

**RockvilleArtLeague.org** 

Vol. XXIX No. 9

May 2020

NEXT MEETING: <u>Thursday</u>, <u>June 4</u>, <u>6:30PM</u> Kris Loya, Marketing Yourself as an Artist in the Digital Age

## Message from the President, Patrick Sieg

Dear Rockville Art League members and artists,

The Corona virus and COVID-19 is what we hear most about these days. It is serious and it feels like it has been forever, but it hasn't been forever, and it will not be.

I've heard people say that they wish they had a rewind button on 2020 and that they could return to the life they were living before the pandemic.

While we are all dealing with this in our own way, I believe that rather than longing for those "good old days" we can look forward to a future that is even better.

We may now appreciate the small things in life and live more "in the moment." Did you ever think that finding the paper products you need, or oatmeal, would bring such pleasure and gratification? And what about those artistic, fashion statement face masks? Lisa and I walk our dog Sadie around the neighborhood several times a day. And yes, we keep more than six feet of distance between ourselves and any neighbors we encounter. We also social distance the dog. The nice thing is that there is much less vehicle traffic and we noticed many more neighbors taking time to enjoy the outdoors. Perhaps some or many of them would rather be back in the office but the sense of calm resulting from their time in the fresh air may yield unexpected benefits that will last beyond the pandemic, both physical and psychological.



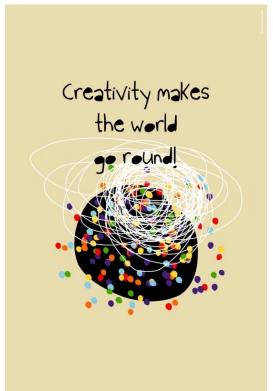
In these days of pandemic, heroes are no longer identified as sports stars, entertainment personalities or those influencers that were the darlings of pre-outbreak times.

Our heroes are the people stocking the shelves in the supermarkets, delivering packages, first responders and all those people finding new ways to reach out and connect with us (at a safe distance and virtually). Health providers were on my list of heroes before the virus and maintain in a very high place (I only wish they were accessible to more people in both good times and other times).

I hope and believe that in our life after the pandemic we will value knowledge, truth, integrity, and acknowledge that we are all in this together, as a whole world.

This new thinking will be a welcome change.

I have also been gratified to read how people, in their social distancing, are turning to their creative side to help find purpose. Isn't that great? And we members of the Rockville Art League have a head start on creativity. We are, I believe, more resilient to the pandemic because we have our art.



Concerning creativity...

The spring art show entries are in and the work is beautiful. Our judge, Ruth Lozner, has made her difficult choices of which 110 pieces can fit in the Glenview Mansion Gallery.

Unfortunately, there were a number of creative

pieces that could not be accepted into this show, as is the norm for popular and competitive juried shows. Thank you to all members that took a risk and entered.

Since we are discussing the different in the notes above, our spring members' show will include many changes. Here are a few of the things we are considering and implementing:

- If the mansion reopens in May, beginning, middle or end, then we will have a show that continues through June. If the mansion does not reopen by the end of May then our show will be moved to a date later in the year (your entries and the juried choices will remain).
- We are investigating to an on-line exhibit of the Spring Juried Members' Show. We will let you know how to access our virtual exhibit once we have it up and running. Frankly, I believe that "virtual" will be an aspect of all future exhibits and that it will much complement our physical art displays.
- The calendar for the art delivery, judging, walk through and reception may be subject to change. Please stay tuned to our website, Facebook page and direct messages for details.
- Please do not come to the mansion to drop off your work without specific direction.
- We will have new processes in place for art delivery and pickup that will include elements of distancing and other safety measures. We also plan to implement processes that will speed things up and limit paper.
- For our spring show we are planning on a closing reception on Sunday, June 28. Artists will be encouraged to take their art home at the conclusion of the reception. We will also have pick up times on Monday, June 29 for those unable to attend the reception.
- June 18 is the planned walk-through date with our judge.
- We anticipate awarding ribbons to our prize winners either at the walk through or the closing reception. You will be informed as we get closer.

