

Art Essence

August 2018

WIDE BAY GALLERY 228 ADELAIDE STREET,
MARYBOROUGH 4650 ABN 81 409 856 484
PH 07 41221858.

email: widebaygallery.qld@bigpond.com

www.artmaterialsupplies.com

Hello Art Essence Subscribers!

Want to be a Member of our Art Essence Club??

Cost is \$15 per year. You receive a discount loyalty card that entitles you to 10% discount on products and framing (*unless* already marked down) and a monthly newsletter delivered straight into your "in-box" on the first of each month. *Plus MEMBERS ONLY* in-store specials.

Current members: please check your expiry dates as we will no longer be sending reminders to renew membership. Membership cards *must* be presented when claiming discount on goods and framing.

WIDE BAY GALLERY IN-HOUSE HANDS ON DEMOS

The following demonstrations will be held at the Wide Bay Gallery each week on a Wednesday afternoon and repeated again on a Thursday afternoon to cater for numbers. Afternoon tea is provided. Please bring along an apron and your Art Journals (these are available in store for purchase if you don't have one). All other materials supplied. A maximum of 10 students per class – so book early.

Bookings essential: Phone 4122 1858 or email: widebaygallery.qld@gmail.com

A discount of 15% is applicable on products demonstrated and purchased on the day.

Where:

Wide Bay Gallery
228 Adelaide Street, Maryborough

Cost:

\$25.00 per person (unless otherwise specified)
Payable on arrival.

DONT FORGET TO CHECK OUT OUR ONLINE STORE.

ACRYLIC POURING MEDIUM – GEODES!



Sample image only

When: Wednesday 1st August 1.00-3.00pm
Thursday 2nd August 1.00-3.00pm

You've all seen these done on YouTube – now let's have a go! We will get you started on a very creative journey making these stunning pours using Atelier Pouring Medium and lots of bling!

This class will be \$30.00 including your take home board.

ATELIER ACRYLICS *NEW* PASTEL SHADES LAUNCH!

When: Wednesday 8TH AUGUST 1.00-3.00pm
Thursday 9TH AUGUST 1.00-3.00pm

Atelier has released their new range of pastel colours and we will be playing with them and painting a Unicorn.

You have to admit, these colours will be perfect!

\$25.00



Sample image only



Sample image only

BRUSHO* BASICS

When: Wednesday 15TH AUGUST 1.00-3.00pm
Thursday 16TH AUGUST 1.00-3.00pm

We will be showing you the colourfully explosive world of Brusho* in all its glorious applications. You will fall in love with this amazing product.

\$25.00

CHARCOAL CHIAROSCURO

When: Wednesday 22ND AUGUST 1.00-3.00pm
Thursday 23RD AUGUST 1.00-3.00pm

Learn dramatic light from the masters using the highly under-rated charcoal as our medium. We will be focusing on strong darks and dramatic lights in this workshop.

\$25.00



Sample image only

Featured Artist for Winter

Jacqui Close

Jacqui Close is a young up and coming artist to look out for. She has developed quite a talent with pastels and has proven she can create with the best of them by winning many classes within her age group and in the open sections. At the tender age of just 16, her technique and style belies her age. Definitely one to keep watch on, come and check out her beautiful artworks hanging in the gallery over the Winter months.

NEW IN STORE

Graphics 360 is a 100% rag, non-bleeding, translucent marker paper. It retains true colour with permanent as well as watercolour markers. 50 sheets A4 pad. Graphics 360 is also suitable for pencil, charcoal, pastels, and pen-and-ink.

Retailing @ \$36.72



Art Spectrum's Extra Soft Varnish Brush available in store as a 2" or 3" brush. Perfect for varnishing, priming/gesso applications and watercolour style washes. Retailing @ 2inch- \$9.55 & 3inch - \$16.37

Art Spectrum Square Pastels INDIVIDUAL!! These will be put in store during the month of August. So keep your eyes peeled for 180 colours of awesome pastels! Retail price TBA.



Brush and Pencil Coloured Pencil Powder Blender.

