

# SASA NEWSLETTER – April 2015

**President: Glenda Chambers**

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## Diary



APRIL	Thursday	9	Plein Air Outing: Cape Town Symphony Orchestra
	Monday	27	Hanging and Opening of Members' 1
	Thursday	30	Monthly Meeting: Demo by the Fellows
MAY	Saturday	9	Plein Air Outing: Stellenberg Gardens
	Thursday	28	Monthly Meeting: Yvonne Ankerman Talk

Creativity is allowing yourself to make mistakes. Art is knowing which ones to keep.

**Scott Adams**

## Letter from the President

Well this year has started with all of us running, painting, cycling, fighting fires etc. SASA has already had their Merit Exhibition, AGM, 1st Art in The park for year (sold over R140 000) and now on the 27<sup>th</sup> April we will be having our first Members Exhibition for this year. A real big hearty thank you to all the members on council and off, that always assist to keep SASA running so successfully. Every year everything just becomes more stream lined. We as a society now have four Exhibitions, selection weekend and two Art in the Parks, over and above the monthly meetings, outings, winter workshops and life drawing, isn't that awesome.

The Members' 1 Exhibition opens in just over two weeks! Thanks to all the members who have confirmed that they will be bringing work; there has been an excellent response. We have now reached capacity at over 320 works. Please make sure you know the conditions and rules so that there are no disappointments on hanging day. Do email your invitations to as many contacts as you can, the more people who know about it the better sales we are likely to have!

Next on the exhibition calendar is Selection Weekend for our 2015 Annual Exhibition. Every member may submit three works for selection. We hope to hold it the last weekend in July and will let you know as soon as we have the date. The Council has been busy planning the winter programme of life drawing and

workshops, and we hope to arrange some indoor outings as well. Life drawing was very well attended last year so I suggest you book your place soon.

We are also in the process of updating/ changing our website and will let you know the exciting changes in due course.

Our March monthly meeting was really interesting and we gained some valuable art investment tips from Alfred Bester, big thanks to Legacy FS for sponsoring cocktails and wine for this meeting. All who attended really enjoyed the talk as well as the socializing.



Please don't forget our outreach box if you are having a new year's clear-out in your studio. We can pass on any old brushes, used canvases, or other materials to those who can use them.

Just put the items in the box at our next meeting.

The desire to draw or sketch more often is also worth pursuing this year. How about challenging yourself to a 30 Day sketch challenge. Those who would like to take part can email their drawings to Libby for our Facebook. Why not give it a go? You may discover, or rediscover, a love for drawing!

Happy Easter to all and happy Passover to all our Jewish members.

*Glenda Chambers*

## □ Member News and Happenings



The noticeboard is put up at every monthly meeting and the latest news from the art world put up for your information. You are invited to bring along your own bits of information to post on the board. Members are also welcome to put up notices advertising their art related products or classes. Kate Pearce is now the person to contact on [katiemp69.kp@gmail.com](mailto:katiemp69.kp@gmail.com) or if you have any news you would like to share, email [secretary@sasa-artists.co.za](mailto:secretary@sasa-artists.co.za).

We welcome the following new members who joined in March –

- |                 |                          |
|-----------------|--------------------------|
| ☆ Eric Kjeseth  | ☆ Johanette van Deventer |
| ☆ Lynn Minnie   | ☆ Christa Clark          |
| ☆ Nicoleta Vlad | ☆ Teria Kleinhans        |
| ☆ Narda Rubens  | ☆ Sue Gardiner           |

We welcome you all and hope to see you at our monthly meetings. Remember, membership cards are available for collection at any of the meetings and at all exhibition hanging days.

Jeremy Day, the new council member for the outreach portfolio, is planning a number of art related workshops for selected schools who do not currently have an art programme. He has already embarked on earmarking several qualifying schools and would welcome participation from SASA members who would like to be involved in such a programme. However, to get the programme off the ground would not be possible without Barry O'Sullivan of Dala for generously discounting materials intended for this Vision outreach workshop.

The pilot workshop in January, in which most of the council members participated, provided an opportunity to evaluate and tweak the programme before it starts at disadvantaged schools.

With Dala's generous provision of materials, it means that SASA will be able to go out and demonstrate/encourage learners to increase their brush skills and put their "foot in the door" of the art world.

