

# SASA NEWSLETTER – September 2014

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## □ Diary



SEPTEMBER	Thursday	11	Closing of Members' 2
	Wednesday	17	Plein Air Outing: Signal Hill
	Thursday	25	Monthly Meeting: Selection Day Judges Critique
OCTOBER	Monday	06	Opening of the Annual Exhibition
	Thursday	16	Closing of the Annual Exhibition

**Cut back to a few important tasks and your work will be transformed. Do only a few things in life and those things will breathe and take on an importance they never had before.**

(Leo Babauta)

## □ President's Letter

Our Members' 2 Exhibition opened on Spring Day, Monday the first of September, and it really was a lovely spring evening opening, with lots to eat and drink! Thanks to all the Council members and helpers who worked so hard.



It is a very full exhibition with over 600 works on show (including those

in the portfolio), and 57 works have been sold so far.

This is already nearly double the number of works sold at Members' 2 last year..

There have been many compliments about the high



standard of the show. It is good to see that some brand new members have already sold work! Fortunately the weather has been quite the opposite of what we had to deal with in 2013 and the forecast promises mostly sunny weather up till closing day on Thursday the 11th.



Ayesha Price, principal of the Children's Art Centre in Zonnebloem gave a thought provoking opening address. Among other things she suggested that we take people to visit the exhibition who have not been exposed to art before. She also reminded us that artists remain "forever young"!

The outdoor painting season has begun again and I hope Lyn Northam's talk on plein air painting at our August meeting will inspire more members to take part in our outings. If you are trying it for the first time, start very simply, with a small sketchbook, pen or pencil, and maybe a water brush and a few aquarelle pencil crayons. Don't expect to produce a masterpiece, but just enjoy the experience, and as Lyn said, don't forget the coffee! Whatever you manage to do in your sketchbook will be a happy souvenir of the day.



Thanks to Yvonne Ankerman for continuing to arrange an outing for us every month. It would be wonderful to have more outings, so if anyone knows of a lovely garden or farm where we could go and paint, please let me or Liz know.

*Linda Howe-Ely*

## ☐ 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. If you want to know more, contact Solly Gutman on 021 434 8355 or send an email to [brights@telkomsa.net](mailto:brights@telkomsa.net) or if you have any news you would like to share, email [secretary@sasa-artists.co.za](mailto:secretary@sasa-artists.co.za).

In August we had 11 new members join our society.

- |                        |                           |
|------------------------|---------------------------|
| ☆ Jean Mayhew          | ☆ Peace Petty of Hermanus |
| ☆ Kristen McClarty     | ☆ Carrie Lam              |
| ☆ Linda Butler         | ☆ Nasser Nour             |
| ☆ Beth Jacobs-Ferreira | ☆ Willie Steyn            |
| ☆ Christine Crowley    | ☆ Lyn Horn                |
| ☆ Margo Dekker         |                           |

Welcome, and we hope to see you at our monthly meetings.



Our sympathies and thoughts are with Margie Johnson who recently lost her husband, Rob. Margie is well known to many of our members both as a teacher and

for her demonstrations, lectures and critiques at past monthly meetings. Rob was her great support and we will miss his presence at our exhibition openings.

Congratulations to **Ron Waldeck** who achieved 4<sup>th</sup> place in the Category 17 - Floral Realism section of the **2014 American Art Awards**. Ron's



entry, 'Jasmine Flowers' competed against artists from 51 countries around the world.

Again, a special request for members to please check their spam boxes. The internet sometimes does strange things and will put the oddest emails into 'spam'. There is also one email that we cannot trace - [21311989@wpgu.co.za](mailto:21311989@wpgu.co.za) which may be going through another server. If anyone can identify this address, please email [secretary@sasa-artists.co.za](mailto:secretary@sasa-artists.co.za).

## ☐ 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 28 August: On Outdoor (Plein Air) Painting with Lyn Northam.** Lyn gave all the members present a great insight into the world of plein air painting, from what to look for, what to take with you, setting up and most importantly, advice on just enjoying the process whether you produce a fabulous work of art or not. Thank you, Lyn, for an inspiring evening.



