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PRESIDENT'S MESSAGE

Dear Colleagues and Friends,

As the brilliant colors of autumn begin to lead us into the coming holiday season, it is my great pleasure as the new president of Artists Equity to welcome all our members to an exciting upcoming year for our organization.

In the past year Artists Equity, most ably led by Elaine Bass as president, had an eventful and successful season. The book "Artists Speak" was published in the early spring, and contains not only beautiful images but also text describing each artist's inspirations, dreams, and process. There were successful exhibitions at Goggleworks in Reading PA, our annual Spring Anniversary Exhibition at Widener University last April, and a Select Show at the Community Arts Center in Wallingford in September. We also initiated a monthly e-newsletter sent to members' email to keep them up-to-date on arts events, exhibitions in the region, members' shows and awards, and other topics of interest, including information on the Affordable Care Act. In addition, AE sponsored a workshop by John Benigno on how to photograph artwork for submission to exhibitions. At our Annual Meeting and Award Luncheon at the end of April we were excited to present the AE Award to Victoria Donohoe, retired art critic for the Philadelphia Inquirer, and a longtime friend of this organization. Her insightful comments on the worlds of art criticism and the newspaper business had members listening eagerly, and provided a wonderful highlight to the meeting.

This season we will continue with exhibitions at a variety of both new and traditional venues in the region. We are also planning workshops for members in the spring on both digital submission of artwork online (Slide Show), and on successful art marketing and publicity. We have attracted new members this year and will continue our efforts to expand our membership base and offer our members new opportunities to show their artwork in the tri-state area. This year we hope to be able to expand and renew our role as a true advocate for the arts in general, and the visual fine arts in particular. With cuts in grants to the arts on all levels, (private, Federal, State, and Municipal,) and cuts in arts education budgets in our schools, our support and advocacy for the arts, art professionals, and arts education has become increasingly important. So don't forget to renew your membership this December!

On a personal note, as a non-artist (my professional background is in the biological sciences; my avocation is music), I was at first unsure whether or not I was the 'right' person to be President of the Board of AE. However, I see the visual arts and the sciences connected by essential 'organic' structures and common creative elements. This has strengthened my link to the fine arts and those who create them. My colleagues on the board, and the many members I have been privileged to meet over the past few years, have been so welcoming, supportive, and encouraging that I am convinced that such a wonderful group of creative people will help me to work with them to move AE forward.

With best wishes now and in future,
Pat Mancini

THE BUSINESS OF ART

GUIDELINES TO PROFESSIONALISM – PART 2

by ANNE R. FABBRI

Just as individuals define their own narrow boundaries in life, I see too many artists held back by their own inertia, preferring the applause of friends to the risks of public criticism. Be confident in yourself. Work to the best of your ability, without regard to marketing or public fads. Then look around carefully and pick your goals. In New York or any other city, visit the galleries. Select a few who are showing the type of work you do; ask if you may send them information. Don't expect to meet with anyone and don't go in cold, asking to meet with the gallery director. It helps to know an artist represented by the gallery – that is the best recommendation, short of a collector's word, and this is one of the benefits of wide networking. If you are not successful in your first efforts, don't give up. Try again and again.

A commercial gallery usually represents a particular point of view. Check their web site. If your work fits in with the general image of the gallery and if they feel that they can interest their clients in your work, then they might be interested in you. A good gallery can be a boon for an artist. In return for a large commission, the gallery will exhibit your
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AE Members Enjoy Discounts with the Following Merchants & Publications

PROFESSIONAL ARTIST Magazine

(formerly ART CALENDAR)

1-year subscription for \$24.95

The business magazine for visual artists.

www.professionalartistsmag.com/artistsequity

RUBINSTEIN'S IN WEST CHESTER

Discount off non-sale items: 33% with

Rubinstein's 33 Club Card

MAIN LOCATION:

250 E. Market Street

West Chester, PA

BRANCH:

739 W. Cypress Street

Kennett Square, PA

CHESTNUT HILL GALLERY AND FRAME SHOP

15% off framing for AE members

8117 Germantown Avenue, Philadelphia,

PA 215.248.2549

UTRECHT ART SUPPLY

301 South Broad Street, Philadelphia, PA

www.utrecht.com

Discount off non-sale items in-store only:

10% with Artists Equity membership card.

MERION ART AND REPRO

Discount off non-sale items: 25%

17 W. Lancaster Ave., Ardmore, PA 19003

610.896.6161

www.merionart.com

AE members must register first with the

store manager, Alysha Sulpizio.

RAINBOW ARTS & CRAFTS

Discount off non-sale items: 20% with AE

member card.

521 W. Germantown Pike, East Norriton,

PA 610.275.5110

www.rainbowartsandcrafts.com

ART LINES Framing & Supplies

Discount off non-sale items: 20% with AE

member card.

