

SASA NEWSLETTER – July 2015

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☐ Diary



JULY	Saturday	11,25	Life Drawing: Newlands Scout Hall
	Sat/Sun	18/19	Selection Weekend: Rustenburg Girls' High School
	Wednesday	22	Hiking Outing to Rondevlei Nature Reserve
	Saturday	25	Winter Workshop: Gerda Kenyon
	Thursday	30	Monthly Meeting: Landscape Life and Still Life Competition

Without art, the crudeness of reality would make the world unbearable. George Bernard Shaw

☐ Letter from the President

Another milestone for Ivanonia Keet who turns 95 on the 12th. Happy birthday Iva from everyone at SASA. (see Member News and Happenings).

I would like to thank all the members who have complimented the Council for all their hard work, commitment and dedication to SASA both via email and also verbally to me. Council members are volunteers who give willingly to the improvement of your Society and the Arts. Only the secretary and treasurer are paid a token. It is great to have such a positive feedback, makes it all worthwhile. I am very proud of the calibre of artists SASA attracts.

While in Paris over August and September, Liz and I will still be in daily contact, thanks to Adrian Larkin and Windows 365 (in the clouds lol). Any hands-on activity will be overseen by Jeremy Day but correspondence can now be emailed to president@sasa-artists.co.za or secretary@sasa-artists.co.za. Using these addresses will ensure an open line no matter where we are.

Just a reminder, that the selection weekend is just over a week away on 18th and 19th July 2015. Members have been asking can you submit only 1 painting: yes you can enter 1, 2 or 3 paintings. These are then judged by outside judges. Depending on what you score your work is then selected for the Annual Exhibition and if you score enough points you will then qualify for the Merit Exhibition. Please ensure that you read the conditions of entry for this, and remember for Selection, no work done in a class environment, or workshop can be submitted, even if the teacher gives you permission. No copies, only your own original work from your own source documents can be submitted. Nothing off the internet. Make sure you

leave enough time for your paintings to dry. Best we all get cracking, me included.

Please also note that because of the change of Selection dates, one of the Life Drawing sessions has been moved from the 18th July to the 25th July. What a terrific response with over 30 SASA members taking part.

Laura Wenman gave us the most fantastic winter workshop on the 20th of June. Once again thank you so much Laura, everyone loved it. Life Drawing is well under way, and the new venue seems to be working really well.



June saw Mike Taberner and Adrian Larkin launching the new website and On-Line Gallery to our members. It was really exciting to see the great response that this received. Please see more details in this newsletter with regards to putting your work up. Loads of questions were asked and many good ideas were shared. Thanks again Brandesign and Adrian Larkin for a really great looking modern website that is user friendly. Looking forward to seeing our members' work up and selling.

Next meeting is our Landscape, Life and Still Life competition, see details in this newsletter. Art Source will also be selling their sketch pads and giving a short talk.

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. Please contact Kate Pearce on katiemp69.kp@gmail.com.

Our membership continues to grow and this month we've had six new members join. We welcome

- Suzanne Melling
- Valda Todd
- Amber Druian
- Marga Bezuidenhout
- Bronwen Carr
- Julianne Kirkwood



Our longest standing member Ivanonia Keet will celebrate her **95th** birthday on July 12th. She joined the Society at the age of 16 in 1936 so has been a member of SASA for 79 years – surely a record anywhere! In 1979 she was invited to become an Honorary Life member. She studied art at UCT and was a joint winner of the Michaelis prize in 1935. She also studied fresco painting in Italy and painted a series of murals for the recreation hall in the General Post Office in Cape Town. Iva has taken part in numerous solo and group shows as well as SASA exhibitions. In 2007 her landscape “Aponogeton Pool” won the best oil award at our Annual Exhibition.

She has painted in oil and watercolour and her chief subjects are landscapes and horses. Her father was Edward Roworth, an early member and past President of SASA. As he first exhibited with SASA in 1903 there has been a member of the Roworth family in the Society for a 112 years! As well as being a portrait and landscape painter, Roworth was Professor at Michaelis and Director of the SA National Gallery. Iva knew many of the well-known South African artists of the 20th century. Iva's other interests are horses and dogs, and she is Patron of the Cape Bulldog Club. She lives in Somerset West and still takes a keen interest in SASA's activities. Have a wonderful birthday Iva! (author Linda Howe-Ely)



Please regularly check your spam boxes and 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. If you change your email address, please email 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 25th June: Presentation on the new SASA Online Gallery: Thank you to Mike Taberner and Adrian Larkin of Brandesign – the opportunities for selling online just got better!

