

## SOCIAL MEDIA ART MARKETING TOOLS!

ARTIUM is Latin for "belonging to the arts".

Our **September** meeting was a Social Media Marketing 101 presentation by **Jessica Mang**. The entire presentation is linked on our website here: <https://artiumtx.org/september>

## Sept. Artist of the Month

**1st place. Jacque Duncan -**  
untitled, Sold!



**2nd place. Lisa Onvani -** Shades of Blue, Watercolor, available



**3rd place. Rose Lewis -**  
Lobster, Watercolor, available



*"In art, the hand can never execute anything higher than the heart can imagine."* Ralph Waldo Emerson



Our October 18, Meeting will be Media - Drawing, Screen Printing, Sculpture by **Adam Palmer**. he gained a loyal following of collectors in Texas, where he has exhibited extensively, and around the United States. While known mainly for his screenprints, Palmer regularly creates drawings which further explore the fantastical world of shapes and figures inspired by his childhood diversions. Most recent, a series of whimsical small toylike sculptural vignettes have shown in galleries and regional invitational exhibitions.

Having taught at the college level for several years at UNT and various colleges around Dallas, Palmer was hired to teach high school art in Fort Worth, Texas.

Chris Burkett Service Center,  
620 South Wisteria Street,  
Mansfield at 6:30p.m.

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"Art is never finished, only  
abandoned" - Leonardo Da Vinci

### Art Term Corner FAIRY PAINTING

A fascination with fairies and  
the supernatural was a  
phenomenon of  
the [Victorian](#) age and  
resulted in a distinctive  
strand of art depicting fairy  
subjects drawn from myth  
and legend and particularly  
from Shakespeare's play *A  
Midsummer Night's Dream*.



William Blake  
[Oberon, Titania and Puck with Fairies Dancing](#) c.1786  
Tate

### Brag Time!! 🏆

*Jessica Mang sold a paired  
set of Paintings recently.*

#### Birch Forrest Fall



### ART ALERT!!

#### Need your help by Oct. 7!

The Arts Council of Fort Worth,  
Arts Council Northeast, and  
Mansfield Commission on the  
Arts have joined together to  
ask Tarrant County to designate  
American Rescue Plan funds to  
help support the arts and  
culture industry in our county.

Tarrant County has received  
\$407,770,000 dollars to help in  
the recovery effort from the  
COVID-19 pandemic. We have  
an opportunity to present a  
case for support. **Please  
complete this survey by  
October 7th and share the link  
with your colleagues,  
employees, and fellow  
creatives** to provide us with  
data to make a strong  
argument. If you are a:

- Practicing  
artists/creative  
workers/culture bearers
- Creative entrepreneurs
- Arts educators/teaching  
artists
- Hobby artists

Please complete the survey. It  
takes **15-30 minutes to fill out.**

**The deadline is Thursday,  
October 7, 2021.**

#### Survey

**Link:** [http://www.AmericansFor  
TheArts.org/COVIDArtistSurvey](http://www.AmericansForTheArts.org/COVIDArtistSurvey)

This initiative does not  
guarantee funding, but it will  
provide data to make a case for  
support. The more participants,  
the stronger the case, and the  
more likely there will be  
funding available specifically for  
artists, performers, and  
creatives in Tarrant county.

This survey is designed to  
assess the creative and social—

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as well as financial and professional—impact of the pandemic on individual creative workers across all artistic disciplines. All responses will be kept completely confidential, handled securely, and reported in the aggregate only. The findings will help us address the most pertinent issues facing our local arts sector as well as inform state and federal advocacy efforts. Importantly, this survey will also provide localized findings that we all can use to advance these efforts. Once a robust sample of surveys has been collected, Americans for the Arts will send us a link providing access to a dynamic online report that is customized for our community. We will share that report with the arts community.

Pepper Crary 817.313.6327



### The link to our Monthly Calendar of workshops is here;

[https://mcusercontent.com/bcc13c4e4e849a4efb990fa10/files/f3de9d01-aaca-da95-77aa-7d036ebd3f08/06\\_2021\\_Monet\\_Workshops\\_Calendar.xlsx](https://mcusercontent.com/bcc13c4e4e849a4efb990fa10/files/f3de9d01-aaca-da95-77aa-7d036ebd3f08/06_2021_Monet_Workshops_Calendar.xlsx)

