

Poulsbo Artist League Newsletter

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

<http://poulsboartist.com>



WEDNESDAYS APRIL 6, 13, 20, 27 12:30 – 3:30

“Impressionism is the newspaper of the soul.” Henri Matisse



Ellen Barnett, Anneliese Games,
Jan Lytle, Carol Martin, Anita Puzon

2015-2016 Officers:

President –
Garven Kinley

garven@comcast.net

Vice President -
Bill Fulton

BillFulton2001@yahoo.com

Secretary -
Libby Anderson

minis4recess@sbcglobal.net

Treasurer -
Sharlette Du Fresne

shardufresne@netscape.net

Webmaster -
Bill Fulton

BillFulton2001@yahoo.com

Sunshine -
Jill Newkirk

jillnewkirk@Centurylink.net

Prose from the PAL President:



Hi PAL,

Spring is here and the outdoors beckons us to dig in the dirt, go for Sunday drives and just enjoy the sun and the glory of the season. So, that brings up the thoughts of plein-air. Last year we went to Point No Point to paint the lighthouse and the views around it. I'm looking for suggested locations to paint this year, so I would like to hear from you. Do you know someone who has an interesting farm, an estate or sea view that might be willing to accommodate us? Perhaps there is a public park that fits the occasion. Also, we will want to fellowship around a potluck. Please give this some thought as you travel around the area.

Another suggestion for us is to take a field trip such as Dale Chihuly's glass museum in Tacoma. If anyone has ideas let me know.

Please send your ideas to garven@comcast.net. Also, please let me know by email if you want to take part in the plein-air or a field trip. Thanks.

Paint and have fun.
Garven

PAL Ponderings

PAL Ponderings by Vice President Bill Fulton

It's spring! After a long dreary winter of rain and more rain, the sunshine of the last few days beckons us outside to sit in the sun and make art. There's nothing like a spring day to bring out the youth in us and help us soak up the glory of creation.

It's so much easier to draw and paint when the temperature is decent and the rain isn't dripping down your neck. I've tried painting in the rain under an umbrella, but it's almost hopeless. Much better in the sunshine!

When I'm sketching with a pencil and a sketchbook, I can just stand and draw. But if the subject is complicated, or if I want to paint a watercolor, I need to sit down. So I have a small folding tripod stool that I use for drawing outside. When the weather is nice, that's all I need. Sometimes I use an easel, or just lay a small plywood sheet on my lap for painting.

I've found by trial and error that painting watercolors with sun on the paper doesn't work very well. The paint dries much too quickly, and washes become streaky and clumsy. I try to find a bit of shade or rig up a sunscreen of some kind if possible.

I haven't really figured out how to have my palette, water dish, brushes, sponge and paper towels conveniently at hand so painting is fluid and natural. It's awkward to have a tippy palette and water spilling all over the place. I'll keep experimenting.

What seems to work best for me is to make a pencil sketch while I'm outside, then develop it into the first draft of a watercolor. I bring that first draft home where I can paint a more complete watercolor. My goal is to be able to paint on location and produce a fresh watercolor on the site. It's a matter of simplifying a complicated scene into shapes, values and colors.

Time seems to stand still when I'm drawing or painting outside. I become absorbed in my art work, and when I look at my watch I'm always surprised at the time. I become more present and more mindful of God's creation around me. Years later, I can look at my sketchbook and remember the scene precisely. It's like a time machine!

I'm planning on doing a lot of painting in the nice weather we're going to have this summer. I hope you'll find ways to make art in the sunshine, too!

Wish To Paint Irises

Very cool step-by-step demo for painting irises, Maggie Huft

http://thepaintedprism.blogspot.com/2014/02/watercolor-workshop-painting-bearded.html?ext=FB_WPC_PP_Followers_external_20140529&utm_source=Facebook&utm_medium=Social%20Engagement&utm_campaign=-Followers&initialPage=true

Current Exhibits and Sales

Poulsbo City Hall ~ Various members Contact: Nancy Sefton **Lisa Stowers** recently sold a 3 panel painting.

Central Market in Poulsbo ~ various members Contact: Richard Daugherty **Jill Newkirk, Lisa Stowers (2), and Karin Klein** 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.

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	June 22	June 25	June 29
Jak's	Jan 27	Jan 27	TBA
Edward Jones	TBA	TBA	TBA
Poulsbo Library	March 30	April 1	August 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 you 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

Calling All Artists! Enter to win!

Over \$2,000 in prizes!

Peninsula Music & Arts Society

Presents



Northwest College of Art and Design

16301 Creative Dr. Ne – Poulsbo

Artist Entry info at Artists Edge

18723 WA-305, Poulsbo

www.TheMusicAndArt.com

New PAL Member

We are pleased to add Kay Boyce to our membership. She enjoys painting watercolor landscapes and while not painting, spends time hiking and fishing. Kay has already joined in by displaying a paintings at Central Market and our newest venue, Poulsbo Library.

Art Inspirations/Outreach/Cartoon

Models for Artwork

People have asked me where I get models for artwork.

I use this site: <http://www.posespace.com/default.aspx> I have four of their books; however you can download just one pose at a time. I just finished a painting that I want to display places and don't want to run into copyright issues - so I went back and bought the one pose. It cost me only \$5.99 - and there are 30 versions of that pose. Prices may vary. They shoot the model on a round turntable - and the versions are of the model as if the turntable is moved around.

Maggie Huft

Promoting High School Art

Recently the PAL board agreed to help with the scholarship committee for Kitsap Arts and Crafts held in Kingston in July. We are just helping, not funding a scholarship as we have committed prize money for the Paint Poulsbo to be held on May 7th. I am willing to meet with the applicants as is Julia Turk, would like at least one more person to interview the students. Judy Guttormsen also said she could help with interviews which will take place in early June. Also need people to contact the art teachers at Kingston HS and Spectrum I will try to meet the teachers at North Kitsap HS, and West Sound. I have cover letters and the application forms to give them. Hope you will step forward as one of our purposes is to promote art in the community and this is a great way to do it. In the past we have given money for this, but since we are funding Paint Poulsbo we won't contribute this year. There are opportunities to participate individually in the Kingston show and I will have more info on that later. Thanks, Elizabeth Haney