Besides regularly checking your spam boxes, please also ensure that we have your up-to-date details. If you have moved recently, we really need to have your new address and telephone number. More importantly, if you change your email address, please email [secretary@sasa-artists.co.za](mailto:secretary@sasa-artists.co.za) with the new details.

## □ SASA Programme - What's on

### Monthly Meetings

SASA Monthly Meetings are held at the Athenaeum, Boundary Terraces, off Campground Road, Newlands, on the last Thursday of every month at 19h00. Entry is R10 for members and R20 for guests, including refreshments. The library will be open from 17h45 to 18h45 – your membership card is your access to the library.

### Thursday 26<sup>th</sup> March: Talk on Investment Art with Alfred Bester:



Although a relatively small audience, Alfred Bester held us captive with how the big investors think and act in the art market, what the benefits are to them, and how many real investors buy what they deem 'good' art from relatively unknown artists. Alfred is himself an avid art collector, who has firsthand knowledge of the benefits of buying art, not only for its aesthetic value, but also for investment purposes. One has to buy with an educated eye and knowledge of the market, which Alfred, being one of the founder members of the Citadel art price index, certainly has. The index is used to analyse and track the value changes in art over a period of time. So keep painting; you never know, you may be the next 'discovery'. And we were treated to a superb feast of snacks and wine sponsored by his company, Legacy FS. Thank you Alfred, for a most enlightening talk.

### Thursday 30<sup>th</sup> April: Demonstration by our Fellows:

A demonstration with a difference! Nine of our Fellows will be doing demonstrations around the hall. You will be able to walk around and watch them at work. Lyn Northam, Penny Steynor, Fanie le Roux, Laura Wenman, Wyn Rossouw, Ros



Walters, Solly Gutman, Jeremy Day, and Helen van Stolk and will all be setting up their easels and starting paintings from scratch in their own inimitable styles.

This is going to be a real treat to see the top SASA artists at work.

## Thursday 28<sup>th</sup> May: Yvonne Ankerman Talk:



Intrepid traveller and resident ship's artist, Yvonne Ankerman will be talking about her time as the on-board artist on the MS Expedition, traveling from Cape Town to Morocco.

## ▣ Exhibitions

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### Members' 1: 27<sup>th</sup> April to 7<sup>th</sup> May:

By now, everyone should have received the conditions of entry which includes the entry form, a copy of the invitation to send to your prospective buyers, and a set of labels which need to be used on both the front and back of the work.

Last month's newsletter invited members to reply to Glenda if they are going to take part. If they did so, a generous allocation of 3 paintings was allowed. However, as with everything, we had a cut-off date which was highlighted in both the March newsletter

and the email that was sent out with the conditions of entry.

After the 5<sup>th</sup> of the month, if you haven't already let Glenda know that you'll be taking part, you will only be allowed to submit one work of art.

The response has already been overwhelming and this is going to be a tremendous Members exhibition!

### Other Exhibitions

**Shades of Mood** 16 April - 29 May 2015. A joint exhibition featuring Louis Nel, Mary Visser, Rick Becker and SASA Fellow, Helen van Stolk. Helen captures fleeting moments of our frenetic city street scenes. The immediacy of her expressionistic brushwork conveys the pulsation of the night life. The exhibition will be opened by Jill Trappler at 18h00 on 16<sup>th</sup> April. Contact [margie@eclctica.co.za](mailto:margie@eclctica.co.za). 9 Cavendish Street, Claremont. 021 671 7315. [www.eclctcamodern.co.za](http://www.eclctcamodern.co.za).

**Career Expo for Tertiary Fine Art** and Design Institutions and **Annual Arts Market** at the Frank Joubert Art Centre, Vredenhof Road, Newlands 18<sup>th</sup> April 2015 10h00 to 14h00. Some of the Institutions taking part are Centre for Fine Art Animation and

Design (CFAD), Red and Yellow School, Stellenbosch Academy of Design and Photography, Ruth Prowse School of Art, Stellenbosch University, The Animation School, University of Cape Town (UCT) Michaelis School of Fine Art.



SASA member and Café Nood owner, Margo Dekker, regularly has exhibitions at the restaurant based in Wilderness Road, Claremont. Opening on 8<sup>th</sup> March will be an exhibition by SASA member **Mike Forrester**, which will run until the end of May. 10% of all sales are donated to the Red Cross Children's Hospital. For more information, contact Margo at [info@cafenood.co.za](mailto:info@cafenood.co.za).