More information is included later in the newsletter.

Of course, all of the planning noted above is contingent on safety and Rockville's direction on gatherings at the mansion.

Our virtual show will take place even if a gallery show is not possible.

As of now, Kris Loya is still on track to speak to us about marketing yourself as an artist in the digital age at our next RAL meeting on June 4. Please stay tuned.

I hope you are all practicing your art during these unsettled times and always.

#### A favorite quote...

"Practice any art, music, singing, dancing, drawing, painting, sculpting, poetry, fiction, essays, reportage, no matter how well or badly, not to get money and fame, but to experience becoming, to find out what's inside you, to make your soul grow." Kurt Vonnegut.



Please be happy, stay safe and keep connected. Please note that we now have a Rockville Art League Instagram account. (Please follow us.)

Patrick Sieg President Rockville Art League

## Rockville Art League 2020 Speaker Series



June 4, 2020, 6:30pm Presentation by Kris Loya Marketing Yourself as an Artist in the Digital Age

We are pleased to welcome back our judge from the *RAL Juried Members' Winter Show*, Kris Loya, this time to discuss the important topic of how to market yourself in the digital age. With a plethora of online platforms and services demanding our attention, Kris Loya will help you navigate the digital space to find the platform that will be most comfortable and productive for you to use so that your work can be seen by a worldwide audience. She will discuss:

- Social Media Platforms with a focus on creating specific content for Instagram and Facebook
- **Posting** why, when and how
- Marketing your online events
- Online galleries
- Your artist website.



## RAL JURIED MEMBERS' SPRING SHOW GLENVIEW MANSION MAY 18 – MAY 28

Dear RAL Members,

We hope this finds all of you well, safe and in good spirits.

Thank you to all those who submitted work for the upcoming *Rockville Art League Juried Members' Spring Show* during such unique times. All submissions received careful consideration by our juror Ruth Lozner who had to make difficult choices in selecting from such quality entries. The bar continues to be raised thanks to your creativity, artistry and skills.

**If you** entered this Juried Members' Spring Show and **do not see your name**, *your work was not accepted into this show* and **cannot be included** at this time. Thank you for entering our show and please consider future show opportunities offered to our members.

#### Artists whose work has been accepted:

- The *show agreement* will be sent to you at the email address you provided with your entry by April 20. (If you don't receive it by then, please respond to this email.)
- There will also be \$10 show fee that you will need to bring with you at drop-off.
- Please watch for information on the delivery of your work. May 11 may still be viable, but we will notify you about drop-off procedures/times. Please do not show up without getting a confirmation about the time/procedures. IMPORTANT dates for everyone:
- The opening reception previously scheduled for May 17 has been *cancelled due to safety considerations* and instead there will be a *Closing Reception* on Sunday, June 28, 1:30-3:30pm.
- Gallery walk-through with judge Ruth Lozner will no longer take place on May 14 and <u>has been rescheduled</u> for Thursday, June 18, 6:30-8:00pm.

Below are listed the **names of the artists** and <u>the title(s)</u> of their piece(s) <u>accepted</u> into this show.

Congratulations to the following artists:

Joanne Aarons, DC Buildings Joanne Aarons, Traces of the Past Nighat Ahmed, After the Rain Nighat Ahmed, Stairway to Glenview Mansion David Allen, Colonel Page Rd. Essex, VT David Allen, Rainy Day Rockville Ken Bachman. Birds of a Feather Ken Bachman, Fox on the Prowl Barbara Bell. Currents Barbara Bell, Watch Out Marcia Bhorjee, A Bouquet for You Barbara Billet, Blue Spruce Pearl Chang, Comfortable in Her Own Skin Pearl Chang, Solace Stephanie Chang, Male Figure Stephanie Chang, Red

