



Open Carnivals

MARCH 2016 *Presidential Perspective*

Dear LMA Artist,

It's always rewarding to see what other members of the art community are creating. The recent opening of the exhibit at Villa Terrace in Milwaukee gave our members a chance to mingle with fellow area artists and to talk with individuals who appreciate what art can do to influence lives. Congratulations to the LMA members who were juried into the show and to the board members who coordinated this wonderful opportunity.

This event also reinforces our emphasis on reaching out to artists working in all mediums. By attracting new skills and perspectives into the League, we expand our own creativity. Fresh eyes and ideas lead to a more vibrant group and to increased enthusiasm for what an artist can accomplish.

One of our focuses for this year is membership. Many of you are members of other artist groups and organizations. I encourage you to promote LMA to your colleagues. Suggest that they apply for jurying into LMA. A greater variety of skills and abilities can only add to our understanding of art and of the impact it can have on all of us.

Artistic Regards,
Jack Pachuta

Villa Terrace Decorative Arts Museum



Take time to attend the show at Villa Terrace in celebration of three premier organizations of greater Milwaukee artists: League of Milwaukee Artists, Cedarburg Artist's Guild and Wisconsin Visual Artists. The exhibit will be on display through May 8th, 2016. Congratulations to the following

league members who were selected to participate in this event: Nancy Lohmiller, Gwen Granzow, Cheri Raffel, Chris Sommerfelt, Sharon Jonas, David Klein, Beth Stoddard, Scott Olson, Brian Buckberger, Julie San Felipe, Chuck Weber, William Davis and Terri Lockwood.

**Villa Terrace Decorative Arts Museum
2220 North Terrace Avenue
Milwaukee WI 53202**

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Tips from the Gallery

Tammie Strause, the outgoing and creative owner of The Pink Llama in Cedarburg offers some practical advice for artists in the following article. *“Finding a Home for Your Art”*

“I recognize that artists may find it difficult or challenging when looking for venues to display their work. We are taught to be meek, not boastful, so talking ourselves up is awkward. However, I do think it’s important to be able to sell yourself, even if it is outside your comfort zone. It is with that thought that I have put together some ideas:”

Before You Do Anything, Check Out the Venue! Does your work fit in with the aesthetics of the gallery and/or does it compliment what’s already there? For example, my gallery is eclectic, colorful, whimsical and fun. I appreciate the talent of a wildlife artist but I don’t think that type of work fits in with my aesthetic. So, consider whether or not your work will enhance the space or look out of place. You don’t want the latter....trust me on that.

Just Say NO to Cold Calling! There is nothing that will make me squirm with discomfort more than an artist who just happens to be in the area and would like to show me his/her work. It’s just plain awkward and depending on the approach, a little annoying. If you have checked out the venue and decided you art would work in the space, contact the gallery owner and explain that you have been to the shop, think your art would do well there and was wondering if you could make an appointment with him/her. This takes the discomfort out of the equation and puts the ball in the owner’s court, rather than blindsiding them.

Don’t Retail You Work For More than What is Reasonable If you typically retail your work for \$200 and you can sell it at that price, take that into consideration when working with the gallery owner on an appropriate price. DO NOT assume that because you are now in that gallery, you can sell your work for \$500. Have a good idea for what your art should retail for by doing your homework as to what art similar to yours is selling for in that area given the current economy. Don’t price yourself out of the market. With that said, remember that some people won’t buy art if it’s dirt cheap...they won’t see its worth or value. Talk with other artists and/or the gallery owner to determine an appropriate retail price.

Don’t Be Discouraged if Your Art is Rejected! Remember my wildlife artist example? That was a true story. The artist made beautiful decoys, but I just couldn’t see them in the gallery because of what I already sell and where I want to go. And that’s pretty much what I told him and thankfully, he understood and was professional about the rejection. I didn’t say his art was bad and in fact I praised his decoys, they were awesome but not fit for The Pink Llama. Sometimes I have rejected others because I have too much of that medium already (ex. Jewelry). If I had any more, people might confuse me with a jewelry shop.

Don’t Give Up! There will always be a place for you to sell your work, but it might take time and effort to find that place. It’s important that you continue working and creating, rather than becoming discouraged. Think about what you learned from the experience, consider your next steps, keep your head up and keep your options open. Never say never and be thankful that you have a gift, as many people (myself included) don’t have that gift.

Plan to Attend LMA Spring Show at The Arts Mill



Our spring show is just around the corner, hope to see everyone there. Show dates are March 15th-April 15th with opening reception is Saturday, March 19th from 1:30-4:00 pm. Location is:

The Arts Mill
1300 14th Avenue, Grafton WI 53024
262-377-3514

“Cooler By the Lake” deadline is approaching!

