



Mission Statement

The Blue Ridge Fine Arts Guild (BRAG) promotes the works and activities of artists working in two-dimensional media in Yancey, Mitchell, and Avery counties and the surrounding areas of Western North Carolina. BRAG is an avenue for artist education and exposure through programs, workshops, exhibitions, and the internet, and seeks to promote and encourage the arts among its members, local schools and the public.

Check out our On-Line Store to use PAYPAL



August 2013- BRAG Newsletter

From the Editor...

July was a fabulous art month - first the John MacDonald workshop and then the amazing demo by artist Tom Root at our monthly meeting. The weather, although it rained most every day, was cool and perfect for getting out to paint en plein air.

August looks like it will be just as much fun as July. Our guest artist for this month's meeting is John Mac Kah. I've been an admirer of John's work for about 8 years, since first seeing his work in Asheville. A few years ago, I even drove down to the gallery, 16 Patton (no longer there) to see him demo. I'm quite sure this will be a meeting you won't want to miss.

Nearly all the art in this issue is art you will see in our upcoming Made To Measure exhibit. It isn't too late to send me photos of your paintings. I can use them in next month's newsletter as well in advertising for the exhibit.

See you at the meeting!

Paint on,

Susan Garriques

News

Made to Measure Exhibit Update.

The Made to Measure exhibit is just one month away. Look for the link to the official rules and regulations on the home page of this site. Please bring your completed entry forms, entry fee and new or revised biographies or artist's statement to the August meeting. If you haven't renewed your membership please bring your completed membership form and check, so you can participate in the exhibit. For those of you unable to download forms there will be paper copies at the meeting.

Deadline for entry is Thursday, September 5th. Entry forms and fees (\$10) can be mailed to BRAG, P.O. Box 81, Burnsville, NC 28714 - or bring them to August's meeting on the 19th.

Art work is due at the Burnsville TRAC gallery on September 11th. The size limit for artwork is 192 square inches which is the image size without the frame. (For those of you struggling with translating your image sizes - as an example - a 12" x 12" canvas is 144 square inches).

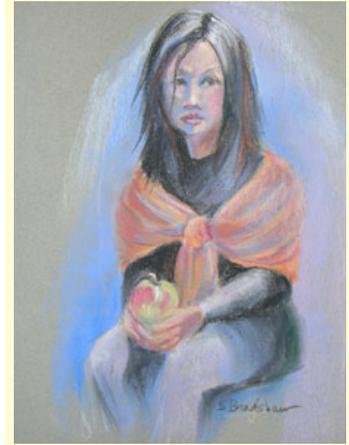
The opening reception for the exhibit is Friday, September 13th, from 5-7 pm. TRAC traditionally has opening receptions on Friday evenings, the night before the opening day, which no one realized when we choose Saturday at our July meeting. So the opening reception will be on Friday evening - the 13th.

Our guest artist for August will be John Mac Kah. He will be doing a small painting and demonstrating how to achieve detail. John is a landscape and oil painting artist & teacher. Kah attended the Ringling College of Art and Design in Florida, and currently paints out his studio, located in Cotton Mill Studios, 122 Riverside Drive in Asheville's River Arts District. Visit his website, www.johnmackah.com.

Our guest artist at the July meeting was Tom Root. Tom, an amazing artist, is the son-in-law of BRAG members Roy and Josie Nichols. He captured our undivided attention as he painted a portrait of BRAG member, Mary Allen Estes. As he painted, her face slowly started appearing on the canvas. If you missed the meeting, you can see Tom's work on his website. www.TomRootArtist.com

BRAG Member Nancy Wood is participating in an exhibit at the Bascom in Highlands. The theme of this exhibit is "whimsy". Nancy has done a wonderful job with that theme in her painting, Salamander Boogie. The exhibit will be on display through October 20th.

Member dues were due in July. If you plan to pay your dues during the meeting on Monday



Artist: Sharon Bradshaw Tile and the apple



Artist: Mark Conrady Tractor



Artist: Nancet Wood Salamander Boogie



Artist: Gaylene Petcu Pink Daylilly



Artist: Susan Garriques Carolina Hemlocks

Member dues were due in July. If you plan to pay your dues during the meeting on Monday, August 19th, in order to have as much time as possible for our demonstrator please download and complete your membership form. It can be obtained at: <http://www.bragwnc.com/membership.html> Please make out your check to BRAG in the amount of \$25 for individuals or \$40 for families. Judy Larkins, Treasurer, will accept the checks and membership forms and issue a membership card. Paper membership forms will be available at the meeting.