### Contest News

For more news and events check out  
this link from ART News DFW

<http://artgroupsdfw.com/category/competitions-calls-for-entries/>

### Art Events Around Town

For more news and events check out  
this calendar link from

ART News DFW  
<http://artgroupsdfw.com/calendars/>

already received a lot of attention, comments, and questions. I appreciate the input from the community and the willingness to share personal insight from past experiences. In the comments, it became clear that there is some confusion, or at least a blurry understanding, of the difference between a pay-for-display (“vanity”) gallery and cooperative galleries. I feel it would be a good idea to continue the conversation by expanding it to cover this second type of gallery. Let’s begin our conversation about co-op galleries with some definitions. As I said, there was some confusion about the difference between “vanity” galleries and co-op galleries. It’s easy to see how the confusion could arise because both of these types of galleries charge some kind of fee or due in order for artists to display their work. A “vanity” gallery, however, is typically a private, for-profit operation that derives a significant portion of its total revenue from the ongoing fees paid by artists to display their works. In essence, the gallery charges a kind of rental fee for the space where an artist will display his or her work. A co-op gallery also charges for participation and display of work, but typically this charge is a membership fee, rather than a rental fee. The co-op gallery is typically (and I say “typically” because there are many different models for cooperative galleries) a group of artists who have come together to provide a venue where they can jointly display and sell artwork. Sometimes the group of artists will be part of a formally organized community art group or art guild. Other times

Show me the **MONET** Gallery of Fine Art

Supporting and Promoting  
Local Artists

Featuring a Wide Variety  
of Original Art from  
Diverse Media

Developing Artistic  
Abilities through  
Professional Workshops

4720 South Cooper Street  
(inside Gracie Lane)  
Arlington, TX 76017



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Largest Sponsor

### Guest Columnist Is Showing Your Art in a Co-op Gallery Worthwhile?

JASON HOREJS  
SEPTEMBER 27, 2021

Recently I wrote a post about the advisability of showing your work in a “vanity” gallery. This post has

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the artists will have organized themselves around the gallery itself. Because the co-op gallery is self-organized, members are often required not only to supply artwork to the gallery but also to work in the gallery on a regular basis. Member-artists will man the sales floor and handle the business operations of the gallery. Depending on the location of the gallery and gallery overhead, the fees to participate in a co-op gallery are usually moderate, significantly lower than a fee-for-representation gallery. Most major cities and many smaller cities and towns will have a co-op gallery. In some areas that can't sustain a commercial art gallery, a co-op gallery may be the only fine art venue available to the community. So, is it worthwhile for an artist to show in a co-op gallery? In many ways, the same considerations I mentioned in last week's post on "vanity" galleries apply to this question. There are additional considerations as well. Let's look at the advantages first.

**Advantages of Showing in a Co-op Gallery** Co-op galleries can provide a great way for artists who are early in their careers to get exposure. Because a co-op gallery is based on membership and community rather than purely profit, it's often the case that artists who may not have enough experience, or who are still developing style and quality, can show in a co-op gallery when they might not find representation in a commercial gallery. The opportunity to work in the gallery and get sales experience is a great chance to learn the sales side of the business. I've always found it advantageous to work with an artist who understands this side

of the business. Artists who have worked in co-op galleries understand not only the sales side of the gallery business, they often also have experience with the logistics of operating a gallery. This kind of experience will help you build a better business as an artist because you will better understand what buyers and galleries need. A co-op gallery can provide a sense of community. You will get to know and work with other members of the co-op and will thus create a network of artists in your community. These artists can help you when you have questions for face challenges in your career. Well-established co-op galleries can actually be quite good at selling work in the community. While I've never met an artist who built their long-term success solely on their sales from co-op galleries, I've met many artists who supplement their income with steady sales from a co-op gallery.

**Disadvantages of Showing in a Co-op Gallery** Because co-op galleries give a venue to a wide range of artists, the consistency of work in a co-op gallery can be hit-and-miss. You may be showing your work with some of the top artists in your area, as well as with artists who are just beginning to create. This inconsistency can be a hamper to sales for the gallery. A co-op gallery has incentive to show work by a large number of artists. The more members, the greater the dues that can be collected to offset costs. The gallery also then has motivation to show as much work as possible by as many artists as possible, and this can dilute attention for any individual artist. This can also lead to a cluttered appearance in the gallery. For many artists, the prospect of working in the gallery

on a regular basis is a negative, rather than a positive. Volunteering in the gallery takes you away from your studio and from creating. Some artists don't like the prospect of having to talk to buyers and haven't yet developed sales skills. Related to the last one, because the sales staff is constantly rotating, buyers at a co-op gallery may not get the service and consistent follow-up necessary to generate strong sales. I've heard of co-op galleries that have been destroyed by the politics of having a large group of artists come together to try to sell their art. Egos can get bruised and feelings hurt. Artists are often left wondering why they have less work on display than other members. Some artists have . . . difficult personalities. If you are considering showing in a co-op gallery, I would encourage you to do the same research prior to applying that I recommended for "vanity" galleries. Call several of the artists who are showing with the gallery and ask them if they feel it is worth the effort. Set definitive benchmarks to gauge the success of your relationship with the gallery, and don't be afraid to leave the relationship if your needs are not being met. Finally, take the opportunity to engage with the other artists who are members of the gallery. When I speak to artists who are happily engaged in cooperative representation, I hear repeatedly how valuable they find the sense of community in the gallery. For some artists, this is as valuable as the sales and exposure. If there are calls for volunteers, volunteer. Attend receptions for as many of your fellow artists as possible. Encourage your collectors to visit the gallery and participate in events.