Thursday 30th July: Alla Prima Landscape, Life and Still Life Competition



Artists sketching in the White Mountains by Winslow Homer, 1868, oil painting

Our Annual mid-year competition has grown in stature and entries. With the number of artists who attended the exciting plein air outings, plus a full house at the life drawing this year, we encourage you to bring your work, in all of the three categories, of work done **from source and not finished in the studio!** for the 2015 competition. As you can see, we've added the words “alla prima” into the title in an effort to encourage everyone to get into the spirit of the competition and put up unfinished work if necessary.

The Life Drawing is currently in full swing and Helen van Stolk arranged some amazing plein air outings this past year. And there's still time to set up that still life, invite a couple of friends along for tea, and get painting. This is the only SASA event dedicated to painting directly from source (or life) so **PLEASE** adhere to the spirit of the competition – no paintings or drawings from photographs, the internet, the computer or your i-pads!

To enter, simply bring your artwork along to the next monthly meeting where it will be displayed for your fellow artists to vote on. There is no charge to enter; you must just be there to vote.

The Rules are as follows:

- ☆ Only SASA members may participate, and artists wishing to take part *must* be present at the competition.
- ☆ Work must be either a landscape/seascape AND/OR a life drawing/painting AND/OR a still life composition. Dictionary definitions of these terms are:
 - ◆ **Landscape art** is a term that covers the depiction of natural scenery such as mountains, valleys, trees, rivers and forests. We have included cityscapes and seascapes in this category.
 - ◆ **Life drawing** is the process of depicting the **human** figure from observation of a live model.
 - ◆ **Still Life** is painting of inanimate objects such as utensils and containers, fruit and cut flowers.
- ☆ Life studies, still life and landscapes **must** have been executed from life (not from photographs, nor from another artist's work).
- ☆ One entry per member in either one or all categories.
- ☆ Work may be in *any* medium.
- ☆ Works *do not* have to be framed.
- ☆ Work **cannot** be submitted if it has been done in a class convened by an art teacher, nor if it has been previously entered in any SASA competition or exhibition.
- ☆ Work submitted must be the original hand-made work and cannot be a photographic or electronic reproduction.

We will exclude work that does not fall into any of these three categories e.g. **no animals accepted**.

Work entered may be submitted for selection and to a future SASA exhibition.

To re-cap:

- ✓ This is the **only** SASA event dedicated to painting directly from the source
- ✓ Any paintings or drawings done from photographs or any electronic source will be disqualified
- ✓ Work finished in a studio will also be disqualified

Catherine Moss of Art Source and SASA Fellow Lyn Northam have agreed to give a critique after the voting has taken place. Two experienced artists to draw wisdom from. The prize winners will receive vouchers from Art Source who now have a shop in both Observatory and Cape Town. We encourage all members to try their hand at capturing colour and light **from life**, and to bring their efforts along for our mutual appreciation.

📺 Exhibitions

Selection Weekend: 18th and 19th July:

By now, everyone should have received the Conditions of Entry together with the entry form and labels and those members who have volunteered to help over the weekend should also have received their respective duty lists.

Please make sure you read the instructions carefully so we can avoid any 'incidents' on the day. Because it is a weekend of intense activity by all concerned, no membership fees will be taken on the Saturday. Please make sure you are up-to-date with your membership. Membership cards will be available for collection on the Saturday as well, if you haven't collected yours already.

If you are unsure of what is required of you and have read the conditions thoroughly, please contact Glenda at president@sasa-artists.co.za.

109th Annual Exhibition: 19th to 29th October:

Work that is selected at the Selection Weekend will be exhibited at our prestigious Annual Exhibition. This

year marks the 109th Annual Exhibition. Good luck to everyone who is taking part in Selection.

Members 2: 2nd to 10th December: Very much later in the year and right into the summer months which is always a good place to be. Make a note in your diaries and all the details will be sent closer to the event.

Other Exhibitions

Cities in Motion, an exhibition to be held at the Cape Gallery until 25th July includes work by SASA members Helen van Stolk and Tony Grogan. The work reflects the changing concrete facades that flank our cities and the social energy that these changes inspire. Contact the Cape Gallery on 21 423 53090 for more information.



The second 'Tiny Treasures' exhibition will be held at Art.b from the 8th to 29th of July, 2015 at the Bellville Library gallery. For queries, please contact Nico Eilers at Artb Gallery either at artbellville@gmail.com / phone 021 917 1197.