Howard Clark, Mammoth Hot Springs - Gold Howard Clark, Oia Evening Amanda Coelho, Hippnotic Amanda Coelho, Monstera Deliciosa Sally Davies, Follow the Leader Sally Davies, Four Boys and the Teacher Lisa Denison, Candy Apples on Mama's Silvah Platta Lisa Denison, The Butcher's Rosary Susan Z. Dunnell, Mushi Antonina Enalieva, Life at Home Richard Fisher, Catching the Wave Richard Fisher, Climate Change Sandra Franklin Ehlers, Kintsugi Philip Friedman, Ghost Sticks Suzanne Frisbie, Surviving the Bull Eric Goss, Creek Street Joanie Grosfeld, Vases at Brookside Stephanie Gustavson, Peacock Stephanie Gustavson, Sunbathing Sea Lion Robert Hackman, De Soto Robert Hackman, WagonWheels Tom Hankins, Quid Pro Quo Bill Johnson, The Oyster is Back Lily Kak, Shanti's Dance Lily Kak, Snorkeling Gail Kaplan-Wassell, Bird on a Rainy Day Gail Kaplan-Wassell, The Deep Cecile Kirkpatrick, Bourbon Street Scene Norda Kittrie, Hint of Spring Leslie Kraff, Ode to Vincent Leslie Kraff, Pink and Green Summer Michael Kuchinsky, Amaryllis Study no. 3 Michael Kuchinsky, Stop, Look Around, Here We Come Angela Lacy, Escape Angela Lacy, Sunny Day in Bologna Joanne Lamm, Bruges Shadows Joanne Lamm, Oh Baby Marija Lasalde, Desert Colors Larry Levine, Breakdancer Larry Levine, Violinist Lois Levitan, Motherhood Chris Luckman, Still Life with Blue Vase Merry Lymn, Mushrooms on the Trail in Iceland

Edward Maloney, Home for Christmas Edward Maloney, Wine with Grapes Isabella Martire, African Queen Karma Massoud, Earth Works Series "Clay" Karma Massoud, Sunset Over Big Mosque Cathy McDermott, Alone in Paradise Michiyo Mizuuchi, Ascend Ally Morgan, Goldfish Ally Morgan, Jubilations Sue Moses, Market Day Sue Moses, NY Working Farm Simin Parvaz, Monet's Garden #2 Simin Parvaz, Joy of Lavender June Plotkin, Cosmos Vladimir Ricar, Gladiolas Vladimir Ricar, Yellow Roses Patricia Schocke, Spring Hanyin Shen, Breaking Through Hanyin Shen, Cherry Blossoms in Maryland Lisa Sieg, Alienation Lisa Sieg, The Land Before Time Patrick Sieg, Cooped Up Patrick Sieg, Persephone Susan Sinclair Galego, Comfy Couch Susan Sinclair Galego, Spring Pandemic Jasmin Smith, Black Sheep 4 Sarah Sohraby, Panthers in Pursuit Pritha Srinivasan, Dance When You're Broken Open Pritha Srinivasan, Into the Spotlight Carol Starr, Rockville Swings Elizabeth Steel, Jeremiah Ed Stolar, Olivia Ed Stolar, Pewter Mug and Lemon Eleanor Tanno, Spears of Sunset Eleanor Tanno, Summer Weekend Rest Antonia Tiu, A Night Stroll in Amsterdam Antonia Tiu, Cafe Amsterdam Alexandra Treadaway-Hoare, Forest Dreams Alexandra Treadaway-Hoare, Morning Song Ray Tully, Avian Camouflage (The Hermit Thrush) Beverly Valdez, Caribbean Reflections I Li Wang, Copper Study Li Wang, Silver Study

Diane Weiner, Ode to Toulouse Diane Weiner, Sailor Freddi Weiner, Birch Tree Reflections Regina Williams, Impressionist Cherry Blossoms Helen Wood, Africa River Sandy Yagel, DC Landmarks Sandy Yagel, Orange Glow Patricia Zannie, Fauvist Landscape No.2

Questions regarding the show? Need help or support with the entry process? Please contact: Lisa Sieg: <u>jshows@rockvilleartleague.org</u> Patrick Sieg: <u>president@rockvilleartleague.org</u>

# Critique by Penny Kritt

## Art and the Pandemic

Like so many parts of life these days, our approach to art, both as artists and those who appreciate art, must evolve into a new normal. How long will it be until our government agencies tell us that we may once again congregate in unlimited numbers? So many of the officers and volunteers for art organizations are older and particularly vulnerable. Will live classes, juried art exhibits and commercial art fairs exist in the future? When those events, like weddings, funerals, and business meetings, eventually resume in some form, will we as individuals be willing to attend, let alone arrange and participate in them?

