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PRESIDENT'S MESSAGE

Dear Colleagues and Friends,

As you are all aware, ARTISTS EQUITY works to advance and serve the profession of the Visual Artists. And I would like to add to our mission statement two more words – to encourage the development and the evolution of artists as our culture increasingly unites science, technology and the arts. In former centuries the Greeks pursued the artistic ideal through their interest in mathematical elegance known as the Golden Mean – while Plato spoke about tone and harmony in relation to art – even in those times. We have evolved our theories of beauty and our experience of the aesthetics along with our cultural pursuit of technology and the advanced abilities of the computer. 3D Printers will be able to download the sculptures we create. Sixth sense technology is in the works, and tactile, sensory experiences will soon be available for us to use in our 2D or 3D virtual art.

Just recently, I listened to a lecture given by the President of the Rhode Island School of Art, Design and Technology, where he demonstrated his ability to create forms that moved kinesthetically due to the vibrations created by music. Remember Wassily Kandinsky (1866-1944)? He linked his pictorial paintings to his power to HEAR color as he painted while the neuroscientists today say it is possible to SEE sound and HEAR color as it is a synthesis of optics and physics call synesthesia... Even the National Endowment of the Arts now has a blog on the Changing Nature of Arts Funding in the Digital Age.

Computer technology will be advancing our abilities to create and we will indeed be in pursuit of new ideals and new challenges as we continue the creation and study of art or as the Greeks put it – TEKHNE LOGIA.

Sincerely yours,
Elaine Bass

2013 SPRING ANNIVERSARY WIDENER UNIVERSITY

Exhibition dates April 3 - June 22

APRIL 6, SAT, 1 - 4 PM OPENING RECEPTION

2:30 PM AWARDS PRESENTATION

June 29, Sat, 10 am - 4 pm Pick-up accepted work

EXHIBITION CALENDAR 2013-2014 SEASON

Prospectuses will be mailed to members.

2013 Fall: Community Arts Center in Wallingford

2014 Spring Anniversary: The Berman Museum of Art

THE BUSINESS OF ART

GUIDELINES TO PROFESSIONALISM – PART I

by ANNE R. FABBRI

Since you are responsible for developing your own career in art, it helps to know some basic rules to help you with every step, warn you against certain pitfalls and encourage you to follow established procedures just don't be hesitant because, if you don't promote yourself, who will?

A priori to everything, of course, is the fact that you must always work to the best of your ability and never pander to popular taste. Destroy your failures or near misses. Don't keep them around, cluttering your studio and lowering your reputation when they will inevitably filter out to the public. Never enter them in exhibitions in remote venues. You have no way of knowing who is going to see them.

Think BIG – it's important for presentation pieces, those special works that you will take pride in showing to a curator or gallery director. Stretch your concept and technique to the ultimate. These so-called presentation pieces establish your reputation and are well worth the time, effort and materials.

Long before a gallery director approaches you, waving a contract in your direction, you will have to have your work seen by key people so the first question is how to do this. Here is what NOT to do:

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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

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.

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

Don't call a local museum director and say you would like to have a one-person show in their galleries.

Don't ask your lawyer, wealthy aunt or best friend to request a show for you at the next Board of Trustees meeting of that organization. It puts too many people on the spot and the director will remember your name but not in the context that will work to your advantage.

Don't arrive at an art opening armed with your art information and never, never pull up to a gallery in a van filled with your work and insist on taking "just a few minutes of the director's time."

These measures don't work but there are steps to take in order to have your work seen by curators, collectors and critics.

Join an art organization in your area or the nearest city. It keeps you in communication with other artists, informs you of exhibition opportunities and gives you a chance to exhibit your work with an organization that has recognition and a following.

Submit your work to many different venues. Exposure is important. This takes time, effort and money but it is worth it because curators and gallery directors attend large group exhibitions in search of new artists, new trends and works for exhibitions they have scheduled. They prefer these objective settings, away from the anxiety levels created in an artist's studio.

Stay informed. Read local and national art publications in addition to those devoted to your special medium. Visit galleries regularly in your nearest city to see what is current. Go to museums to see great art. Keep in touch with what is happening in New York. Go to Chelsea. Read the New York Times.

When you obtain a prospectus to enter a juried show, read the rules and make certain you are qualified to enter. Check residence requirement, size restrictions for work submitted, dates of work submitted and entry deadline. If images are requested, have them taken by the best art photographer you can find. This is a necessary professional expense that is vital to your career. Be meticulous about following instructions for identifying each work. For dimensions, always list the height first, then width and depth, if

necessary. Too many abstract paintings are reproduced incorrectly because artists give the width before the height. It is better not to enter stylistically diverse works of art in a juried exhibition. Be consistent with your entries and maintain a point of view.

If original work is requested for submission, be sure it is matted and framed according to the rules. Avoid color mats and fancy frames. This is not an interior designer's boutique. Be sure that the stripping around a canvas is not warped. It will not hang properly and will look shabby. If a painting needs to be wired for hanging, do it. Make it a professional presentation. Label your work so it can be easily identified by the installers and the curator. Make certain the paint is dry before you pack it for shipping or before you take it to the gallery. Packing materials stuck to the work rarely enhance the piece.

Whenever you are included in a group exhibition, send the curator or gallery director j-pegs, properly identified, of your work in the show. This makes it available for publicity purposes and for art critics to use with their reviews. Please note that TV announcements always use horizontal slides for their screen format.

