



MENDOCINO COUNTY  
*Art Association*

NEWSLETTER APRIL 2016

## “Finding the Magic” with Erin Dertner Finding the Essence en Plein Air

Signups April 1: MCAA Members Only

### To Register for Workshops

Send an email to Rose Peterson, Education Coordinator, with Your Name, Address, Phone Number and Email Address to:  
programs@mendocinoart  
assn.org ~OT~  
solea.rose@yahoo.com

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Erin's emphasis for this one-day workshop will be to focus on an element in the landscape that pulls your trigger and executing it with simplicity plus drama. We will learn that shapes and values come before colors and details in painting something that draws a viewer from across the room. Up close, the details can add finesse and personality and serve to support the overall composition. Erin will demo in oil, with a palette knife, but please feel free to bring your choice of painting media. Erin is proficient in most media and will be able to assist you throughout the day.

**MAY 14 2016**



Hosted by Beautiful **SARACINA VINEYARDS**  
Hopland California  
Saturday, May 14, 2016  
9:00 AM- 4:30 PM



The day will end with Saracina Wines, snacks, and informal group critique at the winery. Reservations Open to CURRENT MCAA MEMBERS ONLY Limited to 20 Students; Places will be filled in the order received. If you are interested in this workshop, it is imperative that you sign up early as space is very limited and this course will attract many artists because of the many varieties of mediums that Erin teaches.  
[www.erindertner.com](http://www.erindertner.com)

## Amazing Creative Workshop with Esther Seigel



Esther demonstrates a technique to Toni Onori and Jeannette Carson.

Esther taught a fabulous workshop in making pop-up cards, fancy envelopes and exploding boxes. The class was very well attended and greatly enjoyed, the only complaint is that it was only one day long as everyone was having such a good time.



Workshop participants fully engrossed in the process of creating fantastic envelopes.

## How to Write an Amazing Artist Statement

The reason to have a genuine, well-written artist statement is because you want to promote insight for your viewers into who you are as an artist, your motivations and process – it is a chance to tell the unique story behind your work that will set you apart from the rest. It is an opportunity to instill trust in your audience and allow them to have an intimate conversation with you since you are not there in person.

Tips to help you write your statement:

- The ideal length is one to three paragraphs
- It should be written in the first person
- You should not tell your audience how to feel or what to look for
- You want to inform but not overly explain things – leave room for the viewer to make his or her own connections.
- Ask yourself: is this writing specific to my work or can it be about anyone?
- Don't use phrases like: I hope, My work aspires to, My goal is, The viewer will, These paintings (do something).

For full steps to help your write a clear, concise artist statement - see **Artsy Shark** on **Pinterest**.

## Fifty Ideas to Create More Sales for Your Art

Selling art partly depends on exposing it to as many people as you can. The more people who see your art the higher the potential of being contacted for a purchase.

Though posting your art in as many places as possible may be a good thing, there are some things to consider before doing so.

First, learn everything about the business of art, from constructing a plan of attack to closing a sale.

It is easy to ruin your reputation as an artist by promoting haphazardly; first think about how you want to portray yourself to others.

Approach the promotion of your art like it is your job.

1. Consistently promote your art and do not waiver in your goal to earn income from what you love doing.
2. Create a series of art based on the ones you have received the most positive feedback.
3. Follow other artists and respond to trends in what people are buying.
4. Realize that there is a market for your artwork, whatever you create. You just have to find it!
5. Start by promoting your art locally, and then expand from there.
6. Relate your unique self through your art.
7. Enjoy interacting with people and talking about your art with them.
8. Learn everything there is to know about art marketing
9. Create a webpage to display and sell your best artworks.
10. Gather followers for your art through networking and an email list.
11. Brand yourself by using the same profile picture and possibly a logo
12. Procure the best quality photographs to exhibit your paintings online.
13. Don't think of making money from your art when you are creating – think only of making your best art.
14. Talk about your art effectively when explaining it to others.
15. Keep growing in your artistic development.
16. Promote your art everywhere (but do not spam).
17. Only display your best paintings on the internet.
18. Create an art blog.
19. Create a Facebook page for your art business, and follow the tips they share for attracting fans.
20. Know your target audience, either decide on one or track the demographic of your regular buyers.
21. Make a plan for the building of your art career.
22. If you do not have time to do some things related to art promotion, such as building a website, think about outsourcing.
23. Hire a web designer or someone to promote artworks for you.
24. Write an art statement, and update it regularly.
25. Enter art competitions and calls for entry.
26. Open yourself up to doing commission work.
27. Host or take part in an open studio event.
28. Price your artwork according to your artistic progress.
29. Never lower your prices and avoid discounting in excess.
30. Host or take part in an open studio event.
31. Price your artwork according to your artistic progress.
32. Never lower your prices and avoid discounting in excess.
33. Include a certificate of authenticity for artwork for each art piece.
34. Create art that affects people emotionally.
35. Donate your art to charities and fundraisers.
36. Hold contests and giveaways at your website, art-blog, and Facebook pages.
37. Create special promotions around holidays such as Christmas.
38. Sign all your artworks on the front.
39. Get out there! Do not be afraid to show your art anywhere even in untraditional settings.
40. Create press releases for your events
41. Develop a unique style!
42. Follow the progress of artists who create similar art as yours.
43. Become a writer and publish books about your art and life!
44. Create smaller artworks that are more affordable.
45. Set goals for yourself, and reward yourself when you achieve them.
46. Build a relationship with people in the local media.
47. Keep a positive attitude!
48. Create LOTS of art!
49. Have fun!
50. Never give up.