### Thursday 25 September: Critique Evening with the Selection Weekend Judges:



Now is your chance to ask all those questions raised after Selection Weekend. Our judges, Riaan Cronje, Jenny Parsons and David

Oertel will be on hand to give you their reasons for

their scoring. This is open to all members who put work in for judging but more specifically for those works that didn't make the selection. Bring the work that you entered on Selection Weekend, along with the score you achieved – it's always interesting to hear what others have to say about artwork in general and how they perceive your work in particular.

**Thursday 30<sup>th</sup> October: Lynne Marie Eatwell Demo:** Well-known artist, Lynne Marie Eatwell will be giving us a demonstration of how she goes about her work. Make sure you make a note in your diaries for this one. Details in next month's newsletter.

## Exhibitions

**Congratulations to our prize winners from Selection Weekend.** The 'Best of' winners are:



* Best Oil	...	Laura Wenman
* Best Acrylic	...	Margie Taswell-Yates
* Best Drawing	...	Adele Galgut
* Best Pastel	...	Charles van der Merwe
* Best Watercolour...		Pam Quinlan
* Best Sculpture	...	Peter Nicolle

The top 12 point scorers are Dale Elliott, Jeremy Day, Lolly Hahn-Page, Lyn Northam, Mel Elliott, Penny Steynor, Iris van Dyk, Laura Wenman, Thea Darlow, Evan Douglas, Charles van der Merwe and Margie Taswell-Yates.

If you scored 25 points or more, you will be eligible to exhibit at the Merit Exhibition early next year. Everyone who qualified will be notified in due course.

### Members' 2 Exhibition: 1 – 11 September:

Members' 2 is currently in full swing and sales have been really good. If you haven't already visited the Sanlam Hall at Kirstenbosch, make your way there before Thursday 11<sup>th</sup>.

### Annual Exhibition: 6 – 16 October:

Preparations for the 108<sup>th</sup> Annual exhibition are well under way. If you had work selected for the Annual, you will need to bring that work to Kirstenbosch on the morning of 6<sup>th</sup> October – all the details are on the Conditions of Entry you received for Selection. Remember that all canvas boards and thin stretched canvases must be framed if this had not already been done for selection. If any work is sold prior to the exhibition, it will still have to be exhibited and the relevant commission will be payable.

On a rather sombre note, we have recently had a number of queries on artists copying either other artists' works or using pictures from the internet. When these queries arise, we are obliged to investigate for both your protection and ours. This is not a reflection on the artwork but rather a result of rather complicated copyright laws which we are required to obey.

### Other Exhibitions

The second **Prince Albert Art Festival** will be from 18<sup>th</sup> -24<sup>th</sup> September. This year they plan to take more art out of the gallery into public spaces where local people gather. It is felt that an art festival generates cultural exchange. Artists and audiences can relate across social barriers. PArt2014 will enhance local exposure to art, provide a unique outlet for artists to show their works and contribute to the small-town economy. Invited artists will work in Prince Albert's public spaces. Supporting and taking part will be SASA Members, Di Ackerman, Christine Thomas, Janet Dirksen and Sally Arnold. For more information contact Sally on [sallyparnold@me.com](mailto:sallyparnold@me.com) or Di on [dfackerman@gmail.com](mailto:dfackerman@gmail.com). <http://www.part2014.co.za/>



A group exhibition is being held in the old wine cellar at **Nova Constantia**, in Nova Constantia Road, from Saturday 27<sup>th</sup> September for one week, 10 am to 4 pm, until Saturday 4<sup>th</sup> October. There are 17 artists

showing a wide variety of work including oils, etchings, photography and fibre art. Contact Christine Bane on 082 869 4001 for further information.

You are invited to the opening of an exhibition of paintings by Mollie Townsend at St. James Retirement hotel at 11 am Saturday 4<sup>th</sup> October. The exhibition continues until Saturday 11<sup>th</sup> October 2014. Please RSVP your attendance on tel: 021 709 0708 or 021 788 8931/4.



**Café Nood in Claremont** will be celebrating their 1<sup>st</sup> birthday on the evening of the 30<sup>th</sup> October. The evening will comprise an art exhibition and the launch of their partnership with the Red Cross Children's Hospital Trust. 10% of the proceeds of every painting sold will be donated to the trust. Please contact Margo Dekker at 081 671 4475/021 671 4968, [info@cafenood.co.za](mailto:info@cafenood.co.za) if you would like to exhibit one or two paintings. There will be a small hanging fee which will also go towards the hospital fund. The paintings will be exhibited in the restaurant till mid December.