As always, there is hope. Technology has already added many new options to support art education and sale of art and art related products. The pace of innovation will depend on individual artists and their willingness and ability to take advantage of it. Are you ready to participate? Our kids and grandkids are already doing so and they can show us how!

Your outlook will be framed by whether you are a hobbyist or a professional artist whose income

depends on sales of your art. Let's take a brief look at existing platforms for those two groups.

Both the hobbyists and the professionals will always be interested in looking at – and learning how to create – new artwork. Many channels currently exist.

Certainly the most well known are Youtube and Facebook. These platforms offer a variety of free tutorials. They often encourage viewers to click on something that will earn money for the creator of the video, and the odds of them being a scam are small. There is the problem, however, that you get what you pay for. Many videos are available from artists who are not teachers. Often the video and audio are poorly done, and the presenter may only show the "what" and maybe the "how". Unfortunately, students also need the "why" and the "where". If the viewer doesn't like the *free* item, there won't be any follow-up sales and both parties are left wanting.

The other side of the equation is for artists who want to earn money by teaching and/or selling products. Many of our members are in this category. Their challenges are two-fold. First, build or maintain a website or other platform to show what you have to sell. Then *you must find people who might want to buy something from you*.

Let's look at some options.

You can tag along with a large site. Anyone can sell on Amazon. Most of us visit that site regularly, so it should be a good fit, right? Search for "original paintings" and there are 20,000 to choose from. Narrow the search to "original landscape paintings" and now you've got only about 4,000 competitors. You'll compete against prints of original artwork that sell for under \$10 (which includes a separate shipping charge). Maybe you're willing to take your chances and send people to your Amazon listing. But beware that *your* potential buyers might wander over to another seller!

You could choose a site that specializes in hosting artists and their work. Etsy is a good example. You might pay a monthly or annual fee to build and maintain your own site. Then there may be transaction fees for sales or additional promotion/advertising. And as with Amazon, your potential buyers could wander to another site. Either way, you must decide *what* to sell, its price, do you need an existing inventory and will you have to ship products.

Or you could just get your own discreet and separate website. These days, your first concern must be internet security, especially where video and money are concerned. Tell visitors how they will be protected or they'll just click off to another site.

Whatever platform you use, tailor your products and prices to the current environment. For example, given the constraints of life these days, my website now features low cost interactive video classes. A session only gets me \$10-30 per customer, but hopefully a lot of people will register and then profit adds up! It's wonderful to sell a \$5,000 painting, but the odds of reaching that demographic in today's wobbly economy are low.

Shipping small items is easy, and anything that can fit into a packing envelope or small box is more likely to be purchased. If you sold a big, expensive framed painting, while we're all stuck at home, how will you pack it – and will potential buyers just decide to wait rather than have another potential virus source brought into their homes?

Whatever selling channel you choose, for most people the hardest part of all is attracting people

to your sales platform. Here's a sample invitation below.

Visit <u>https://www.pennykritt.com/</u> to learn about my interactive online art classes and products that feature my original artwork. Sign up for my mailing list and receive a coupon for \$10 off your next purchase of \$50 or more. And thank you for spreading the word through your social media!

It's short and has a link to send the viewer directly to my site. It has a brief product description and a coupon to encourage them to buy. And finally, it has a request for the buyer to help me promote my site.

Here's the real test for *you*. How did you feel when you read that? If you thought it was a great idea, you just might be able to sell your own products and services. That's necessary because you're going to have to do a lot of selfpromotion everywhere you can. Conversely, if it made you uncomfortable even reading it – let alone doing it – then this isn't a good fit for you.

