

# SASA NEWSLETTER August 2018



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## Diary

SEPTEMBER	Saturday	8	Winter Workshop: Maré Bruwer: Silk Painting
	Thursday	13	Closing of Annual Exhibition and Collection of Work
	Thursday	13	Evening Life Drawing at the Athenaeum
	Thursday	27	Monthly Meeting: Sculpture Demo by Harry Johnson

A portrait is a picture in which there is just a tiny little something not quite right about the mouth.

John Singer Sargent

## Letter from the President

Dear Members,

A warm Spring welcome to all our long term, recent and brand-new members.

Wow, where did August go! Ah yes, it was Selection Month!! I think I can safely say that it all went very well. I thought our Judges, Virginia MacKenny, Liesl Hartmann and Gail Dorje were excellent and consistent. I didn't expect to have as much fun as I did as this Selection. Thanks again to all those who volunteered to help make it such a success. Virginia kept mentioning how impressed she was that everything ran so smoothly and efficiently. Praise indeed.

And congratulations to everyone who submitted work for judging, I know that for some it's not an easy thing to do, but you will get used to it. Don't be deterred if you didn't make it this time, and please do enter next year. And of course, massive congrats to the winners of the Best Of's, Highly Commendeds and Commendeds.

Our prize winners on the evening –

Best Oil	Helena Jordaan
Best Acrylic	Jeremy Day
Best Watercolour	Pam Quinlan
Best Pastel	Christopher Reid
Best Mixed Media	Ali Lauren Melck
Best Drawing	Suzanne Fortgens
Best Sculpture	Penny Steynor
Best Print Media	Marilyn Southey

and congratulations to Jeremy Day and Laura Wenman on their Senior Fellowship awards. A great achievement from two very talented artists.



Virginia gave us a wonderful speech at our Opening, which was very well attended for sure. In her speech she mentioned a couple of books for recommended reading and she was asked for the titles, so here they are with their links to Amazon, though one can probably get them on Loot or Takealot: Anna Tsing '[Mushroom at the End of the World](#)' and Peter Wohlleben's '[Hidden Life of Trees – What they Feel, How they Communicate](#)'

The icing on the cake however was the Crit evening. Turn out for this was low, but those that did bring work were well rewarded with excellent advice and pointers given out by Virginia and Liesl.

The Annual Exhibition is going well. Sales to date are around the R116,000 mark for 39 works of art. Well done all those who've sold. Don't forget to collect your paintings on Thursday 13 September from Kirstenbosch!

The last of our Winter Workshops and evening Life Drawing take place this month. Maré Bruwer's Silk Painting on the 8<sup>th</sup> and then Thursday 13<sup>th</sup> for the final Life Drawing at the Athenaeum. And then our next meeting will be a demo by Harry Johnson which I am looking forward to immensely. Liz sent you all the information earlier, or rather late last month, when we thought we would have to swap the Crit evening. I'm sure she'll remind you again.

Before September whizzes by, remember that we must now prepare for the Members' 2 exhibition being held from 1 to the 11 October. Liz will be sending out the Conditions of Entry shortly. Hopefully warmer weather will prevail for the Opening.

Until next time, be creative, be kind.

Audrey Innes

## ☐ Member News and Happenings

The noticeboard is put up at every monthly meeting and the latest news from the art world posted 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 have any news you would like to share, email [secretary@sasa-artists.co.za](mailto:secretary@sasa-artists.co.za). We have included a list of art teachers at the end of this newsletter, so if you would like your name added to the list, please email [secretary@sasa-artists.co.za](mailto:secretary@sasa-artists.co.za).

This month we welcome the following new members:

- Lorraine Magda
- Lynne Ward
- Keagan Larkin
- Lisa Williams
- Dimitri Papathanassiou
- And welcome back to Shelley Banfield



Sadly this month we have to inform you of the passing of one of our members, **David Beatty**. A medical professional, David had been a member of the society for 10 years and was always involved with the Doctors' Exhibitions. Our condolences to his wife, Sue, and to his family and friends.

Our prayers also go to **Sonja Frenz** and her husband Dirk on the loss of their daughter, Danielle earlier this month. Our love and support go to both of you at this time.

**Christopher Reid** has been selected to be part of a watercolour exhibition in China this spring. 30 artists were chosen from among entries from 50 countries. The exhibition will be on display at the Hong Museum in Shanghai 25-31 October 2018 and then at the IWS Watercolour Museum in Zhuji 2 November until 2 December 2018. One of his paintings will become part of the IWS Watercolour Museum's permanent collection at the end of the exhibition. He will also be representing South Africa at the IWS Country Leader conference as the head of IWSSA. The award includes an all-expenses paid trip to Shanghai and Zhuji to meet with watercolour artists from around the world for the ceremony, a conference, and to paint en plein air. Congratulations Chris!



## ☐ 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. We encourage you to attend these meetings, find out what's going on in your society and connect with your fellow artists.