☐ Online Art Gallery



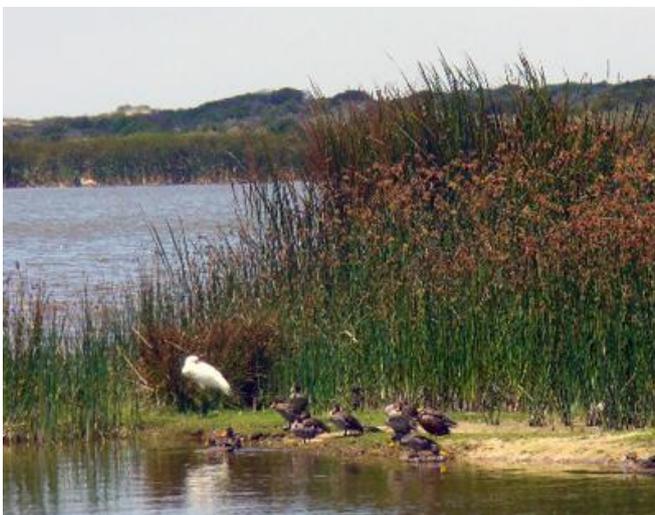
In order to enhance the SASA experience and to give yet another opportunity to our members to exhibit their work online, we are in the process of launching the new online gallery through our website.

To find out more and to take part in the gallery, please visit the website at www.sasa-artists.co.za and go to the drop

down menu, Gallery, and then to Gallery Application. There is an initial Joining fee of R250 which includes the first five pieces of artwork plus an annual listing fee of R100. Thereafter the annual listing fee of R100 will be applicable. The good news is that your next annual listing fee will only be due in January 2017. If you sell an artwork through the gallery, you will be able to replace that artwork free of charge but if you decide to update your work or replace an unsold work the cost per change will be R50.

☐ Outings

Hiking and Sketching Outing: 22nd July



The outing to the Rondevlei Nature Reserve, Grassy Park was postponed in March as the water level was very low. Things are looking better now so let's hope the weather will be sunny and windless on the day.

There are bird hides with benches and shade, water, reeds, birds and mountain views. This outing will involve minimal walking, and it is all flat!

It will only be worth going if there is no wind, so please let Linda know if you are interested so we can stay in touch. Those not certain of how to get there can arrange to meet at a central point and share lifts.

Date: Wednesday 22 July. Time: Meet at 9h30 and stay as long as you like. Cost: There is an entry fee of R12.

Convener: Linda Howe-Ely; 021 797 2601 or 073 5644 845

lindahe@vitalitybroadband.co.za

☐ Life Drawing Studio

Just two more sessions left of this year's life drawing studio. If you would like to put your name down in case of a cancellation, please contact either Mary McMillan at marymcm@mweb.co.za or Libby Harrison at art@libbyharrison.co.za.

❑ Winter Workshops

For our third and final workshop for this year, **Gerda Kenyon**, who spends time in Pietrasanta in Italy, will take you through the initial stages of sculpting and clay modelling in the workshop on Saturday 25th July from 9h30 to 16h00. The venue for this workshop will be the new Art Source studio in town - 62 Roeland Street next to Vida Coffee Shop (corner Roeland and Upper Canterbury). The cost for the workshop will be R450 which includes all your art materials – a board fitted with wire, clay and sculpture tools. You need to have some idea of what you would like to sculpt and bring reference photographs with you.

Space is limited so you need to contact Glenda Chambers at president@sasa-artists.co.za to book and payment can be made to SASA Nedbank Constantia, branch 198765, account number 1088006981 and **please** use your name and what you are paying for as the reference – ‘name/workshop’.



Pic from Constantiaberg Art Society

❑ 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** and 5% from **Art Source in Obs** and **Art Sauce in town**. You will need to present your 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 discount to paid up members.

Derric van Rensburg will be hold a 2 day workshop in Somerset West on 17th and 18th July. Please contact Sharmain on vanart@mweb.co.za for further information.

Imibala Gallery in Bright Street, Somerset West are calling for Applications for 2 half-week Gallery Assistant posts for suitably qualified and adaptable individuals who will be available from 1st September 2015 for half-week posts at the Imibala Gallery. Duties will be both administrative and public-focused, as candidates are expected to engage with gallery visitors as well as to

support the Gallery Curator in his/her work in preparing Imibala for its upcoming exhibitions. If you are interested in applying for this post, please contact Jodine Viljoen jodine@imibala.com with a covering letter, your CV and salary expectations. Applications must reach Imibala before Wednesday 15th July 2015.

