



CANVAS NEWS

The association of representational artists

February 2010

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On Tuesday, February 16th at 7:00 p.m.

at Knights of Columbus Hall on Walker Rd., one block north of Tecumseh

Location Cardinal A. Stepinac Hall
1171 Walker Road

Walker Rd to Seneca (first light north of Tecumseh), turn left or right on Seneca, turn left on Turner Rd and left again into the parking lot.

February Meeting

For February meeting, Colleen Castonguay will give a demonstration - HOW TO FINISH BACK OF THE PAINTING.

ARA members are invited to participate in ARA April show (look for information on page 2 -3). Show committee has set for artwork on paper—it should be matted and backed with acid free material.

Colleen Castonguay will be willing to cut white mats for people who are unable to do that for themselves. This will help to keep some uniformity to the spring show. It would be on a first come first serve basis according to how much time Colleen will have.

This kit would include:

1 - 8" x 10" acid free white mat with 5" x 7" window

1- 8" x 10" acid free foamcore backing

1- 8" x 10" clear sealing film sleeve (to protect artwork and matting)

4 - peel and stick corners (to mount artwork to foamcore)

Price for the kit—\$5

April Showers Art Show

April 16 through April 27, 2010

We welcome all our members to participate in our 1st Spring Art Exhibition and Sale at the Common Ground Gallery, Mackenzie Hall.

Call for ARA Member Submissions Guidelines:

1. \$10.00 FLAT SUBMISSION FEE FOR UP TO FIVE PAINTINGS.
2. ALL ENTRY FORMS & FEES MUST BE SUBMITTED BY MARCH 31, 2010 OR A \$10.00 LATE FEE WILL APPLY. NO EXCEPTIONS
3. PARTICIPATING ARTISTS ARE EXPECTED TO HELP STAFF THE OPENING HOURS OF SHOW.
4. ALL PAINTINGS MUST BE 5 “ X 7”, ORIGINAL AND UNFRAMED. CANVAS PAINTINGS MUST BE GALLERY WRAPPED & SIDES PAINTED. ALL OTHERS MUST BE MATTED ON WHITE ACID-FREE MATTING & ACID-FREE BACKING. THEY CAN BE SHRINK-WRAPPED OR PLACED IN A PLASTIC SLEEVE.
5. ALL EXHIBITING ARTISTS MUST BE AN ARA MEMBER IN GOOD STANDING.
6. WE ARE ONLY ACCEPTING CASH OR CHEQUES FROM PURCHASERS.
7. 15% COMMISSION FEE ON SALES IS REQUIRED BY THE COMMON GROUND.
8. MINIMUM PRICE SALE OF THE PAINTINGS—\$30
SUGGESTED MAXIMUM PRICE-\$100

We are accepting applications with fees immediately either by mail or at the next two general meetings. Any questions or concerns can be addressed either at the general meeting or contacting the show committee as listed below.

For any questions or suggestions please contact Show Committee

Trudy Dempsey (Registration) -	trudydempsey@mdirect.net	tel 519 736-9510
Doreen Wyatt (Staffing) -	doreenwyatt@bell.net	tel 519-734-1194
Bridget Scheuerman (Advertising) -	bscheuerman@cogeco.ca	tel 519 973-0251
Janice Kersey (Advertising) -	jkersey@cogeco.ca	tel 519-948-2578
Gulnaz Turdalieva (Graphic Design) -	gulnazt@gmail.com	tel 519-962-2568

Tentative schedule for the show: Drop off paintings on Wed April 14th from 9am to 3pm

Show opening days : April 16—27

Mon-Thu 10am-5pm, Fri 10am to 9pm, Sat 10am—8pm, Sun 10am-5pm

Entry Form – April Showers Art Show
April 16th – April 27th, 2010

Return entry form to Trudy Dempsey

Tel: 519-736-9510,

Email: trudydempsey@mdirect.net

Deadline for submission: March 31, 2010

Late registration penalty
fee is \$ 10

Over and above \$10 hanging fee

Artist Contact Information

Name	
Street Address	
City, Prov., Postal Code	
Home Phone	
Work Phone	
E-Mail Address	
Signature	

Small Painting 5” x 7”

Works on canvas should be ready to hang, canvas gallery wrapped(no side staples), sides must be painted! NO FRAMES!

Works on paper should be matted in white, image size must be 5” x 7”, acid free matted on acid-free backing and shrink wrapped or placed in acid-free clear plastic bag, we will hang it with clips on the back to the walls. NO FRAMES !