351 Schuylkill Rd., Coventry Square

Pottstown, PA 19465

610.323.7473

WAYNE ART SUPPLIES

Offers a 10% discount to artists.

112 E. Lancaster Ave.

Wayne, PA 19087

"Guidelines to Professionalism" continued from page one...

work and develop a gradually expanding group of collectors. They will enter your work in various important exhibitions and will represent you in negotiations for important commissions. They will maintain an up-to-date file of your information.

In all aspects of gallery operation, be dependable and responsible. It is a relief to deal with professionals in all fields. Don't make unnecessary calls to the gallery or insist on impossible guarantees. However, don't be complacent either. Periodically check on the work you have consigned to the gallery. Did they sell a work and "forget" to tell you about it? Visit the gallery periodically to make sure they are still in business.

A gallery establishes price levels for your work and it is a foolish artist who sells directly from his studio at a lower price and eliminates the dealer's commission. Word of such a sale travels right back to the dealer.

Gallery contracts with artists usually are verbal but artists often confuse consignment forms with contracts. The consignment sheet is your receipt of paintings you have lent to the gallery for them to sell. Occasionally galleries provide a monthly allowance to certain artists. It works like a salesman's draw commission and will be deducted from the artist's portion of future sales. Avoid it, if possible. It smacks of a parental allowance with its implied control.

When pricing your work, don't over price it. It is better to show a steady increase; your patrons will be thrilled and will spread the news.

Never pay a gallery to represent you. This is a vanity gallery and you don't want any connection with them.

Don't be devastated by a critical review. It indicates that your work is being taken seriously and, odd but true, people will remember that they read about your work but, generally, will not retain what was said. For your personal advancement, note that what the critic has criticized might be the one thing that sets you apart from the crowd. Perhaps you should accentuate that direction.

Many fine artists eschew the gallery scene and try to make it on their own, a difficult route. Teaching helps because your students become your patrons but the horizons are limited. You have to network constantly, meet curators and collectors and apply for your own commissions in the public, corporate and civic sectors. Beware of becoming too commercial; once that line is transcended, it is difficult to reverse.

As you advance professionally, you will be asked to donate your work to various auctions for charitable purposes. Many artists have established a policy of donating only to one auction a year and setting a floor on the price. Otherwise, if it is a stormy night or just a poorly attended auction, it can be devastating to your price scale. My personal opinion is – when a surgeon donates an operation, you donate a work of art.

Work to please yourself and ultimately you will please a few others. What else can one hope for? Paul Cézanne's first solo exhibition was posthumous and Barnett Newman sold nothing in his first three solo exhibitions in New York in 1952, '53 and '60. Today's commercially acclaimed artist is tomorrow's forgotten name. Take your choice.▲

Part I of "Guidelines to Professionalism" was published in the Spring 2013 issue of Equity and is available on the website www.artistsequity.org.

SPRING EXHIBITION UPDATE The Exhibition Committee of the Board of Artists Equity wants our membership to know that we will not be able to hold our Annual Spring Exhibition in 2014 at the Berman Gallery at Ursinus College. There have been changes in administration (a new director) and focus (e.g., themed, curated shows of their collection) at the gallery and they cannot honor the informal commitment made by the previous director for our show. We are investigating several other alternative venues and will let the membership know the results as soon as possible. **Please read the monthly electronic newsletter sent to your email to get the latest updates. To update your email address send an email to info@artistsequity.org with your name and current email.**

POST YOUR EXHIBITION NEWS ON AE'S FACEBOOK PAGE

All AE members can use the AE Facebook page to post information about their shows and to connect with other members. Search "Artists Equity" when you're logged in on Facebook and remember to "like AE" and share your news.

FALL AE SELECT SHOW REPORT

JUROR: MOE BROOKER, PROF. MOORE COLLEGE OF ART

The Bi-Annual Artists Equity "Select" show featured 12 artists chosen by Juror Moe Brooker.

Every other year Artists Equity sponsors a "select" show giving a limited number of chosen artists the opportunity to show a body of work. It's a great opportunity to discover new artists by seeing more than one or two pieces.

We were delighted that the Wallingford Community Arts Center allowed us to show the work in their beautiful new Duke Gallery.

Artists selected were Leslie Bowen, Elizabeth Breakell, Giuliana Calabi, Marge Feldman, Linda Dubin Garfield, Betz Green, Jim Green, Mary Kane, Sandi Neiman Lovitz, Nancy Neill, Kathleen Spicer and Valetta. During the reception on September 22nd,

Moe Brooker spoke about his basis for judgment. He said he looks for the work to challenge or "provoke" him. It should be inventive, use the media well and show consistency, clarity of idea and concept. "I will be looking for works that inform the intellect, evoke emotion and stimulate the imagination. I also look for craftsmanship, not for its own sake, but rather that ability to be successfully inventive with the choice of media".