For Sale – **Three Albums of the British The Artist Magazine** – complete for the years 2003, 2005 and 2006 – in excellent condition and incorporate all mediums. Price R150 per album. Contact Marion Langton at 0783 515 404 or e-mail mlangton@telkomsa.net

The PPC Imaginarium Awards are open to South African citizens, resident holders as well as foreign students with study permits, who are not professionally established in their respective fields. Entries may be submitted by individuals or team collaborations, and artists and designers may enter multiple categories, with an original artwork for each category.

Having evolved from the longstanding PPC Young Concrete Sculptor Awards, the PPC Imaginarium encourages artists and designers to create and express their abilities using Portland cement-based concrete as a primary base or material. Each category winner stands a chance to win R50 000; while runner-up contestants receive R15 000. The overall competition winner will receive the grand prize of R100 000 at the winners' exhibition in 2016.

Entries close 31 August 2015. Visit www.ppcimagarium.co.za for more information.

❑ Library



Remember that the library is open every monthly meeting from 17h45 to 18h45. There are always news items coming in every month; magazines, DVDs and books, giving everyone a wealth of information to choose from.

If you can't make the meeting and have items out on loan, please contact Audrey to renew these items, otherwise you will be liable for a fine on overdue items.

If you have any queries on any library matter, please contact Audrey Innes on audsinnes@hotmail.com or in an emergency, phone 076 571 3976.

□ The Online Art Market

With the launch of the new online gallery for SASA members through our new website, this article reinforces the necessity of promoting your art online.

By Brian Sherwin, art critic, blogger, curator, artist and writer based near Chicago, Illinois. Sherwin is the Editor of [The Art Edge](#).

"The online art market has grown by 41% since 2014. The Art Newspaper verified this growth in a [recent article](#). The article referred to a report released by [Hiscox fine art insurers](#). The report states that the majority of artwork purchased online is priced at \$15,000 or less. Furthermore, 93% of the respondents (art collectors) suggested their desire to collect art is driven by passion. We can learn a few things from the Hiscox report.

"The data collected by Hiscox reveals that social media has impacted how collectors buy art. For example, 52% of the respondents view [Facebook](#) as one of the most important social media sites utilized by the art world. The respondents were fond of [Instagram](#) as well. Additionally, 24% of the respondents noted that social media posts by galleries and artists had directly influenced their purchase decisions. These percentages are expected to rise drastically over the next year. The days of relying solely on art magazines for exhibit and art sales information are officially over, folks!

"The Hiscox report suggested the art market is changing. In other words, the art market -- as a whole - - is no longer dominated by extreme wealth. People from all walks of life are buying art online. The bad news is art buyers are not as quick to spend over \$15,000 on a work of art discovered online. In fact, 41% of the respondents said the average price paid was less than \$1,500. The good news is most artists fit within the price range that has done well online

"I imagine we will see the \$15,000 mark passed in leaps as people become more comfortable buying expensive art online. The next generation of art buyers will certainly be more comfortable buying expensive art online if they can afford it. The [art collectors of tomorrow](#), as I like to call them, were born 'wired' --

they have been raised viewing their parents make major purchases online. Buying online is second nature to them. Frankly, hesitant artists and galleries MUST adapt to their expectations in order to remain viable in the future. Note: In many ways the Hiscox report validates some of the issues I've been tapping on the shoulder for over a decade. The time to offer [affordable art](#) is now.

"I can remember when art galleries scoffed at the idea of selling art online. I can remember when artists mocked the idea of having a website -- they screamed, "You only need gallery representation!" I wonder how that worked out for them. I can remember when art writers -- ranging from art critics to journalists -- loathed the idea of focusing on a blog. The 'landscape' has changed drastically in recent years. It will continue to change. Note: I'm actually surprised we don't see more galleries hiring staff members to fill an online sales role. I know some of the BIG galleries in NYC have done that. I imagine it will trickle down at some point. The gallery of tomorrow needs someone with online sales knowledge today.



"In closing, the world is at your fingertips. The online art market has grown by 41 percent over the last year. It will continue to expand. You can reach art buyers from the comfort of your home. You can reach potential buyers no matter where you live. The online art market will continue to expand."

**The artist who aims at perfection in everything achieves it in nothing.
Eugene Delacroix**

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www.sanava.co.za