Quantity (up to 5 paintings per artist):

Submission Fee : \$10.00

Minimum sale price for the painting is \$30, recommended max price is \$100

Common Ground Gallery takes 15% commission fee.

We will accept CASH or CHEQUE ONLY from the customers!

Disclaimer: Although we will do our best to keep the artworks secure during the show, The ARA and its volunteer staff members will not be responsible for any artwork lost, broken, stolen or damaged during the course of the Art show.

COMMON QUESTIONS ON PRICING ART

Q. I feel uncomfortable about putting prices on my work. Is this unusual?

A. No, this is a common feeling among artists. Art isn't an easy calling. To be successful, you must make a huge psychological and emotional investment in each piece. It can be difficult to attach a value to that effort when you put so much of yourself into something, and it can be very disappointing if it isn't enthusiastically acquired. Some artists avoid this kind of "rejection" by not putting prices on their work at all. Don't fall into this trap. How can you realize a dream if you don't even try? Moreover, putting a price on something implies that it's desirable enough to purchase. Another reason why you may feel uncomfortable about prices is that many artists feel embarrassed to take money from people. No artist should ever feel this way. You're engaged in a noble profession and you deserve to be compensated for your hard work and inspiration. When someone gives you money for a piece, don't be apologetic—you're doing them favour. Accept the money with pride, look them in the eye, and say "thank you." It's that simple.

Q. I just finished a painting that turned out perfectly. If I'm going to part with it I want to get a lot of money. Should I price it really high?

A. This is one of the most prevalent problems we see with artists pricing their work. Because a particular piece is very special to them, many artists will price the work extremely high—way above their normal price range. This practice is very damaging to artists and their careers. Why? The very high price tag on the one exceptional piece not only pushes people away from that piece (because it's likely the buyer can't afford it), but it also pushes the buyer away from the less-expensive pieces (because the buyer won't want to acquire something the artist has labelled second rate by comparison.) How might you sell an especially beloved work without actually parting with it? One suggestion is to make a limited-edition reproduction out of the work. This way, you can keep the original and capitalize on the success of the piece by selling the prints.

Q. I heard you should price high to make people value your work more. Is this a good idea?

A. Some artists will put high prices on artwork to create what is referred to as "price illusion." The theory behind price illusion is that if something has a very high price, people will assume it's very high quality. Because some art buyers aren't experienced, this works from time to time. There's nothing illegal about this practice, but I see it as both unethical and bad business. Highly inflated prices, in my experience, make the art industry look unprofessional and drive buyers.

- J.G.

COMMON QUESTIONS ON PRICING ART

In using a customer-based pricing system your prices may not cover all your time and expenses at first. Over time, however—as the process of showing and selling broadens and intensifies the understanding of and demand for your art—your prices will increase to reflect this deeper appreciation. A customer-based pricing system allows for growth in the appreciation of your prices over time, unlike a cost-based system. Cost-based pricing system can paralyze an artist's sales by never allowing sales momentum to start, much less build. Customer-based pricing is collector-friendly—even when you are just starting out and have little or no name recognition. This method allows you to price your work so that you actually attract and build a following so how's it done?

The first step is to determine your price range by comparing your work to like art and artists.

Art News in the City

Tecumseh Art Show--May 29th & 30th

The entry fee is \$40.00, and it will be held at L'essor Secondary School. Entry forms may be picked up at the Town Hall on Lesperance Rd.

Art Gallery of Windsor:

Adèle Duck Jan. 30 – May 9, 2010

For years the prints and paintings of Windsor artist Adèle Duck have been eagerly collected by individuals and groups across Canada and beyond. This eponymous exhibition marks over twenty years since her works were featured in a solo exhibition at the Art Gallery of Windsor.

Adèle Duck's practice is informed by her mastery of diverse media and processes including printmaking, drawing and painting, as well as the conventions of both abstract and figurative art.

For more information, contact: Nicole McCabe, nmccabe@agw.ca, or 519-977-0013 ext. 134.

Classifieds Change

Executive Board Meeting made a decision to strike any fees for the classified adds. ARA members are invited to post any art related advertisements in our monthly newsletter free of charge!

If you have an announcement you would like to see published in a future issue of the CANVAS, please submit to Gulnaz Turdalieva—gulnazt@gmail.com, no later than the end of the 2nd week of the month for that month's distribution. (Late submissions will be included in a later edition)