We are grateful to Paul Downie, Director, and the staff of the Community Arts Center as well as the hanging committee for making this show possible. We are also indebted to the Moe Brooker for his time, judgement and experience in jurying the show. We thank all the artists for their participation in the process and for making it such an exciting show. ▲

MEMBER NEWS

Louise Herring's solo show, "Joyful Abstractions" will be on display at the Darlington Art Center. The exhibit will run from December 7, 2013 to January 3, 2014. A holiday reception will be held on December 8th from 2 to 4. The Darlington Art Center's address is: 977 Shavertown Road, Garnet Valley, PA 19062. Info: 610-358-3632 or www.darlingtonarts.org.

Alan Soffer My artobiography, "I Never Owned a Lawnmower" has been published and is available in soft cover for \$35, Ebook for \$9.99 with an expansive selection of images and anecdotes from my 40 year career in art. Go to: www.lulu.com/spotlight/alansoffer <<http://www.lulu.com/spotlight/alansoffer>>. Also available as a CD for \$9.99, with a short video on my encaustic process, directly from me: allthreads@comcast.net I do have some books on hand if you prefer to buy it directly from me.

Barbara J. Zucker, *40 Years of Painting: A Visual Journal* will be on display at the Berman Museum of Art's Main Gallery from January 27 to March 30, 2014. The reception for this comprehensive retrospective will be held on Thursday, January 30, 4 to 7 p.m. Everyone is invited to attend.



Louise Herring, *Golden Pond* Oil/MM on board, 25"x25"

Laszlo Bagi is exhibiting, "ALMOST ALL TREES" as guest Artist of the Month. His hand pulled serigraphs will be on display in the Fireside Gallery from October 27th through December 1, 2013. "My serigraphs are a combination of visual memories, color impressions, personal emotion, and experience, put on paper with the hope of evoking a response within the viewer. The art is planned and drawn; then each print is hand printed by me — one color, one sheet at a time. Each print is unique — the result of a slow, careful process." Contact Mary Kane at 484-341-8014 for information.

AE Board of Directors 2012-2013

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Fall Exhibition	
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Awards & Program Coordinator	
Priscilla Bohlen	610.520.9012
For membership inquiries email	
info@artistsequity.org	

www.artistsequity.org

HEALTH HAZARD HOTLINE

Do you have a question about artist's materials and your health? Contact Merle Spandorfer, noted author on the subject.

215 . 379 . 2813

Email your news to newsletter@artistsequity.org by the 30th of each month for inclusion in the following month's electronic newsletter. For the next printed newsletter the deadline is January 15, 2014.



PHILADELPHIA/TRI-STATE
 ARTISTS EQUITY ASSOCIATION, INC.
 PO Box 615
 Havertown, PA 19083

Membership renewal is due on or before December 31, 2013

ARTISTS EQUITY MEMBERSHIP APPLICATION & RENEWAL FORM
 January 1, 2014 – December 31, 2014

Artists Equity is an association of professional artists. Membership may be designated either “Associate” or “Full”. The dues are the same for both categories, however Full membership requires a one-time screening fee \$25. Every member regardless of category is eligible for all AE exhibition and program opportunities.

Name: _____
 Address: _____ Apt. #: _____
 City: _____
 State: _____ ZIP: _____
 E-mail address: _____
 Website url: _____
 Phone: (_____) _____
 Your Primary Medium(s): _____

Check here if this is a **CHANGE** of address.

Membership Information:

Is your membership New OR Renewal
 Is your membership Full membership OR Associate membership
 Full Member: \$25.00 screening fee new applicants only.
 Active Member \$40.00 annual dues
 Joint Members \$60.00 (two members living at the same address)
 Member age 65+, \$30.00 annual dues

SEND your completed application and a check (made payable to: Philadelphia/Tri-State Artists Equity Association) to:

ARTISTS EQUITY ASSOCIATION
 PO BOX 615
 HAVERTOWN, PA 19083

Membership Categories

ASSOCIATE MEMBERSHIP Associate membership will be open to everyone who supplies a completed membership form and pays dues at the current membership rate.

FULL MEMBERSHIP (Professional) Full members receive a link to their fine art website for as long as they are a member in good standing. Full members are highlighted in the membership list published each season.

Full Membership is open to those who pay the current membership dues plus a one-time screening fee of \$25, and supply the following four items:

1. Your resume or curriculum vitae
2. Your artist’s statement
3. A completed membership form
4. Documentation of two of the activities listed below:
 - Are represented by a commercial gallery or professional art representative
 - Three or more sales of their original artwork
 - Exhibition history in three or more juried/curated (non-student) shows at a university or museum gallery, art center, artists co-op or commercial gallery
 - Graduation from a professional art program

All materials must arrive in the same package and are kept on file by Artists Equity Association. Questions? Email info@artistequity.org