

A mudslide can carry rocks, trees, vehicles and entire buildings!.

SEPTEMBER 2021 VOL. 1 No. 8 A SCAEMANG@GMAIL.COM HTTPS://ARTIUMTX.org/

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



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.

Sept. Artist of the Month

1st place. Jacque Duncan - untitled, Sold!



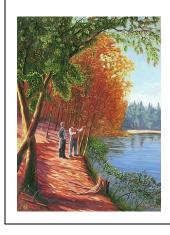
3rd place. Rose Lewis - Lobster, Watercolor, available



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



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



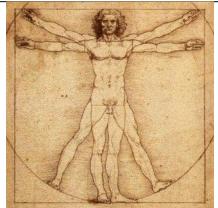


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"Art is never finished, only abandoned" - Leonardo Da Vinci

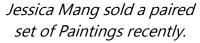
Art Term Corner FAIRY PAINTING

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 <u>Oberon, Titania and Puck with Fairies Dancing</u> c.1786 Tate

Brag Time!!



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.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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Pepper Crary 817.313.6327 all

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.

Show me the 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



The link to our Monthly Calendar of workshops is here;

https://mcusercontent.com/bcc13c4e4e849a4 efb990fa10/files/f3de9d01-aaca-da95-77aa-7d036ebd3f08/06_2021_Monet_Workshops_C alendar.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/



Mouser Electronics is Our 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

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-fordisplay ("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



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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 vou 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 coop 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: <u>JASON</u> HOREJS



Jason Horejs is the Owner of <u>Xanadu</u> <u>Gallery</u>, 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 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.homesandgardens.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/artperiods/? gl=1*12ah32b* ga* SThJdkdZMTNIcjhsYkJncklrYUw wWmZUV1cycEpJbVUwOEsxbG I1dkhmY1F6Z3V0ODIUdE04U0F LdDFqU19IYQ

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/MWLU

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;