Something just for the coloured pencil enthusiast! Retailing @ \$35.88

Check out Brush and Pencil's video here:

https://www.youtube.com/watch?v=v4MLp_kUUxA

THIS MONTH'S SPECIALS

MEMBER'S SPECIALS ONLY!

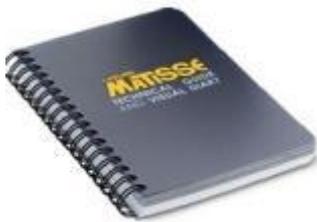
(only while stocks last)



Spend \$50 or more on any Langridge oils or mediums and buy a 250ml Langridge Safe Clean-up for **1/2 price**. (normally \$21.60)



Buy ANY Wright & Co. stretched canvas and receive a **FREE** 2" S&S Superior Bristle Wash Brush (valued @ \$10.95)



Spend \$50 or more on Matisse Acrylic Paint (either Flow or Structure) and receive a **FREE** Matisse Technical Guide (valued @ \$5.10)



Spend \$50 or more on any soft pastels and you can buy any Art Spectrum Colourfix Original Primer @ **1/2 price!!** (normally \$22.22)



DON'T FORGET!

"OLD LABEL SALE"!

Any Winsor & Newton, Winton or Daler Rowney Georgian oils

40% off any specially marked labels!!

That's a HUGE SAVING!

2018 Tutored Workshops in Maryborough

Expressions of interest in attending are encouraged and welcomed. Some Workshops have already started filling up. All workshops will be held at Blue Shades Motel conference Room 35-39 Ferry Street, Maryborough (near Lamington Bridge) – unless otherwise specified. Complimentary Light lunches, morning and afternoon tea. Contact Wide Bay Gallery for bookings and details. Accommodation package deals are available through the motel for “Out-of-Towners” (phone Kelli on 074122 2777 for details and mention that you’re doing a workshop). Further information of each workshop can be found on our website: <https://artmaterialsupplies.com.au/2018-tutored-workshops-qld/>

DAVID WELLS August 4-5 th	Oils – Portraiture – Level 1 \$300.00 + materials
TAMMY MARTIN 7 th – 28 th August	How to Draw Horses Level 1 \$250.00 + materials – (4 week course)
new DON MILNER 18 TH – 19 TH AUGUST	STILL LIFE IN OILS - \$250 + Materials
new DON MILNER 8 TH – 9 TH SEPT.	CHARCOAL - \$250 + Materials
new DAVID WELLS 6 TH – 7 TH OCTOBER	PORTRAITS IN WATERCOLOUR - Level 1 \$300 + Materials
new DONALD J WATERS 26 th 27 th 28 th OCTOBER	EXPLORING ACRYLICS THROUGH ART THERAPY - \$400 + materials. Early Bird \$380 due date Sept 1 st 2018.



Shining the Spotlight on Australian Artists:

Julius Killerby

Archibald Prize Finalist 2017

Julius Killerby is a Melbourne based artist, working predominantly with photography and paint. He generally

depicts figures on deserted islands, juxtaposing photography and paint to convey a psychological intensity in his subjects, prompted by their isolation.



You can follow Julius on Instagram and contact him through his social media for more information on any of his paintings.

<https://www.instagram.com/juliuskillerby/>

CLASSES, COMPETITIONS AND EXHIBITIONS

PASTEL CLASSES with VICKI ARMSTRONG

Friday mornings at Wide Bay Gallery from 9.30 – 11.30am. Suitable for all skill levels. Ring Vicki on 0409 647 380 for further information and bookings.



CAN'T GET TO OUR WEEKLY CLASSES?

SATURDAY August 11th we are getting together again for our monthly Saturday morning Journaling workshop. Cost is \$25.00 (payable on the day) plus bring your own quality, hard-cover, A4'ish journal. Bookings taken through WBG.

FOR THE WATERCOLOUR ARTISTS: MARY ARGALL.

Next Class is August 4th. Please advise asap if you are booked and unable to come along.