**Drawing the Line**, an exhibition in association with ArtB and the Bellville Arts Society will be held at the ArtB Gallery, Library Centre, Carl Aswegen Street, Bellville. The exhibition opens on 15<sup>th</sup> April and runs until 13<sup>th</sup> May. Contact 021 917 1197 for more information.

The Bellville Art will be holding an **Art in the Park** event on Friday, 24<sup>th</sup> April in the Elizabeth Park, Carel van Aswegen road, Bellville. They are extending an invitation to artists who would like to participate in

the day by selling their art – stands are priced at R50. Enquiries can be directed to Ian Engelmohr, 082 301 6152 or [bellvilleartcentre@gmail.com](mailto:bellvilleartcentre@gmail.com). Bookings and stand payments to be completed by 13<sup>th</sup> April 2015.

## ▣ Plein Air Outings

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### Thursday 9<sup>th</sup> April: A visit to the Symphony Orchestra Rehearsal:

After the last successful outing to the Cape Town Symphony Orchestra rehearsal, Helen has again arranged a visit for this coming Thursday.

**Venue:** Cape Town City Hall - meet at the side entrance door of the building (in the pedestrianised street which runs parallel to Darling Street, opposite Woolworths head office). **Meet** at 09h45. **Starts** at 10am, finishes approx. 1pm with a break in between.

**What to bring:** Small sketch pad and pen/pencil. Artists will need to be unobtrusive and quiet so please be prepared.

**Cost:** R50 admission which is a donation to FOM (Friends of Young Musicians). Parking: Street parking. Cost R12 per hour. What we will hear: **Conductor:** Dmitry Yablonsky **Soloists:** Oxana Yablonskaya (cello); Janna Gandelman (violin) Beethoven Triple Concerto in C, Op. 55; Schubert Symphony No. 8 in B minor, "Unfinished", D. 759; Stravinsky The Firebird Suite (1945 version); Please RSVP : Helen van Stolk – [helenvstolk@gmail.com](mailto:helenvstolk@gmail.com) or sms 082 785 7288.

**A Plein Air outing to Stellenberg Gardens in Kenilworth:** A wonderful chance to visit one of Cape Town's best kept secrets.

Stellenberg Gardens has invited members to paint in the gardens on Saturday 9<sup>th</sup> May 09h00 to 15h00.

30 Oak Avenue, Kenilworth.

Beautiful large gardens - River Garden, Formal Walled Garden, Garden of Reflection, Vegetable Potager, Parterre Garden, Herb Garden, Pump House, Timbered Lime Walk, Vine Walk, Main Lawned Garden, White Garden and the new Safari Garden they are just starting on this year, beautiful old gates, huge trees. Some garden beds will already be stripped for winter, but still plenty to do. When in the gardens, if artists find a gate closed, you can go through but please close it again behind you.

Limited parking inside, please press the second button down at the Main Gate (marked Stellenberg) and say you are from SASA and the staff will let you in. Please, all artists to arrive between 9:00 and 9:30am (staff



can't stand by the camera inside indefinitely). Park carefully (leaving space for others) right opposite the entrance gate only, other three sides of square are for tenants' parking only. No pictures taken may go onto internet social pages, and are for personal use only. Bring tea and lunch. There are guest

toilets at Lower Stellenberg. No pets. Regret that no visitors are allowed into the Main House.

When open to visitors Stellenberg normally charge R50 per person for locals, but there will be no charge to SASA members however, donations are welcome if anyone feels so inclined.

Please contact Helen van Stolk at [helenvstolk@gmail.com](mailto:helenvstolk@gmail.com) to let her know if you will be attending.

## □ Workshops, Classes and Information

Your 2015 membership card will allow you to claim your 10% discount from the following art shops:

**Deckle Edge – all branches. The Italian Artshop. Village Brush and Canvas. The Art Shop in Hermanus.** You will need to present your new 2015 membership card when claiming your discount, so please ensure that you collect your card at the monthly meeting. All the art shops have instructions to only give the 10% discount to paid up members.

**Roelof Rossouw Impressionist Workshop** 30<sup>th</sup> May

\*The magic of Sunlight and shadow \*Painting with light and colour \*Alla Prima wet into wet \*semi-broad brush Impressionist oil painting \*working from photos

\*simple and strong composition \*simplifying and unification of shapes and detail Cost R350  
Contact: [mcron@sun.ac.za](mailto:mcron@sun.ac.za) or (after 20<sup>th</sup> April) [WCartsoc@gmail.com](mailto:WCartsoc@gmail.com).