We have all learned that we must -- and did – adapt to our changing world. Use the information above to make the best choices to ease your entry into our new society.

If you'd like a gentle critique of your work, email me a photo at <u>pennykritt@aol.com</u>.

For classes or private lessons, contact Penny at 301/989-1799 ©Penny Kritt 2020

## **MEMBER NEWS**



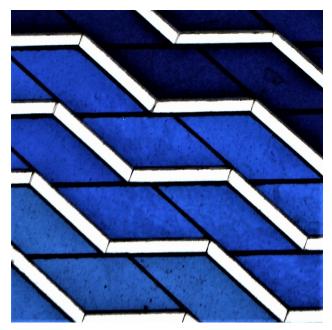
**Eleanor Tanno**'s painting, "Rock Creek Trail Luminance," was juried into in the 2020 Garrett Park Invitational at the Penn Place Gallery at located in Garrett Park at 4600 Waverly Ave. The show was postponed and will now run June 14-July 11, 2020.



One of **Patricia Zannie**'s collages from the "Fauvist Landscape Series" has also been juried into the 2020 Garrett Park Invitational Show.



Mike Kuchinsky has two works included in the: 2020 ANNUAL JOSEPH MILLER ABSTRACT PHOTOGRAPHY EXHIBIT MAY 2 – MAY 25, 2020. Online only on www.NVACC.org.



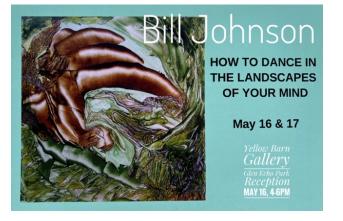


"Vantage Point: Paintings by **Sally Davies**" was scheduled to run from Feb 20 – May 23, and of course, the Artist Reception in March was cancelled....but they made a virtual tour of the exhibit just before it closed. Here's the link to the gallery tour:

https://www.marylandhall.org/exhibitions/vanta ge-point-paintings-sally-davies

This is a large exhibit of 50 paintings, and many feature the ballet. Inspired by Degas, Davies sat in on the Ballet Theatre of Maryland rehearsals at Maryland Hall to sketch the dancers on stage and behind the scenes. Her goal was to explore how shapes, pattern, and color influence the perception of movement and time.

The gallery at Maryland Hall, Annapolis is going to conduct a "Real Time Artist Studio Tour" of **Sally Davies** in her studio next week – Thursday, April 23, at 5:30 pm. They are livestreaming it on their Facebook page – Maryland Hall, Annapolis.



Until Mid-May, you'll find about 20 pieces of **Howard Clark**'s work on exhibit at the Thomas Farm Community Center (700 Fallsgrove Drive, Rockville, MD).



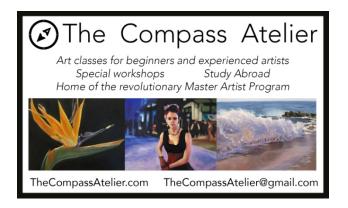
From April 5 to May 3, about 25 of Howard's prints will be on exhibit in <u>LaGallaria @</u> <u>Ranazul</u> in Fulton, MD.



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### Kritt Studio Classes

Penny now offers online interactive classes.

Go to <u>https://www.pennykritt.com/</u> for topics and schedules.

Advanced Groups and Private Lessons For more info: call Penny at 301/989-1799



## **NEWSLETTER SUBMISSIONS**

Is your art included in a show? Have other news you wish to share with RAL members? Please send your submissions by the **15<sup>th</sup>** of each month for inclusion in the next newsletter, to: <u>newsletter@rockvilleartleague.org</u>



#### **GLENVIEW MANSION CONFERENCE ROOM SHOWS**

You can show your artwork in Glenview Mansion for one month if you have received a 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> or honorable mention award in an RAL juried show. Artists may have both rooms to exhibit in if a second artist doesn't sign up for the same month within two months of the show's start date. The receptions at Glenview mansion are 1:30-3:30 PM on the Sunday after hanging. Preferred drop off and pick up times for Glenview Shows are from 9 am to 12 noon. Drop off/pickups are Mondays (unless a holiday). If you are unavailable on the date for pickup, please arrange for someone to pick up for you. There is no room to store your artwork at the Mansion. If you are unable to drop off/pick up on the assigned dates and you can't find someone else to drop off/pick up for you, please choose a month in which you can make those dates.