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### What Have You Learned by Showing Your Art in Co-op Galleries?

Now you've heard what I think of co-op galleries, but I've never shown my art in one. If you have (or are currently) showing your work in a co-op gallery, I would love to hear your opinion of the experience. Is it worth the effort? Do co-op galleries sell art? What are the challenges you found? **Please Share this Post!**

### ABOUT THE AUTHOR: [JASON HOREJS](#)



Jason Horejs is the Owner of [Xanadu Gallery](#), author of best selling books "Starving" to

Successful & How to Sell Art, publisher of [reddotblog.com](#), and founder of the [Art Business Academy](#). Jason has helped thousands of artists prepare themselves to more effectively market their work, build relationships with galleries and collectors, and turn their artistic passion into a viable business.

### WANT TO BE A REPORTER?

To submit news tips, ideas, events, or classifieds contact Patty Hofer at [quaggastudio@gmail.com](mailto:quaggastudio@gmail.com) We publish after the regular monthly meeting, so please submit before the meeting.



### Where Life Meets Art

**Our Mission: To enhance the quality of life in our community through advocating, supporting, and promoting artistic, cultural, and educational opportunities.**

**Free sketching, drawing, painting, events in DFW area**  
<https://www.facebook.com/groups/urbanSketchersdfw/>

Urban Sketchers Dallas/Fort Worth is an official Chapter of Urban Sketchers, an international non-profit dedicated to promoting and teaching freehand on-location sketching across disciplines and around the globe. Join us and help us show the world our cities, towns and travels, one drawing at a time.

### Free Resources for artists [Pixabay.com](#)

Free images, videos and music you can use anywhere  
Pixabay is a vibrant community of creatives, sharing copyright free images, videos and music. All contents are released under the Pixabay License, which makes them safe to use without asking for permission or giving credit to the artist - even for commercial purposes.

### New Sections Coming!

#### Free Personal Classifieds

Let us know about your upcoming shows, or art supplies you wish to trade, barter, or sell

#### Business Classifieds

\$20 for a 6 month ¼ page ad  
The first 10 businesses to buy an ad will run till Dec at no extra charge! Please support our patrons.



Modern ART 2020

## Whats new in the ARTIUM website?

You can now fill out your art show forms online in the member area if you

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want to participate in any of our events. Your Artist card will then be Automatically generated to match your entry thereby eliminating the research we have to do to make sure your art is tagged correctly.



**Evergreen Fog** is the new Sherwin Williams paint color of the year for 2022 and designers will be searching for art that complements this interior design element. It's literally the color of money! <https://www.homesandgarden.com/amp/news/sherwin-williams-color-of-the-year-2022>

### Art Periods – A Detailed Look at the Art History Timeline

You may not have a formal Art education but that should not

discourage you from discovering the history of art through the ages. Check out this link!

[https://artincontext.org/art-periods/?\\_gl=1\\*12ah32b\\*\\_ga\\*SThJdkdZMTNlcjhsYklncklrYUwWmZUV1cycEpJbVUwOEsxbG11dkhmY1F6Z3V0ODIUdE04U0FLdDFqU19lYQ](https://artincontext.org/art-periods/?_gl=1*12ah32b*_ga*SThJdkdZMTNlcjhsYklncklrYUwWmZUV1cycEpJbVUwOEsxbG11dkhmY1F6Z3V0ODIUdE04U0FLdDFqU19lYQ)

This is a fascinating website with wonderful education materials and tutorials aimed at art professionals.

<https://artincontext.org/>  
Check them out!

### SHOW ME WHATS

**INSIDE!!** What's inside my Art Studio Space? Come See!!

<https://stories.app.goo.gl/MWL>

if you would like to show off your studio art space, send us your pics.

*Nanotubes  
technology Invisible  
chroma pigment  
from NASA to be  
used in the SPACE  
FORCE Ships in  
cloaking device  
technology!*

Just imagine fully cloaked (Invisible pigment) minis

for sale \$40 incredible fine art for the discriminating buyer.

Here are a few examples;