Paraphrased from:  
**artpromotivate.com**  
as found on **Pinterest**

## CALL FOR ENTRIES

**Reminder: May 31<sup>st</sup> Deadline**

### The Chair Affair 2016

Express your creative style: paint, quilt, felt, embellish an old chair or assemble one. Chairs will be on display at the Art Center Ukiah from

June 4 – June 30. Entry forms are available at the Corner Gallery or by email [acugallery@att.net](mailto:acugallery@att.net).

**Reminder: May 10<sup>th</sup> Deadline**

### Eighth Annual UVAC Art Fair

The Ukiah Valley Artists Co-op (UVAC) is calling for entries to their June 4 Art Faire. As a respected and talented member of the art community, you are invited to participate. The cost for a 11'x11' space is \$50.00, a modest fee for an all-day, annual event in a prime location. This year the faire will partner with our local Famers Market which will assure a great

attendance at this event. Only original handcrafted items, paintings and reproductions by the displaying artist can be sold. First time vendors will need to submit photos of their work. Returning vendors are pre-approved. For additional information and an application call Jim Colling at 707 463-0610. Entries due by May 10, 2016.

### April 6 Deadline: "15th Annual Northwest Eye Photography Exhibition"

The Humboldt Arts Council presents "The 15th Annual Northwest Eye Photography Exhibition", a competition open to all photographers residing in the Pacific Northwest.

There are no thematic limitations and all photography media are accepted: black and white, color, Polaroid, digital prints, non-silver process prints. Securely mount work on a stable 16" x 20" white mat. Framed prints not accepted. Diptychs, triptychs, or multiples to be printed on one sheet of paper to be considered a single entry.

Drop off photos at the Morris Graves Museum of Art in Eureka, CA or mail it by **April 6th** along with prepaid return shipping materials (fedex preferred) with insurance included in shipping to: Humboldt Arts Council 636 F Street Eureka, CA 95501. Accepted entries will be posted on April 8th. Unaccepted work can be picked up at the museum or shipped back if paid return shipping was provided. Work without a prepaid return shipping label will not be returned. EXHIBITION DATES: April 9 - May 29, 2016

### At the Banks

#### MARCH - APRIL

Savings Bank of Mendocino  
East Road,  
Redwood Valley  
**June Oster**

Savings Bank of Mendocino  
Pear Tree Center, Ukiah  
**Garry Colson**

West America Bank  
319 East Perkins, Ukiah  
**Sharon Fenton**

Savings Bank of Mendocino  
1100 Airport Park Blvd,  
Ukiah  
**Kathleen Gordon-Burke**

Schat's Courthouse  
Bakery  
113 West Perkins, Ukiah  
**Svetlana Artemoff**

If you are interested in exhibiting at the banks, and are a paid up member of MCAA contact Barbara Ware at 707 743-1520 or email her at: [baware@wildblue.net](mailto:baware@wildblue.net)

#### Reminders

**OPEN STUDIO** at Anton Stadium every Monday from 10am – 2pm. Members \$4.00. Non-Members \$5.00. For more information call Tommie Thornhill, 467-0266.

**CRITIQUE-A-LOT**  
This group meets the second Saturday of the month at 401 Mill Street (SW corner and Mill). 10 am -12 pm. The fee is \$2.00. For more information, call Barbara Brittingham, 462-0771.

## MCAA BOARD AND COMMITTEE CHAIR ROSTER

**New Member****Cathy McKeon**

Redwood Valley  
(707) 391-5790  
[cathymckeon@comcast.net](mailto:cathymckeon@comcast.net)

Grace Hudson  
Museum  
Bus Trip  
Sunday  
May 1, 2016

DeYoung:  
OSCAR DE LA  
RENTA

Legion of Honor:  
PIERRE BONNARD

RSVP  
(707) 467-2836  
Cost \$70

-Leave Ukiah  
Civic Center 7am

-Time tickets at  
10am De Young

-Depart for the Legion  
of Honor 1pm

-Depart  
San Francisco 3pm

**Board Members:**President:

**Diana Steele**  
(707) 743-2256  
[dsteale@hughes.net](mailto:dsteale@hughes.net)

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**Linda Talso**  
(707) 621-3155  
[ltalso@hotmail.com](mailto:ltalso@hotmail.com)

PO Box 517

Ukiah, California

95482

**Now Showing****GRACE HUDSON:**

**"In the Construction Zone, Mendocino County Assemblage Art"**, January 3-April 17

**CORNER GALLERY:**

**"Pomolita Art Exploration Show 2016"**  
April 1 – 29, Opening reception Friday, April 8<sup>th</sup>, 4:00 – 8:00 pm.

**MENDOCINO COLLEGE:**

**"Annual Juried Student Show"**  
April 21- May 18, Opening Reception April 21, 4:00 – 6:00 pm

**Pop-Up Gallery Available**

Ukiah Valley Artists Cooperative is offering a pop-up gallery to property owners and real estate agents in Ukiah.

This is great opportunity as real estate sells or rents sooner when it is "staged" or occupied. This style of occupation is beneficial in that this gallery can be set up in a matter of days and taken down in the same time when a property sells or rents. The gallery pays the utilities, maintains the area and makes the

rental/sale building open for inspection by potential buyers. If you know of an agent or landlord who you feel would benefit from this opportunity please call Deborah for full details of the benefits 841-7584. The UVAC has a wonderful track record from our rent free occupation of the gallery in the Pear Tree Center for 4 years.