk

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Prose from the PAL President:



Hi Pal,

We had another great time with Stella Canfield on the 22nd of Feb. She painted a marina scene from a photograph she took when she was in China this past summer. She makes it look so easy. She taught us while she was painting in the morning and in the afternoon she circulated around the room critiquing each of us while we painted. Stella is very personable and always encouraging us. If you read this Stella, thanks again.

In May we have an opportunity to participate in the Peninsula Music and Art Society's "Paint Out Poulsbo" being held at NCAD. Two things: take part in the art competition; set up our canopy and display our art. This should be a great venue. I believe we have more info coming and may be in this newsletter.

There is not a date set as yet but we have also been invited by Poulsbo Friends of The Library to have two artists set up and paint in one of the Reading Rooms which the public will be invited to come in and watch. This event will likely occur in the Fall. If this interests you talk to Nancy Sefton.

Also at the Library there is space for PAL to display art downstairs in their community room. There are a lot groups that use this space so there is good exposure. Talk to Liz Haney.

Paint and have fun.

PAL Ponderings

PAL Ponderings by Vice President Bill Fulton

Our friend Stella Canfield was in town last week. I can't remember how many years I've taken a watercolor workshop from Stella, but every time she comes, I learn something new. Stella brings a joyous energy to her workshops. The room snaps to life when she shows up, and we all perk up.

Life is too serious to take seriously," she says, "so let's have fun!"

She gave us a quote from Elizabeth Gilbert: "Only when we are at our most playful can divinity finally get serious with us."

Stella reminded me once more of the importance of making a thumbnail drawing, only one and a half by two inches. Find three values – dark, medium, and light – and simplify your painting into the fewest shapes possible. Only then are you ready to start painting.

"Don't watch me paint," she says, "Watch me before I paint. My work is nearly done before I start painting."

Create your basic shapes in the thumbnail and connect them. Avoid symmetry. "Change, change, change!" is Stella's mantra. "Connect, connect, connect!"

Stella says, "I don't paint things. I paint shapes. I always find a way to connect them. Design a way for your viewer to walk through the painting."

I've heard all these things before, but I need reminding, and Stella is good about reminding me. She comes around during the workshop to each one of us and offers suggestions. She always helps me see things in a fresh light. A few strokes with her brush and my painting comes to life. It's magic!

"Make shapes softly at first," she says. "Come in and define them later with a smaller brush. Watch out for hard edges – keep them soft."

Stella is always so positive. At critique time, she always has something appreciative to say about every painting before she points out what might improve it. And that's where the learning comes. Our growing edge comes from listening to the voice of experience.

I always want to do my best work for Stella because I want to make her proud of me and I want to show her I've improved from the last time she was here. I'm not sure that's always the case, but I keep trying, and I always keep her voice in my ear when I'm painting. "Don't be afraid!" she tells me.

I'm trying, Stella. I'm trying.

Current Exhibits and Sales

Poulsbo City Hall ~ Various members Contact: Nancy Sefton

Central Market in Poulsbo ~ various members Contact: Richard Daugherty
Jill Newkirk and Lisa Stowers (2) have recently sold paintings.

Hospice in Silverdale ~ This venue is no longer available. Lisa Stowers (2) and Liz Haney have sold there.

Edward Jones Building~ various members **Nancy Sefton** has recently sold two paintings at this venue and Liz Haney, one.

Liz Haney has her art at Savage Plant Nursery gift shop, Highway 104, Kingston.

Poulsbo Maritime Museum~Karin Klein was the featured artist for the month of January and she has her cards there.

Ildiko Deaky has her work on display at Liberty Bay gallery in Poulsbo, on an ongoing basis.

**If you are exhibiting anywhere and would like to have it listed here, you need to let the secretary know at least by the last week of the month. Also – if you have a show that closes, please let me know so I can remove it from the newsletter.

Venue	Collect Art	Hang Art	Return Art
Central Market	March 23	March 26	March 30
Jak's	Jan 27	Jan 27	TBA
Edward Jones	TBA	TBA	TBA

Pricing Your Art

Artwork Pricing

***Ideas by Artist Ann Rea's online newsletter <http://artistswhothrive.com/about/>

Notes provided by Maggie Huft:

Is your art a business or a hobby? For consistent sales, you should approach it as a business.

Give yourself permission to be successful. Don't seek "permission" from others like galleries, agents, etc. Have self-confidence.

Minimize distractions. Once interrupted it takes, at best, 25 minutes to get back at the task.

You are NOT selling a painting. You are selling an emotion. You must connect with your viewers and articulate the reasons for your pricing.

Guidelines:

1. For your convenience, have a well-organized logical price sheet that applies to most of your work. This will come in handy every time you need to price something.
2. Don't confuse and overwhelm your customers with too many choices. Have only around three price-points. For example: 'small-medium-large' – 'watercolor-acrylic-oil' – 'three degrees of detail'.
3. NEVER discount. You are selling your brand/style – and a luxury item. Discounting will eventually lower the value of your artwork.
4. Put some thought and research into your subjects. What is your most popular subject? Use your sales history as a guide – or check out other shows to see what sells well. Have a personal "mission" – a target audience. For example: a child portraiture artist's intent is to appeal to the parents emotions – animal or landscape subjects appeal to nature lovers...
5. Calculate all the cost of goods, supplies and presentation materials.
6. Calculate your overhead – percentage your may have to pay to a gallery – cost of a rental studio if you use one – etc.
7. Calculate what you are paying yourself for your time. Minimum wage...?
8. Add up your supplies, overhead and what you would like to pay yourself. Your price should take all these into account.

