

## “Spread the Word” by Roberta Condon    November 2016 Volume I, Issue 2

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Tip 1. There's a great website to use if you find yourself in the midst of a color rut. [www.paletton.com](http://www.paletton.com) allows you to experiment with monochromatic, adjacent (analogous), triad, and tetrad color schemes. You can add in the complementary, gray things down, move around the color wheel all while the screen displays a palette of colors for you to see. Then if you'd like you can pull the set of colors out of your pastel box, and experiment painting a simple subject in different schemes to get a fresh perspective on color.

Tip 2. Six ways to increase the value of your work are to title it, number it, date it, sign it, give it a context, and document it. People want a story behind and about the work they're purchasing. Even if you're painting just for yourself, your children, your patrons, and even you will appreciate the story behind each work of art you create. This never became more clear to me than when I had a show in a wine bar, was at the reception, and was talking to a guest, and explained that a rather abstract painting was entitled "Under the Cherry Tree" because it was based on a photo I had taken from under a cherry tree in full bloom looking up through the fruit laden tree, through the leaves to the blue sunny sky above. After an "aha" moment, the painting was sold to the customer, because she had a grove of cherry trees in her yard. Our art and process is more interesting than some might think, and everything we do has context that may appeal to a potential buyer.

Tip 3. Here are some great places to keep informed of upcoming exhibitions and calls for artists. You can access these, and sign up for notifications of new calls in your email. [www.entrythingy.com/forartists\\_calls](http://www.entrythingy.com/forartists_calls), [www.professionalartistsmag.com/listings/](http://www.professionalartistsmag.com/listings/), [www.callforentry.org](http://www.callforentry.org), and the IAPS site [www.iapspastel.org/memsoc\\_exhib.php](http://www.iapspastel.org/memsoc_exhib.php). Check these out, register, and if you'd like, start applying to these calls.

Tip 4. Here is a copy of the relative hardness of most pastels. Not all are represented here, but most are. This is from Dakota Pastel's catalog. Generally the harder pastels are used on papers without much tooth, or as underpainting layers, and softer pastels are used as layers are built up.

<http://www.dakotapastels.com/docs/Pastel-Lineup.pdf>

Tip 5. St. Norbert's College in DePere has a beautiful little gallery. The director is Shan Bryan-Hanson, and I was privileged to meet her a couple weeks ago. If you'd like to submit for a show, you can contact her at [shan.bryan-hanson@snc.edu](mailto:shan.bryan-hanson@snc.edu), 920.403.3072, and she will give you the submission requirements.

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