The next 'Exhibition on Screen' at Ster Kinekor Cinema Nouveau at the Waterfront will be **The Impressionists**. The works of Cezanne, Monet, Degas and their compatriots fetch tens of millions of dollars. But just who were they really? Why and how did they paint? What lies behind their enduring appeal? This film has secured unique access to a major new exhibition focussing on the 19<sup>th</sup> Century Parisian art collector, **Paul Durand-Ruel** who championed Impressionism in the face of condemnation from the Paris Salons. A film well worth seeing. Showing 30, 31 May, 3, 4 June. [www.cinemanouveau.co.za](http://www.cinemanouveau.co.za).

## □ Arty Facts



Getting perspective right is sometimes not that simple.

Yes, we follow all those guidelines and draw lines all over the place to get to those elusive vanishing points, and yet, somehow, they don't always seem to work!

Disc Artgizmos Perspectoscope Artist's Perspective Tool is a simple visual aid for drawing and determining the angles found in oblique and parallel perspective. When held up to a subject it clearly shows the viewer how to create accurate perspective. It can be used when painting from photographs, sketches and plein air. A very versatile and handy time saving tool.

## Pricing Artwork

Just before exhibitions, we are often asked about pricing artwork. This is a complex issue and we usually advise artists to visit exhibitions and galleries and see what the asking prices are. Look at what is selling, for how much, and most importantly, is the artist a 'known' figure in the art world.

[Saatchi Art](#) offers the following advice:

"Pricing your originals appropriately is critical to selling your work. As an artist, you should always be prepared to explain how and why you have arrived at your prices. Therefore, it's very important to adopt consistent, fact-based pricing principles and methods.

"If you're new to the market, the following are some basic pricing principles and methods for you to consider.

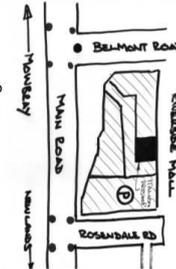
"Price your art based on comparables. Set your prices similar to those of other artists with similar experience and who work in similar mediums. When comparing your works to others, consider factors such as dimensions, medium, materials, and the artists' achievements such as prizes, exhibitions, press, etc., as these will have a bearing on pricing. Also, when looking at price figures for comparison, always consider art that has sold, not art that has not yet sold.

"Price your art like a retailer—at two times the cost of materials.

"A common practice for new artists is to establish prices based on time, labour, and the cost of materials. Set yourself a reasonable hourly wage, multiply that by the number of hours it took to make the work and add that figure to the cost of your materials. For example, if the cost of materials is \$50, your hourly rate is \$20, and you spent 20 hours

### The ITALIAN ARTSHOP has moved

We are very excited to introduce our new and improved shop to the members of SASA. You can now find us at:  
**Ground Floor  
Riverside Mall  
cnr Main Road Belmont  
Road  
Rondebosch**  
The new shop is just 500m down the road from our old shop, so it's incredibly easy to find. The best part is that there is plenty of free, safe, undercover parking right next to our shop (turn down Rosendalerd)



**THE ITALIAN ARTSHOP**  
FOR ALL ARTISTS PAINTS AND MATERIALS

Riverside Mall (Ground Floor)  
Cnr Main & Belmont Road  
Rondebosch 7700, Cape Town  
TEL: +27 21 685 1877  
FAX: +27 21 685 1877  
info@italianartshop.co.za  
www.italianartshop.co.za



creating your art, then your work would be priced at  $\$50 + (\$20 \times 20) = \$450$ .

"You should also be consistent in your pricing. If you are selling one work in multiple channels, make sure its price is consistent everywhere. Similarly, be consistent about pricing works within your portfolio—for example, your larger works should be consistently priced higher than your smaller works.

"Broaden your appeal by offering works at various price points. If someone likes your work but can't afford a \$3,000 painting, they will find a \$500 painting more attainable.

"You can always increase your prices after you have made some sales and have factual evidence to justify a price increase. Keep records of all your sales and the prices at which you've sold works. Remember that it's much better to competitively price and sell your work now to gain exposure (increasing your prices in the future) than to have your work sit unsold."

The aim of art is to represent not the outward appearance of things, but their inward significance.

**Aristotle**

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