Mary has taught and attended for many years at Toowoomba's McGregor School of Arts. Cost \$35.00 each Saturday plus a materials list (available in store). Bookings through WBG.

****Update***CLASS IS NOW FULL BUT WE ARE TAKING RESERVES***

Be quick HOW TO DRAW HORSES Workshop with Tammy Martin. Due to frequent demand I have finally bitten the bullet and am now offering a four week course to give you a good foundation on how to accurately draw horses. Final work in charcoal (see sample) **Every Tuesday morning 7th – 28th August**. See in store for more details. \$250.00 (payable up-front) plus materials.



FREEHAND DRAWING WORKSHOPS with BRETT A. JONES

Six week course starting September 23rd 10.00am – 1.00pm. This course covers all aspects of freehand drawing from the most basic fundamentals right through to the most advanced techniques. Further information and bookings, please contact Brett on: 4128 7682 / 0401 543 327 or email: art@seaofpain.com

SUE'S ART ANTICS: Every Friday Morning @ Aldershot Hall. A great bunch of artists get together under the tutorage of Sue Crickett. Bookings 0429 968817. \$12.00 per class. Bring your project and your paints.

After School Visual Arts Workshops for Kids @

Further information here: (or visit Gatakers Art Space- Kent St Maryborough)

<http://www.ourfrasercoast.com.au/Events/EventId/2236/e/after-school-visual-art-workshops>



Whats on @ Gatakers Art Space:

<http://www.ourfrasercoast.com.au/Gatakers/Whats-On>

Don't forget to check out what's going on @ Hervey Bay Art Society:

<http://herveybayartsociety.org.au/>

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ONLINE COMPETITIONS:

FOLLOW THE LINKS TO ENTER AND TO FIND OUT MORE

(N.B. some online competitions require a high resolution digital image only and others require a physical delivery and collection of your artwork – check the fine print!)

- **Artist Network “Pastel 100” Competition 2018:**
<https://www.artistsnetwork.com/art-competitions/pastel-100/> Entry deadline September 4th 2018. First Prize \$5000
- **Artist Network “Strokes of Genius” Drawing Competition:**
<https://www.artistsnetwork.com/art-competitions/strokes/> Entry Deadline September 7th 2018. First Prize \$1000 plus all winning art will be featured in North Light Books’ hardbound showcase of the best in contemporary drawing

- **CORANGAMARAH ART PRIZE**

Entry Closes: Friday, 17th August 2018

Entry Fee: \$25

Prize: \$10,000

The exhibition will take place at the Red Rock Regional Theatre Gallery between 7th - 28th October 2018. More information and entry forms here:

<http://www.redrockarts.com.au/corangamarah-art-prize.html>

- **PADDINGTON ART PRIZE**

Entry Dates: Now - 17 August 2018

Entry Fee: \$50 or \$90 for a two work entry

Prizes: \$30,000, \$3,000 & 2 x \$1,000 (gift certificate)

Location: Sydney

Exhibition Dates: 12 - 22 October 2018

The Paddington Art Prize is a \$30,000 National acquisitive prize, awarded annually for a painting inspired by the Australian landscape. Entrants are encouraged to interpret the landscape as a significant contemporary genre and our national ethos. More entry details here: <https://paddingtonartprize.com.au/>

- **MEGALO INTERNATIONAL PRINT PRIZE**

Entry dates: Now - 23 September 2018

Entry fee: \$40 for 1 work or \$60 for two works

Prizes: \$10,000, \$5,000, \$2,500, \$1,000

Location: ACT

The Megalo International Print Prize is open to all artists over 18 years for works created after January 2017. Finalists will be announced Friday 26 October and all works will be made available for sale. More details:

<https://artdeadline.com/ops/megalo-international-print-prize/>

GET OUT THERE!!

10 WAYS TO **UNSUCCESSFULLY** MARKET YOURSELF AS AN ARTIST

1. Avoiding self-promotion

It's typical of artists to shy away from self-promotion. All kinds of reasons bubble up to the surface once you press an artist about the promotional opportunities available online: it's too complex, they don't know how to do it, they don't have the time to do it, and they're worried about someone stealing their work and ideas... The list is endless, take your pick. In truth, many artists are simply put off by the idea of actively promoting themselves and their artwork. So they choose to ignore it.