**The Stellenbosch Arts Association** will be holding their Members' Exhibition from the 13<sup>th</sup> – 25<sup>th</sup> September at the PJ Olivier Arts Centre, 3 Blom Street, Stellenbosch. For more information contact Chris Hall [chris87hall@gmail.com](mailto:chris87hall@gmail.com).

## ❑ Winter Workshops

There is no doubt, from all the comments received, that our workshops this year were an absolute hit with everyone who took part.

The last workshop was the Etching Workshop with Nicholas Esterhuizen and from the sounds of things, a

number of etchings will be on display at future exhibitions.

A special thank you to all our teachers who gave their time this year.

## ❑ Plein Air Outings

Lyn Northam's talk at last month's Monthly Meeting has hopefully inspired members to take advantage of SASA's plein air outings. This month Yvonne has arranged an outing to Signal Hill on the Wednesday 17<sup>th</sup> September from 09h30 – 12h30. Members of the Constantiaberg Art Society will be joining the paint out this



month, and we are going to make this one a "Special Big Paint Out"!

Please email Yvonne at [yvonnea@soft.co.za](mailto:yvonnea@soft.co.za) to let her know if you are coming. We need a minimum of 5 people at this venue. Please bring your own, lunch, tea, easel, chair, sunhat, and sun protection.

The **Western Cape Art Society** is planning a plein air excursion on Saturday 13<sup>th</sup> September to the Vergenoegd Wine Estate near Somerset West. They have permission to paint virtually anywhere on the estate, and there are spectacular subjects in every direction! Breakfast is not available, so bring snacks/coffee. Wine-tasting opens at 9.30 am, from which time toilette facilities will also be available in the Manor House. The restaurant is open for lunch. For more information and a detailed map on how to get there, please contact Shelly Deane [wcartsoc@gmail.com](mailto:wcartsoc@gmail.com).

The **Fish Hoek Art Society** will be having a paint out at the lower entrance to Kirstenbosch on the 16<sup>th</sup> September. Please contact Cindy on 082 925 2935 or Ann on 083 503 6972 for more information.

**Urban Sketchers Cape Town:** Remember you can consider contacting the Urban Sketchers group about joining in their outings. Go to their facebook page; <https://www.facebook.com/groups/urbansketchcapetown> to find out more. As urban sketchers, they sketch anything drawn on location, indoors or out, from direct observation.

## ❑ Workshops, Classes and Information

Your 2014 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 2014 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.

On the 17<sup>th</sup> September there will be a **lecture by William Kentridge** at the Iziko SA National Gallery. Entrance costs vary for each event, and these are on their website <http://www.iziko.org.za>. You can also contact Lizzie O'Hanlon, Tel. 021 481 3951 (Tuesday to Thursday 10:00–14:00) or email [sangfriends@iziko.org.za](mailto:sangfriends@iziko.org.za).

On Tuesday 23<sup>rd</sup> September the **Michaelis Collection** are presenting a lecture by Edward Saunders on Vermeer. The lecture is hosted by the Friends of Michaelis. Tuesday 23<sup>rd</sup> September 2014, 18h00 for 18h30, TH Barry Lecture Theatre, Iziko SA Museum. **Entrance** : R100 for members; R120 for non-members. Tickets available at the door.

 207 Main Road Newlands, Cape Town TEL: +27 21 685 1877 FAX: +27 21 685 1877  info@italianartshop.co.za www.italianartshop.co.za  ***** Mail order our specialty- R25.00 postage irrespective of size of order.	<h3>New @ The Italian Artshop</h3> <p>Herman Pekel DVD 'A Journey in Watercolour'</p> <p>Street scenes in Melbourne to the countryside in and around Faversham in Kent.</p> <p>Stunning new French porcelain palettes</p> <p>● Arches 300g watercolour paper 56x76cm R139.00</p>
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If you don't know about it, **First Thursdays** is a public event where Art galleries and cultural events around Cape Town's central city stay open until 9pm or later on the first Thursday of every month, allowing anyone to explore the city on foot and experience the cultural wealth this city has to offer. There is no tour, schedule, or guided walk; that is up to you. Click here for the [map](#) that's available to help you figure out what to see and where to go by highlighting what is

happening. Also go to their website [www.first-thursdays.co.za](http://www.first-thursdays.co.za).