Be professional about rejection. You cannot and will not be accepted in every show so don't consider it a personal affront. When I jury an art exhibition, I look for these qualities in each work: mastery of technique, originality of expression and the spirit of the artist within the work, plus an appropriate presentation of the work. Does your work fit these criteria?

Let us assume your work has been included in several exhibitions and someone other than a relative or a personal friend, buys one. Get the name and address for your permanent records. That person is now your patron with an interest in your future. These names will comprise your primary mailing list for your gallery show that is forthcoming.

Meanwhile, keep your resume up to date, including recent awards and exhibitions, and press reviews noted in the bibliography. Don't forget to include in it your email address and web site, if any. Have your telephone number listed in the phone book so curators can get in touch with you. A business card helps, too, but keep it a standard size, one that fits in a Rolodex or card file. Skip the artistic flourishes. Continued on the next page...

GOGGLEWORKS JURIED EXHIBITION AWARDS

JUROR: LISA HANOVER, DIRECTOR OF THE MICHENER MUSEUM

Grand Prize: Solo Show At Main Line Unitarian Church

Mark Mellett "Running Horse"

First Prize: \$300 Ann Stevens "First One Of The Atmosphere Series"**Second Prize:** \$200 Alan Soffer "Rincon"**Third Prize:** \$100 Nury Vicens, "Sailing With Light"**Fourth Prize:** \$100 Cash Award from Rubinsteins Karen Kappe Nugent "Breakfast Beginnings"**Fifth Prize:** Windsor Newton Watercolor Set Value \$300, Cheryl Schlenker

"Another Chance"

Sixth Prize:

Ampersand Set Of Five Panels, value \$60, Peter Schnore "In Provence"

Honorable Mention:

Pam Mclean-Parker "Abandoned: Norristown State Hospital, Series #5"

Honorable Mention:

John Costanza "Ball Upon Ball"

People's 1st Choice Award:

Brittany Steigert "Pre War Cathedral"

People's 2nd Choice Award:

Georgette L. Veeder, "Reclamation"

DID YOU KNOW?

We are asking all artists and art supporters to be a part of ARTISTS EQUITY. This is the UMBRELLA GROUP for artists:

- We are the people who can ADVOCATE for expanded opportunities and better economics for artists. AE sponsored the 1% for Art Ordinance in Philadelphia.
- As a member you'll have the OPPORTUNITY to exhibit in two upper tier venues with no entrance fees & cash awards.
- You'll receive monthly online newsletters which INFORM about exhibitions, art suppliers, educational opportunities, and the activities of fellow artists.

Take a Moment and Join Today! An application is on the back of this newsletter.

FREE DEVELOPMENT PROGRAM FOR AE MEMBERS:

**PHOTOGRAPHY WORKSHOP
BY AWARD WINNING PHOTOGRAPHER
JOHN BENIGNO, AE**

In this workshop, you will learn how to photograph your artwork. The course will cover techniques for using inexpensive lighting equipment and a tripod. You will learn which lenses are best for copy work, maximizing lens sharpness, how to square your artwork and camera, how to shoot through glass, setting up a workflow for your digital files, Photoshop techniques to improve your presentation, how to resize you file, and how to burn your digital file to a CD.

Space is limited! To register, contact Priscilla Bohlen via email Prillie2@aol.com. This is a complimentary workshop for AE members.

Date & Time: Saturday, April 20th, 1:00 to 4:00pm at Ludington Library, Bryn Mawr, PA

Continued from previous page...

A first step towards gallery representation often is to join a cooperative gallery. However, look at them carefully. What is their mission? Does this cooperative consistently show work at a level with which you are comfortable? Will your investment of time and money be of benefit to you? Who is the audience? What does the cooperative do besides

providing space for you to exhibit your work at certain intervals in exchange for a monthly fee and gallery monitoring. It can be an exciting experience but beware the pitfalls of self-indulgence and locking yourself into a situation that doesn't challenge you to take the next step forward. ▲

Part II of "Guidelines to Professionalism" will be published in the next issue of Equity.



John Benigno, *Callas and White Vase*

In Memoriam Alma Finestone. Married 61 years to Albert J. Finestone M.D. Survived by three children and nine grand children, B.A. Temple University 1945, Minor in art at Tyler, mentored by Boris Blai. M.S. at University of Pennsylvania 1949. Led the first American group to visit the Peoples Republic in 1978. An excellent tennis player – her grand children said she had a killer serve. A 'class lady' in the best sense. Sadly missed by Al.

AE Board of Directors 2012-2013

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E-News Opps
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For membership inquiries email
info@artistsequity.org

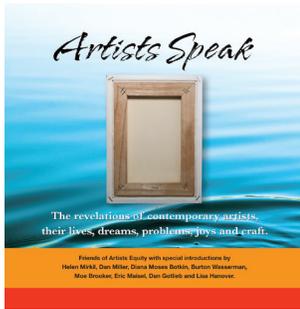
www.artistsequity.org**HEALTH HAZARD HOTLINE**

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

215 . 379 . 2813



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



FRIENDS OF AE BOOK PROJECT:
Artists Speak: The revelations of contemporary artists, their lives, dreams, problems, joys and craft.

ORDER FORM ENCLOSED

ARTISTS EQUITY MEMBERSHIP APPLICATION & RENEWAL FORM
January 1, 2013 – December 31, 2013

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