

“Spreading the Word” by Roberta Condon October 2016 Volume I, Issue 1

This is the first of a monthly series of newsletters called “Spread the Word”. This doesn’t replace the communication you’re already receiving from WPA, but simply adds some useful information that may help us, or inform us. The difficulty in writing a monthly issue like this is the diversity that makes up our membership. Hopefully when all is said and done, of the four or five items listed one or more will fit your needs. If you have items you feel would be of interest to all of us, please drop me an email at condonroberta2@gmail.com.

Tip 1. If you’re running out of ideas for where to show your work, and have exhausted your local venues, try this: Go to some galleries and look for artists you like. Ask for their resume, bio, or CV. Find out where they have been showing, and look up the venues and locate the method of submission for a show, or find the curator. If you can’t find that information, just give them a call and ask how you submit work for a show. This is easier than you’d think, and will give you a fresh list of places to submit to.

Tip 2. There’s a pastel show coming to Cleveland. “Pure Color: Pastels from the Cleveland Museum of Art. The show features pastels from the second half of the nineteenth century, and early twentieth centuries encompassing the impressionist, post-impressionist and part of the modernist periods including artists like Degas, Cassatt, and my personal favorite Odilon Redon. I called and talked to the museum and there are thirty five paintings in this show, not a huge number, but Cleveland is a cool city, very under-rated, and since Cleveland is only 7 or 8 hours from Milwaukee, and they have the Rock and Roll Hall of Fame, and other fine attractions, this is a great weekend getaway. www.clevelandart.org/events/exhibitions/pure-color-pastels-cleveland-museum-art

Tip 3. How to wade through the “No’s”. When submitting your work for competitions and shows, what can you expect, and what is success. If your work is well presented and you’re doing everything right (ie; the gallery shows work in your style, your work is well framed and cohesive, and you have an inventory of about twenty pieces) statistics show that one “yes” or acceptance in 10 “no’s” or rejections is about average and what you can

expect. With those statistics in mind, here's some things to consider. Each time you hear a "no", you are one step closer to a yes. Follow up is important in turning more "no's" into "yesses". If you've been told that the gallery is making decisions in April and you've sent in your submission materials, give them a call in March, remind them who you are, and express your desire. This puts your name at the top of the pile again. A no isn't a rejection of you or your art personally. Remember most importantly, that their agenda is not always your agenda. Keep trying, keep submitting, keep painting. Our work gets better the more we stand in front of the easel. More work, more submissions, and more "no's" will lead you to the "yesses".

Tip 4. The upcoming WPA show is in Whitewater. A great contact for the arts in Whitewater is the Whitewater Arts Alliance at www.whitewaterarts.org. There are many opportunities to exhibit and teach here, and there are listings of galleries etc in the area. This is a great day trip to view what's around, gather names and contacts, and begin to apply to the different venues available.

Tip 5. A note about the Pastel Society of America. Our membership in the WPA also ties us to a membership in IAPS, and allows us to enter shows of this society. I recommend also joining the Pastel Society of America. This is a highly respected society in the art world, and I can only say from personal experience that a membership in the society has opened doors for me that would not have been opened without it. The facebook page allows members to post work and network with pastel artists from all over the world. The annual show has an optional portfolio review for only \$20.00 with some of the best of the best pastel painters in the country, plein air painting in NYC, workshops from all kinds of artists, and the opportunity to network with some of the best. There is also a wonderful marketplace featuring pastel vendors from all over the world, all in one place, where you can touch, sample, and see the products available before you purchase, and take advantage of show specials. Its an event that is not to be passed up if you're a pastel artist. Hotel 17 only a few blocks from the venue in Grammercy Park, N.Y. has rooms (yes the bathroom is down the hall) for \$154.00 per night including all taxes. Not too bad. There are lots of other options available. http://www.pastelsocietyofamerica.org/index_membership.htm

Tip 6. William Schneider is teaching this month in Kimberly at Richeson School of Art. The class “The Keys to Evocative Figures and Portraits” is Oct 20-22. To find out more, or if the class is full call 920.738.0744. <http://www.richesonart.com/gallery/workshops.html>

Tip 7. The Artist’s Magazine’s All Media Art Competition is open this month with an early-bird deadline of October 14, 2016. There is a category just for pastels. www.artistsnetwork.com/competitions/all-media-online-competition

Have a great month painting! And don’t forget to send me your items of interest so we can all SPREAD THE WORD !

Roberta Condon