2. Promoting your work, but not the philosophy behind it

Why do so many people avoid art galleries? Because art can be (and often is) intimidating. If there's no behind-the-scenes story to shed light on your creative process and philosophy, people might be wary of engaging with it for the fear of being exposed as "unsophisticated" and "uneducated." The old myth that only art critics and art dealers can have an opinion about art is still very much alive and thriving

3. Having a lousy web presence

A vibrant online portfolio or showcase is a crucial part of your brand image, but sadly, it isn't nearly enough to grab people's attention these days and stand out from the crowd. A strong web presence means making the most out of all the digital channels that are relevant to your field of expertise. This can include maintaining a thriving Vimeo or YouTube channel, running a diverse blog, actively posting on social media platforms like Pinterest, Facebook, Tumblr, or Instagram, or building an email list of raving fans. Or: ideally, all of the above. Having a strong web presence means you're just a quick Google search away from your existing and potential fans.

4. Signing your artwork with your first name only

Think of every piece you create as a potential marketing tool. If you sign your work with your first name only, it makes it almost impossible for those who like your art to find you. Unless you're signing under a pseudonym or have a very unusual name, it's always best to include your full name. A new admirer can simply pop your full name into a Google search and locate your online portfolio almost instantly. However, if you only sign with a common first name like "John" or "Sarah," it will take a very passionate fan to sift through a pile of search results until they find your website.

Another mistake that artists often make is placing their signature in an area that can be easily cropped. Yes, it's outrageous to think that someone would do that, but cropping is more common than you'd like to think. Sometimes it happens because an image needs to be resized, sometimes it's done maliciously. Whatever the reason, you need to be thinking about this when choosing a spot for your signature. Be smart and protect your artwork from copyright thieves.

5. Using poor quality visuals

Many artists make the same boring mistake of using poor quality images to showcase and promote their work. Imagine walking into a physical store and finding used products on a shelf, with a handwritten note explaining that these are only representations of the real products... That wouldn't get you in the right mood for buying, would it? It cannot be stressed enough that compelling visuals fire up buyer's imagination and improve conversion rates. Great images elevate and strengthen your visual brand and can help you sell more, so think about what your customers might want to see and learn about the product before they make a purchase and brush up on your product photography skills.

6. Using a cookie-cutter branding strategy

The first thing you want to do when crafting a powerful branding strategy is to make sure your brand voice and visual story are cohesive and unique. Ensure that all your social media channels, your personal website and blog use the same colours, fonts, imagery and messaging, but please, don't be another artist with a *Comic Sans* banner on their site. Stay true to your philosophy and creative process and try to funnel that information into your branding. Let your art guide you and you won't fail.

7. Targeting everyone

You could say that the whole world is your target market. Who doesn't like art, right? But you couldn't be more wrong. Art comes in a rainbow of different colours, shapes, textures, sizes, and functionalities. And so do people (well, not exactly, but you get the point). To craft a winning marketing campaign and see your artwork flying off the shelves — even if they're digital — you must start by defining your target audience. It might be intimidating at first (yes, you're not a marketer), but the best approach is to look at your past clients — who are they? How did they find you? Why did they buy from you? Once you have all the answers, you can use that information to map out the tools and channels that will enable you to reach a similar audience. If your fans hang out in a particular online forum, an online art shop, or anywhere else — you need to be there and be visible. If you haven't had any sales yet, don't despair. Research artists who are in a similar field and study their strategy. Is there anything that you can borrow and build on? Remember, to succeed you must find people who not only love your art but are happy to pay for it, too.