Applications are now being accepted for the LMA 2016 Summer Show to be hosted at the Rahr-West Art Museum in Manitowoc. The exhibit runs June 12th through July 31st. Please note submission deadline will be April 29th. The prospectus is available at the LMA website. Donna Staats and Carol Christ will be working on logistics and transportation of artwork and welcomes volunteers, ideas and drivers. Please contact Donna at serger_57@hotmail.com or 414-466-8030.

Contact Carol at carol@carolsfineartonline.com.



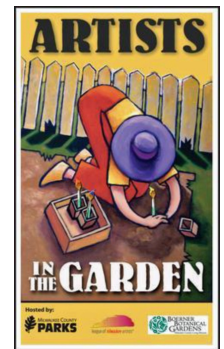
We have engaged Berel Lutsky as our judge for this event. An Associate Professor of Fine Art at UW-Manitowoc, he holds a Masters in Printmaking and Drawing. His work has been exhibited locally, regionally and nationally in museums and galleries and is in public and private collections in Israel, Belgium, Japan and the US. We are honored to have him as our guest speaker.



ARTISTS IN THE GARDEN UPDATE

In preparation for 2016 “Artists in the Garden” at Boerner Botanical Gardens, save the dates of August 20th & 21st. LMA volunteers are needed!!!

Applications are now available at the LMA website for participation in all segments of this event. LMA member and non-LMA members have the opportunity to exhibit up to 4 pieces in the Gallery Tent. There are also openings to exhibit unlimited number of pieces in your own 10’x10’ booth and a prospectus and application for the for the plein air competition. Remember, this event is open to non-LMA members so let your talented artist friends be made aware so they can share in the fun.



The A.I.G. committee has been working diligently in an effort to make this a signature event for the League. With a student plein air competition, wider publicity, increase in size and a expansion of amenities (wider selection of food and beverages) we are hoping to make this even bigger and better than last year, although one can only say last year’s event was a smash in a perfectly idyllic setting.

(Please contact Mary Prince for questions on participation in the plein ai competition. Please contact Jack Pachuta for details on displaying and/or selling your art at Artists in the Garden. Contact info on Page 1 of newsletter.)

2016 CALENDAR OF CURRENT/UPCOMING LMA EVENTS

LMA Winter Show - February 25th – May 17th at Villa Terrace Decorative Arts Museum in Milwaukee. Deadline is January 29th at midnight. Opening reception is February 25th 5:30-8:00

LMA Spring Show - March 13th – April 17th at The Arts Mill in Grafton. Submission deadline is midnight February 18th. This is a self-juried show. There will be no theme.

LMA Summer Show – June 12th – July 31st at Rahr-West Art Museum in Manitowoc. Submission deadline is midnight April 29th. The theme will be “Cooler By the Lake”

LMA “Artists in the Garden – August 20th & 21st at Boerner Botanical Gardens in Hales Corners.

LMA Fall Show – October 7th – November 6th at Inspirations Studio & Gallery in West Allis. The theme, “POE-Etry, an Art Exhibit,” is a tribute to the poetry of Edgar Allan Poe.

2017 CALENDAR OF UPCOMING EVENTS

LMA Winter Show #1 – Oconomowoc Art Center – Dates Jan. 6th – Jan. 28th, 2017

LMA Winter Show #2 – Cedarburg Cultural Center – Feb. 23rd – Mar. 26th, 2017

LMA Summer Show – Anderson Arts Center – Aug. 27th – Oct. 15th, 2017

CALENDAR OF CURRENT & UPCOMING EVENTS AROUND TOWN

David Barnett Gallery -To celebrate their 49th year in business, they are hosting a 49% discount on 49 pieces of art. Sale runs through March 11th, 2016.

Almont Gallery Art Crawl – downtown Waukesha March 5th, 6pm-9pm

Art in the Burg – annual art fair at Cedarburg Field House (CHS) Saturday, March 12th, 10am-4pm

An Insider’s View Into The Art World – presented by MOWA, an in-depth discussion and approach for artists looking to connect with galleries. Guest speakers Debra Brehmer, Shane McAdams, Graeme Reid and Nathaniel Stern. Saturday, March 12th, 2:00pm

KUDOS

Welcome new member Jasmine Barmore! Congratulations Clarey Wamhoff on your exhibit at The Washington House in Cedarburg! Congratulations to Gwen Granzow on your exhibit at Seebeck’s Gallery in Racine!

LMA Meeting Information

Meetings are generally held the second Saturday of each month at 9:30 am, location is Redemption Lutheran Church at Highway 100 just north of Capitol Drive. Check the website for dates and times.

Upcoming guests/topics on the 2016 itinerary:

March 12th - Andy Evansen, watercolor artist

April 9th – Carrie Suneja, hand bookbinding and paper marbling

May 14th – Catherine Deshazer, Greek iconographer

*Please note changes – New Member Juries will be second Saturdays of the months for the following dates: April 9, 2016, September 10, 2016, November 12, 2016, February 11, 2017 and April 8, 2017.