Now, in addition to the Cape Town event, **Stellenbosch** will be starting **Last Thursdays**, the first one on the 26<sup>th</sup> of this month. This university town is a hub of creative talent so if you're planning a trip out that way, include this cultural event on your calendar.

## □ Library

Please remember that your current membership number allows you to take two items out every month. It is also important that Audrey Innes is advised timeously if you are unable to return any items. Her email is [audsinnes@hotmail.com](mailto:audsinnes@hotmail.com).



This month there will be a number of magazine back issues on sale at really bargain prices. Beautifully illustrated catalogues will also be available to buy so the earlier you get to the next monthly meeting, the better the choice. Please contact Audrey if you have any queries.

## □ Arty Facts

We are all aware of the red, yellow, blue and white mantra in mixing paint colours. But it's always nice to explore the different colours the various manufacturers bring out.



In the watercolour range, there is a wonderful pigment blend called Moonglow, marketed under the Daniel Smith brand. It is a three-pigment blend made up of Anthraquinoid Red, Ultramarine Blue and Viridian which greys the resulting violet colour. Selectively blot and lift a surface wash to expose delicate blue-greens. It also makes a great shadow colour.



Not really new, but ignored nevertheless, in the oil and acrylic ranges are the very useful gold, silver, copper and bronze colours. These colours can be used to give a luminescence to an existing colour or can be used on their own to create that shimmer sometimes so hard to get. Most of them are semi-opaque and are surprisingly inexpensive. Fun to try.

## Pricing Artwork for the Market

Extracts from [ArtBusiness.com](http://ArtBusiness.com). By author and art consultant, Alan Bamberger.

In order to price your art realistically, you must understand and respect how the art business works. You must step back and objectively evaluate the significance and quality of your art in relation to all other art.

Understanding common mistakes that artists make when setting prices is the first step in this process. The more aware you are of the big picture, of what other artists are creating, how it's being priced and marketed, and who's buying what for how much and why, the better prepared you are to price your art sensibly.

Many artists make the mistake of equating dollar values with psychological factors like how emotionally attached they are to their art. They place special meanings and, therefore, special asking prices on certain pieces of their work, but have little or no

relation to the selling prices of the rest of their art or to art prices in general.

Avoid this pitfall by keeping any art off the market that you feel exceptionally close to or involved with. Keep it in your own personal collection.

The opposite of placing excessively high prices on works of art with high levels of personal meaning or emotional attachment is placing excessively low prices on works of art that lack those qualities. Experienced collectors who bargain hunt for art love when artists' under-price art based on feelings rather than on more objective factors. Consistency in pricing is a cornerstone of successful selling. And don't make the mistake of thinking that your art is so unique that nothing else compares to it. All art is unique. Every artist is unique.

If you're just starting out and have not sold very much, pricing your work based on time, labour, and cost of materials is often the best way to go. You still want

your final asking prices to be in line with what other artists with similar credentials to yours are charging for their work.

The best way to stay in the hunt is to make sure that you're always charging the same or even a little less than what you determine to be the "going rate" in any given selling circumstance.

Lastly, have something for everyone. Offer art in all price ranges. People who like your work, but can't afford the big stuff should at least have the opportunity to come away with something. Do whatever you can to provide them with art. That's the best way to maximize your exposure, create good will, get yourself out there, jump start your sales, and become known and respected in the arts community.

## □ Advertising Rates

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### All money earned from advertising goes towards our Outreach Initiative.

To advertise in the newsletter or send out an email, the advertising rates for *art-related* events are:

Full page	R260	Quarter page	R110
Half page	R160	Sixth page	R 85
Third page	R130	Eighth page	R 70

### Email rates

Business or non-members advertising service or goods for profit. R170

Members advertising service or goods for profit. R120

**A country where flowers are priced so as to make them a luxury has yet to learn the first principles of civilization.  
(Chinese proverb)**

We are an affiliate member of the



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