



MENDOCINO COUNTY
Art Association

NEWSLETTER MARCH 2016

“Plein Aire Magic” with Erin Dertner

Signups ~~March 1~~ – April 15

April

NEW FEATURES INCLUDED IN THIS NEWSLETTER. YOUR COMMENTS OR IDEAS ARE WELCOME.

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Erin is an excellent teacher proficient in the instruction of many mediums including: watercolor, acrylic, oil knife and she will discuss ways to make plein aire painting a most enjoyable experience. She will outline the essential items to bring, as well as what to leave home. On site, Erin will describe how to see what is in the landscape to paint, what to leave out and why, and what you might add to make your painting more interesting.

MAY 14 2016



Erin will walk around the site, offering help and suggestions to the painter attendees. Following the on-site instruction, we will meet to enjoy; wine and snacks and have a discussion and critique on the participant paintings.

This Paint Out will be held at Saracina Vineyards. Free to members, \$20.00 for non-members. There is a maximum of 20 persons per this class. 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

“Amazing Creative Cards” with Esther Seigel: March 19

Class Full – Wait List Only

Esther will teach us to make “pop up cards”, exploding cards, and “puzzle cards”.

She will provide some materials, and you can bring any recyclable or collectable bits you have: photos, ribbons, old greeting cards, personal mementos, etc. that you may want to use.

Also bring 3 pieces of 12” X 12” heavy scrapbook paper or heavier stock in the color of your choice for the base of your cards, also scissors, ruler, pencil and eraser.

This workshop will be free to members, \$20.00 for non-members. To be held in the Grace Hudson Community Room.

To Reserve Space in these workshops

Email ~~call~~

Rose Peterson at ~~707-495-8932~~



Programs@mendocinoartassn.org

TO FEEL FULFILLED AS AN ARTIST...

- Never compare yourself with other artists.
- Know your family is biased. Whether for or against, their views are skewed and do not represent an accurate reflection of your work in the world.
- Base your success on how your art has enriched your life and how you feel when you create it.
- Constantly push yourself to expand and learn.
- Know that art can never be measured in dollars and will only appreciate in value.
- Trust that you are making the world more beautiful.
- Honest work is not a compromise if it supports the creativity of art,
- Remember, it is the job of the artist to create new culture, not simply to regurgitate what exists.
- Whenever a client/gallery owner/patron offers their advice, smile and nod. Then create your art authentically.
- Remember what Dali said, "Have no fear of perfection, you will never reach it."

How to Price Your Artwork for Sale

Start Small, and Build!

Artists starting out, start as low as you possibly can, without undervaluing your work. You can set yourself up for failure if you start off with prices similar to artists who have been creating for years.

What are other artists at your level charging

What are they charging and are they selling? What are they charging for artworks of different sizes? This will give you an idea of what price you should be charging.

Keep the Same Pricing Formula for your Art Everywhere

This applies to online and offline. If you sell a piece for \$200 in a gallery or art fair and \$400 on your website, your connections could notice. This could create a negative view of you and your art.

Increase Prices Incrementally

Once you begin selling, increase your general prices at small intervals, at set times. For example, every 3 to 6 months, depending on how you are selling.

Have a List of Your Prices

Have this ready anytime someone asks you what a certain piece costs, or how much it costs to commission a piece. Have it memorized so anytime you are asked about prices you can instantly voice them.

Use Formulas

For example:

Cost of Artwork= cost of materials + hourly wage x number of hours spent. Also, factor in other incidental expenses framing, canvases, percentage of marketing expenses, cost of studio space (a

percentage based on the time spent on the painting), etc.

Per Square Inch

For example: \$1 per square inch would make an 8"x10" piece \$80.00. A 24"x36" piece would be \$864. The problem with this is the smaller piece may take as long as the larger. But you can use it as a general guideline to determine a minimum and maximum price.

Price by Size

It is easier for the artist and easier for buyers to understand. Using the aforementioned methods, determine a cost of a typical sized artwork. Then divide this by the number of square inches to get a cost per square inch. Use the cost per square inch as a general guideline to determine cost of certain pieces, but have the flexibility of pricing certain pieces depending on the time spent and materials used. This can be easily explained to any buyer who asks about price difference between same sized artworks.

This is paraphrased from an article on Pinterest.

Pinterest...

a Wealth of Information and Inspiration

Pinterest is a free online app that will provide a wealth of inspiration for your art including tutorials for all types of art, water color, pencil, oils, drawing and more. In addition, there are articles and instructions on how to write an artist statement, how to sell art online for free, how to make a living selling

your artwork on line and art history. It provides the ability to set up content "boards" to file items of interest from famous artists and their works to tips on everything from health and medical treatments, to cleaning tips. Do yourself a favor and get the app to see all the possibilities available.

CALL FOR ENTRIES

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 491 Mill Street (SW corner and Mill). 10 am -12 pm. The fee is \$2.00. For more information, call Barbara Brittingham, 462-0771.

The Chair Affair 2016

Express your creative style: paint, quilt, felt, embellish an old chair or assemble one. Chairs will be displayed at the Art Center Ukiah from June 4 – June 30.

Entry forms are available at the Corner Gallery or by email acugallery@att.net. Forms must be submitted by May 31st.

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.

“Skewed Reality/ Miraculous Visions”

Work from all Medias, if you have questions about the title and how your work might fit in call Nancy at 895-3134 or email her at nancybill@mcn.org. The show will open June 7 and run through July 5 at Odd Fellows Hall, Mendocino. Cost is \$62.

Artist in Residency: Project 387

Project 387 is located on 150 acres in Mendocino County that provides a multidisciplinary program offering community based living and working experience for artists. Summer season runs for 5 weeks and includes an \$800 stipend. Applicants must submit a proposal from 2/16/16-3/18/16. For complete information contact: www.project387.com

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

Art Funding

The California Arts Council has increased funding for artists and arts organizations and has created new grant opportunities. The Arts Council of Mendocino County serves as the fiscal sponsor for artists seeking grants. It is one of the benefits of ACMC membership. Contact the ACMC office: <http://artsmendocino.org> <http://arts.ca.gov/news/atcdetail.php?id=824>

MCAA BOARD AND COMMITTEE CHAIR ROSTER

Board Members:

President:

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Bank Shows

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Critique-a-Lot:

Barbara Brittingham
(707) 462-0771

Historian

Linda Talso
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ltalso@hotmail.com

PO Box 517 Ukiah, California 95482

New Members

Terrance Anthon

Potter Valley
(707) 272-9994
anthonpho@yahoo.com

Bonnie Bock

Ukiah
(707) 489-1391
gracesonmain@gmail.com

Skip Gibbs

Lakeport

Theresa Mathur

Lakeport
theresa@pacific.net

Now Showing

GRACE HUDSON:

"In the Construction Zone, Mendocino County Assemblage Art",
January 3-April 7
See Feb Newsletter for list of Artists.

CORNER GALLERY:

"Birds, Bees and Bugs"
opening reception Friday,
March 4th. Guest Artist: Pete
Ethan Castro

MENDOCINO COLLEGE

"Stark Abundance"
Through the Eyes of Arctic
First Peoples
Illustrated Lecture: March 12,
10:00 – 1:00, Room 5310

Pop-Up Gallery Available

Ukiah Valley Artists
Cooperative is offering a
pop-up gallery to landlords
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.