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**Brette Barclay Barron**, the Executive Director & Festival Coordinator of the Bakersville Creek Walk Arts Festival sent an email request to our president, Sandra Gates. She is wondering if BRAG would like to set up a booth at the Arts Festival this year. Here is the content of her email? (we'll talk about this at the August meeting)

*"I was wondering if BRAG has considered setting up a booth in the non-profit section of the Bakersville Creek Walk Arts Festival this year? There is no charge, and it might be a good opportunity for BRAG to raise awareness about its activities, programs, and membership."*

Other groups participating in our non-profit area this year include: TRAC, Penland, Mountain Piecemakers Quilt Guild, among others.

We have great volunteers that can help with setup, tear down, and booth sitting (for breaks only - you will need to man your own tent for the day)

We are excited to be expanding this area of the BCWAF this year. I hope you'll consider joining us! I've attached an application for your convenience! "

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### Upcoming Workshops

**Scott Boyle** is offering a **3-Day Plein Air workshop October 3-5th**. Cost for the 3 day workshop is \$210. There is a \$100 deposit to reserve your space. The balance will be due on September 15th. Applications will be available at the July meeting. Please contact Sandra Gates or Laurel Lovrek immediately if you are planning to take this workshop. They need a head count.

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**On Saturday, August 24, from 8:30 until 6pm, Mark Conrardy**, first prize winner in the 7th Annual TRAC Paint Out, will conduct a **"Perspective Drawing & Painting"– a Plein Air Workshop**. The class will focus on setup composition, determining natural vanishing points and converging parallel lines, shades, shadows, and how to keep verticals vertical. Workshop will take place outside Burnsville and finish in the TRAC Burnsville Gallery for refreshments and critique. \$100. for more information and to register, please call 828-682-7215. Participants will meet in front of the TRAC Gallery in Burnsville at 8AM. The rain date is the following day Sunday August 25th.

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**Mayland Small Business Center** is running a series called "Craft Business Classes". Most of the programs would be of interest to fine artists as well. Wendy Outland is presenting four programs: "Cultivating Collectors", "Pricing your Work", "Critiquing your Work" and "Creating your Artist Statement". Other programs include NC Sales Tax filing, reaching customers through social media and yet another on photographing artwork. There will be a panel on approaching galleries. The programs are either at TRAC in Spruce Pine or the Energy Exchange. For information see [www.mayland.edu](http://www.mayland.edu) or call 828-766-1295 to register. These classes are all free. Be sure to call and register.

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### Internet Tidbits -

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**Barney Davie** writes marketing columns directed toward artists. Here is a recent article - be sure to look on his website for more informative articles. ([barneydavie.com](http://barneydavie.com)) -

### Visual Artists Need Just a Small Tribe to Succeed.

Study the lives and work of most visual artists and you will find they on average create 1,000 originals in their lifetime. While the math of 33 pieces per year for 30 years determines the estimate, your mileage may vary.

For the sake of argument, let us use 1,000 pieces. What that means is an artist only needs 1,000 or fewer collectors to enjoy a sold out career. Celebrity is more than those whose lives are the source of gossip journalism. It encompasses having well known status in certain circles, even small ones.

### The Value of Celebrity

Becoming just slightly well known is a fabulous and fun way to promote your art career. It can bring you benefits that extend well beyond selling art. It can lead to books, teaching, touring and much more. Couple becoming slightly famous with smart marketing and you are on your way to developing your career to the fullest extent.

### Small But Mighty Wins the Day!



Artist: Pauline Dials *Fall Forest*



Artist: Kathleen Turczyn *Anne's Maple*



Artist: Ruth Ponder *Old Boots*

The luck of visual artists is they need only a small tribe of followers to create career success. While they may target smaller numbers, they still get to use the same powerful marketing tools to develop their following as those whose careers require much larger tribes to achieve success. This means you can get much greater leverage from tools such as email marketing, blogging and social media to accomplish your art career goals.

It is true that getting one's work to market is different today from even the recent past. Just a few years back it was career suicide (at least with galleries) for artists who established a direct buying collector base. Today, it is encouraged by enlightened gallery owners. They realize artists need to make a living and getting that done means having their own following is necessary. They recognize artists who have a loyal following also make powerful marketing partners.

#### **Slight Celebrity Offers Art Career Changing Benefits**

The idea of being a slight celebrity simply means the artist has found effective ways to raise awareness for themselves amongst their tribe. I believe this is most easily done on a regional basis. Artists, by the creativity involved in their work, have an advantage over most other small businesses in their area. That is, art is much sexier than plumbing or dentistry, for example.