Announcements

Draft Copy

PRESENTED BY: *Peninsula Music & Arts Society*



WHAT: PAINT OUT POULSBO – An Art and Music Festival with juried Art Show
WHO: Artists of all skill and experience levels within Kitsap County
WHERE: NCAD (Northwest College of Art and Design)
16301 Creative Dr. NE, Poulsbo
WHEN: May 7, 2016 Art Show – 10:00 am until 4:00 pm

CATEGORIES: Professional (defined by having a taxable income from sales of their work)
Amateur (post high school and not still a student)
Student: College; 12-18 years; 5-11 years

PRIZES:

	Professional	Amateur	Student/College	Student/12-18 yrs.	Student/5-11 yrs.
1 st Place	\$600	\$400	\$250	\$200	\$150
2 nd Place	\$250	\$200	\$150	\$100	\$ 50

REGISTRATION: All participants must pre-register by 71 hours prior to the event, (Wednesday May 3rd beginning at 09:00 am) at Artist Edge to receive their time-stamped canvas or equivalent media supplies. Canvas size is 16x20 for Professional & Amateur and 11x14 for students. Fee is \$40 for Professional & Amateur, \$20 for College Student and free for Students 5-18 years (First 50 students) Early registration discount: There is a \$5 discount for registration prior to April 24th. Materials must be picked up no earlier than Wed, May 3rd at 09:00am at Artist Edge, 18723 Hwy 305, Poulsbo

PAINT OUT POULSBO RULES & REGULATIONS:

1. Participants may select their own subjects for their entry. As the festival is open to families, PMAS reserves the right to refuse work not deemed appropriate.
2. All work must be completed 100% within the 71 hours prior to 08:00 am May 7th
3. Entries need to be delivered to NCAD between 6:00-8:00 pm on Friday May 6 or 8:00-9:00 am May 7th.
4. Each piece must be presented in a manner so the work can properly be displayed or hung (matted is optional) See entry form for further details.
5. Artists will provide title, medium and price (if desired to be available for sale)
6. Artwork will be displayed from 10:00 am to 4:00 pm
7. The event will be judged by Poulsbo artists Robin Weiss and Leigh Knowles and will take place at 2:00 pm with awards presentation at 3:00 pm
8. The exhibition and sale will conclude at 4:00 pm. All artwork must be picked up by 4:00 pm unless other arrangements have been made.
9. Artwork sales must go through the Peninsula Music and Arts Society (PMAS). 15% of the sales will benefit PMAS. Proceeds go towards current and future PMAS scholarships and awards that support encouragement for youth both in music and art for continued development and education.
10. Images of any work that are entered into the competition may be used by PMAS for publicity purposes for future competitions without prior approval.
11. The participant recognizes and agrees that neither NCAD nor any individual or entity associated with PMAS Paint Out Poulsbo can be held responsible for any loss, theft or damage to any artwork and/or personal property that may occur in connection with this event, nor for any injuries of any kind that may occur in connection with this event.

GOOD LUCK TO ALL PARTICIPANTS!

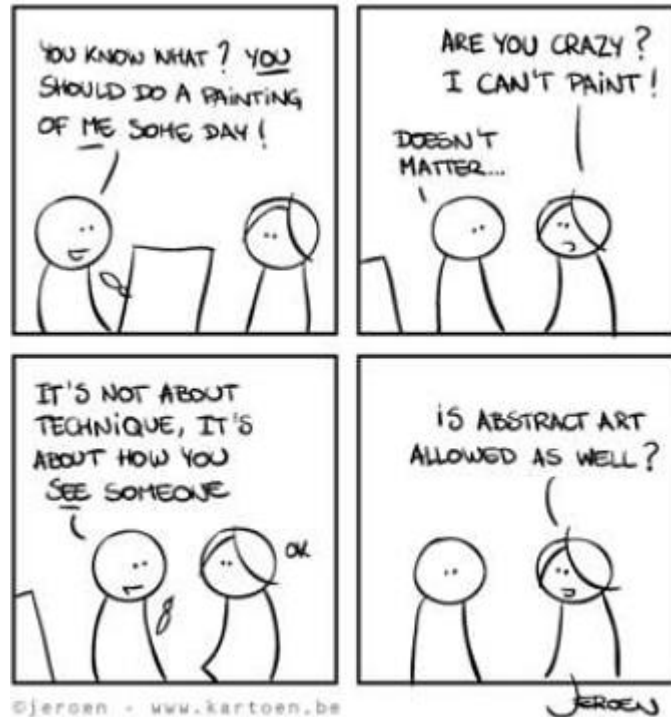
Paper for Collages

Looking for high quality paper for your collages? Here's information submitted by Liz Haney. For online purchases www.demedicimingfinepaper.com The shop is at 1222 A 1st Ave Seattle 98101 206-624-1983 Mon-Fri 10:30-5:30 Sat-Sun 12-5.

Paintings for Central Market

Collected on Wednesday, March 23, hung on March 26 and "old" ones returned March 30.

Cartoon/Joke



Joke Time

This is a little joke my 8 year old grandson told me:

"A man was robbing famous paintings....as he was driving away, he ran out of gas and he told the police, "I ran out of Monet to make the Van Gogh"

Submitted by Karin Klein