8. Relying solely on social media

There's no denying that social media is a powerful tool that allows artists to build and nurture their fan-base. However, relying exclusively on social media channels to gain exposure and attract new buyers is risky, if not irresponsible. Overdoing the self-promotion on social media can damage your brand and shrink your following. Remember, engaging and connecting with your fans should be the number one goal of social media strategy. There's nothing wrong with sharing a link to your new blog post or updated portfolio, but bombarding fans with one promotional update after another will most likely be seen as spamming.

9. Building your network in the art world only

Let's be honest. Other artists are unlikely to become your loyal customers. It's great to have connections in the art world when it comes to forming creative partnerships, being part of important events, or simply surrounding yourself with like-minded people. However, having a bunch of connections outside the art world enables you to call in favours and seek advice when it's most needed. The more diverse is your network, the further its tentacles can reach.

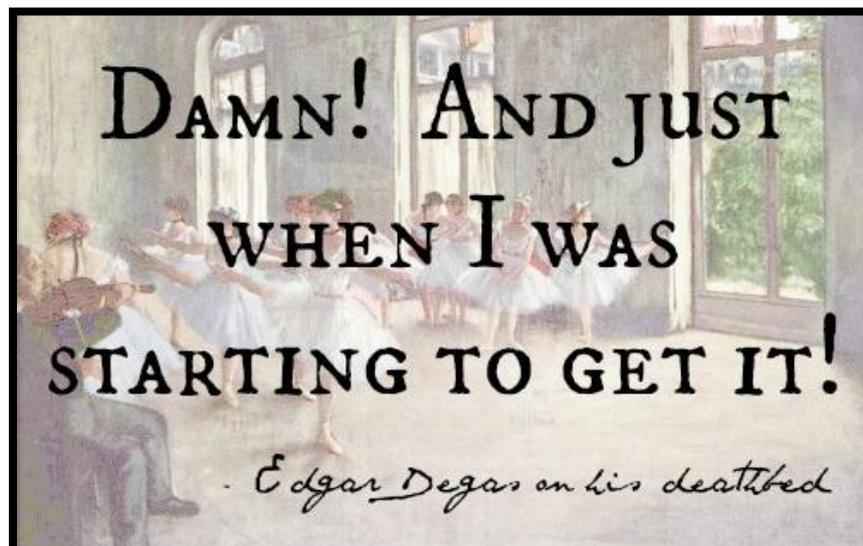
10. Not paying attention to SEO (Search Engine Optimization)

SEO is a hot topic right now. Why?? Because for thousands of online buyers, if you don't exist online - you don't exist at all. And when done right, SEO is basically free advertising. Claiming the top spots in search page results and showing up in the right searches is key to driving enough traffic to your website or creative portfolio. If people are not finding your work online, how will they buy it? SEO is something that takes a lot of work and doesn't happen overnight, so it's crucial to have a well planned out content strategy to beat your competition. If you feel like it's definitely not something you can do yourself, don't hesitate to hire a freelancer to get it sorted for you.

Source: <https://www.sketchbook.com/blog/10-ways-to-unsuccessfully-market-yourself-as-an-artist/>

**3 Successful
Facebook
ARTISTS**
...and how they promote art!

<http://www.artpromotivate.com/2012/09/facebook-pages-to-promote-art.html>



Cheers from the staff:

<p><u>Ernie</u> – Official Shop Mascot/Knee-Licker and Meet & Greet Committee, Ex-con (bailed from Pound, twice) Escape Artist and Stinky Bomb extraordinaire.</p>	
	<p><u>Sue Crickitt</u> – Customer Service, Brush Guru, Tutor & Folk Art Specialist, Mum to Nathaniel.</p>
<p><u>Ewalina Powell</u> – Bachelor of Arts, Oil and Calligraphy Specialist, Tutor and Customer Care Nanny to Alex Apprentice boatie (2nd mate)</p>	
	<p><u>Tammy Martin</u> – Pastel & Acrylic Specialist, The Best we have in I.T. Cos-player, Tutor & Co-Pilot, Equine, Dragon & Elf Expert Owner of aforementioned escapee</p>
<p><u>Bette Phillips</u> – Drawing and Pastel Specialist, Owner, Framer and Bean Counter Nanna to Kade George</p>	

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