For artwork delivery, please unwrap your work and take the wrappings with you. Please bring pliers (needle nose are easy to work with). You may use the hand truck that is at the Mansion to move your artwork from your vehicle. There is no staff at the mansion available to help you move your artwork into the conference rooms. You are responsible for hanging your own artwork, with help from the Mansion staff. If you don't have labels for your work, please fill out the RAL cards that will be available. If you print your own, print them on card stock. Do not use the sticky Avery labels, unless you adhere them to foam core or card stock. **Contact Diane Jeang, Glenview Member Show Coordinator, (301) 871-1589 or chickendoc44@gmail.com with questions.** 

Glenview Mansion Schedule				
2020				
	Member(s)	Mon &/or Tues	Sunday Gallery	Monday Pick-up
		Deliver hours	Opening 1:30-3:30	
MAY/JUNE	RAL Spring Show	TBD	Sunday, June 28	Mon., June 28
			(1-30-3:30pm)	and Tues., June
				29, 11-30-1pm
				and 5-6:30pm
JULY	Suzanne Frisbie/			
	Norda Kittrie			
AUG/SEPT	Gloria Miotto			
SEPT/OCT	Susan Dunnell/			
	Cathy McDermott			
OCT/NOV	Stephanie Gustavson/			
	Sue Moses			
DEC	RAL Winter Show			
2021	Member(s)	Mon &/or Tues	Sunday Gallery	Monday Pick-up
		Deliver hours	Opening 1:30-3:30	
JAN				
FEB				
MARCH				

Monday delivery and hanging: 12PM–2PM & 5-7PM/ Sunday Gallery Opening: 1:30—3:30PM Monday Pick up: before 11AM

For additional information for members hanging in the conference rooms, please refer to the RAL web page: <u>http://www.rockvilleartleague.org/glenview.pdf</u>. At least one platter of finger foods (cookies, crackers/cheese, veggies/dip) should be supplied by the RAL artist on the day of the opening reception.

Cups/napkins/water provided by the City of Rockville for opening receptions. The Mansion will be open at 1 pm for the artist on the day of the opening reception.

Artists in rooms 5 and 6 are responsible for hanging their shows but will have assistance as needed.

## **RAL Ongoing Show List**

#### Twinbrook Library - 202 Meadow Hall Drive, Rockville, Maryland

Shows for the library run from 1<sup>st</sup> of the month to the end of the month for 1 month shows. 5 medium to large paintings, Contact person: Christine Lundy, 240-777-0252. Christine.lundy@montgomerycountymd.gov

<u>Name</u>	<u>From</u>	<u>To</u>
Open	Mar. 1, 2020	May 1, 2020

**Thomas Farm Community Center – 700 Fallsgrove Drive, Rockville, Maryland** 12-16 medium to large paintings, Contact person: Melinda Norton (240) 314-8842. email: <u>mnorton@rockvillemd.gov</u>

Name	<u>From</u>	<u>To</u>
Open	Mar. 15, 2020	May 15, 2020

**Marilyn J. Praisner Library – 14910 Old Columbia Road, Burtonsville, Maryland** 10 small to medium or 5-6 large paintings (10 hanging chains), Contact person: (240) 773-9455, Vera Ramaty

<u>Name</u>

Open

**<u>From</u>** Mar. 15, 2020 **To** May 15, 2020



Name	Position	E-mail			
Patrick Sieg	President	president@rockvilleartleague.org			
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	Coordinator				
Lisa Sieg	Volunteer	volunteer@rockvilleartleague.org			
	Coordinator				
Paula Zeller	Membership	membership@rockvilleartleague.org			
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