#### **Turn Public Speaking Into a Publicity Machine**

One of the most valuable things you can do is create a flexible 30-minute to one-hour presentation on a subject about which you are passionate. Here are some topics I think would be both easy to research and irresistible to many as a lecture from you:

*Detail how your area is rich in art history.*

*Talk about any famous artists who have connections to where you live.*

*Explain how the arts are a driving economic factor in your region.*

*Provide insights on the benefits of how having a vibrant arts community, and providing arts education in your schools, enriches your whole community.*

Learning to present on these or other fascinating topics is sure to open doors to publicity for you. It just begins with publicity. As you pursue your speaking, you can become the authoritative go-to contact when the media in your area when needs a source for a story. The more often you are quoted, the more likely you will be tapped again and again for invaluable slight celebrity in your community. Essentially, you benefit from the halo effect of your raised prominence and as you passively gain more recognition.

#### **There Are Many Ways to Become a Slight Celebrity**

Public speaking is powerful, but not the only way to become well known. I have written in both my books and on this blog about how to use publicity to get exposure in other ways. These include becoming the founder and driving force behind an art happening, writing books, or do something noteworthy, outrageous and effective for a charity you love.

The aim of becoming a minor celebrity is to build awareness for you and your art. People like to buy from people they like. Doing any of the above things gets you in front of new people, many of whom are bound to love and respect you on many levels. A certain percentage are sure to love your art and want to own multiple levels. Some can become benefactors by way of powerful introductions.

#### **It Is All About Your Art Career**

Be proactive and do these things often and you will quicken the rate at which you build your tribe of loyal fans, friends and collectors. This is how you can bulletproof your career so when galleries close or Facebook fails or other distribution channels fail that your core collectors will stay connected to you by you.

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#### **Classifieds**

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**TRAC is looking to update their Tour Logo.** It's been around for years and served TRAC well. Now it's time to retire it in favor of something updated, in tune with our goals of building our community through the arts — making our artists, where they live, what they do — events, accessible twice a year to all visitors. Must be high resolution. All submissions must be original camera-ready line art in EPS format. Logo MUST be usable in color and black and white. Deadline is October 31 at 5pm. Winner will receive a \$25 gift certificate to either TRAC Gallery, a free 1/6 page ad in the next two Guides, and our sincere thanks. Logo may be seen at the TRAC website, [www.toeriverarts.org/community-programs/trac-studio-tours](http://www.toeriverarts.org/community-programs/trac-studio-tours). Call 828-682-7215 or email [toeriverarts@gmail.com](mailto:toeriverarts@gmail.com).

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**Seeking experienced WNC artists for ongoing exhibit opportunities in Asheville,** beginning in late August. Artists must have 8 framed and wired 2D works available. All media will be considered

late August. Artists must have 6 framed and wired 2D works available. All media will be considered. Please note that all venues are professional businesses and prefer representational works. Desired subject categories include landscape, floral, nature, animals, architecture and still life. Each exhibit runs for approximately 3 months. Further details will be provided after images are reviewed. All those who submit images will receive a response. Venue names and locations will be provided to the selected artists following review of images. There is no fee charged to artists for this opportunity. If interested, please email 3 images for review, along with bio or resume to Wendy at whoknowsart@yahoo.com – PH: 828.231.5355

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**The Carolina Foothills Artisan Center in Chesnee, SC**, is looking for new artists to sell and display their work. The deadline is Sept. 6, 2013, to be considered in the biannual jury, but applications are accepted year-round.

Find the application online or on-site. Call 864/461-3050 or visit ([www.cfac.us](http://www.cfac.us)) for more information. BRAG Member, Kathleen Deasy, is offering painting and drawing lessons in her studio. She paints with both oils and acrylics. Classes are geared to new painters and artists that want to explore new techniques using texturing and adding dimension to their work using cloth and other natural materials that create 3 dimensional paintings. The cost is \$18 for an hour and half session and I am doing the classes by appointment. Kathleen's studio is White Oak Art Studio in Bakersville at 46 White Oak Rd. Call 828-688-1882 for more info or to schedule a lesson.

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**One last note - it's about the Money Jar.** You may have noticed a vase or a jar placed near the refreshments at each meeting and you may have assumed that was to help pay for the coffee and cookies. BUT..... BRAG pays the Town Center \$30 for each night that we meet. The "Money Jar" is meant to help pay the rent. If each member attending the meeting will contribute \$1 it will just about cover the cost of the rental. Please don't forget to add your dollar when you come to the meetings. Every dollar helps!

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