### Thursday 30 August 2018: Judges Critique: Report Back



As Audrey has already touched on in her President's letter, this critique by Virginia MacKenny and Liesl Hartmann was one of the most insightful and helpful yet. Even those members who didn't bring work learned a lot from these two marvellous artists and teachers.

Feedback from our judges is always helpful and lets us understand why and how we can improve in our chosen art field. A big thank you to both of them.

### Thursday 27 September: Sculpture Demo by Harry Johnson:

We had a bit of a scare last month when two of our judges said they may not make the August meeting (luckily it turned out perfectly) – and Harry Johnson was going to step in with his demo.- thank you Harry. But we are now on track and Harry will be demonstrating his sculpture technique at our September meeting.

A Master Sculptor, Harry has produced more sculptures in 10 years than any other South African sculptor has in a lifetime — more than 1000 originals, of which most are once-off.

He has done portraits of world famous sports stars, celebrities, three national monuments and one international monument.

Harry is an exciting artist to watch in action. He recently took part in a 'paint out' organized at Kirstenbosch and drew lots of attention and comment. And we have the opportunity to watch him work his magic at our September meeting.



## ☐ Exhibitions

### Selection Weekend: 11/12 August: Report Back:

Although the number of people entering for selection was down (by six) over last year, the standard of work that was submitted over the weekend was exceptional.

Well done to everyone who entered work and congratulations to all of those who managed to achieve the high cut-off mark to be able to exhibit at Kirstenbosch.

### 112<sup>th</sup> Annual Exhibition: 24 August – 13 September:



In full swing our Annual exhibition has started with terrific sales. We've also had an unprecedented number of overseas visitors buying work which is a good sign for things to come. Collection of unsold work is on Thursday 13 September from 16h00.

Well done, everyone.

### Members' 2 Exhibition: 1 – 10 October:

Exhibition season is in full swing and the second Members' exhibition will open on 1 October – in just one month's time!

Conditions of Entry will be sent via email in the next day or two. Please would you let us know if you plan to take part by emailing Glenda Chambers at [exhibitions@sasa-artists.co.za](mailto:exhibitions@sasa-artists.co.za). If you could let us

know by 13 September, we will then have an idea of how many works of art you will be able to submit. Obviously we are limited by the venue size, so the sooner you reply, the sooner we can work out numbers.

Please read the Conditions of Entry carefully as they are self-explanatory, but if you have any further queries you can email [secretary@sasa-artists.co.za](mailto:secretary@sasa-artists.co.za).

## ☐ Winter Workshops

### Saturday 8 September: Workshop with Maré Bruwer: Silk Painting:

This will be the last workshop for 2018, and there are still a few places left.

The technique of painting on silk requires careful planning and patience and the application is very different from other media. As the results can be so unpredictable, this promises to be a workshop full of surprises.

The workshop will be held at the Peter Clarke Art Centre in Newlands and the cost of the course will be R350. The only additional cost will be the silk at R35 a metre. Maré will supply the inks and salt, etc. SASA will supply the tea and biscuits, but please remember to bring your own lunch. You can book now by emailing [secretary@sasa-artists.co.za](mailto:secretary@sasa-artists.co.za) and paying the R350 to SASA Nedbank Constantia branch 198765 account 1088006981 and please use your name and the name of the workshop as the beneficiary reference.



Artist Pauline Whorrall

## ☐ Life Drawing

Also our last life drawing event of the year will be on 13 September, so make a note as you can still join in.

The evening sessions are held at the Athenaeum and you need to be there at 6 for a 6.30pm start. Late comers will not be allowed in as this disturbs the others as well as being an infringement on the model.



You can come through on the evening or book through [secretary@sasa-artists.co.za](mailto:secretary@sasa-artists.co.za) and pay – R100 per session – to SASA Nedbank Constantia branch 198765 account 1088006981 – PLEASE use your name as the beneficiary reference.

## □ SASA Online Gallery

One of the essentials in getting your work out to the broader community is through the internet and the SASA gallery gives members that opportunity. The cost of having your work included in the SASA Gallery will be R250. This will include the cost of uploading a maximum of five artworks submitted and no additional charge will be made for up to five changes during the financial year. Please remember that the money paid towards the gallery goes to promoting the site online.

For more information and how to get onto the gallery, visit our website at [www.sasa-artists.co.za](http://www.sasa-artists.co.za). You can also email Libby Harrison at [art@libbyharrison.co.za](mailto:art@libbyharrison.co.za) and she will be happy to assist you.



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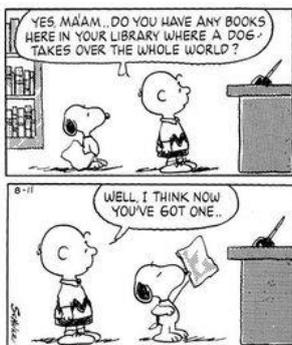
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## □ Library



Our Library is open from 17:45 to 18:50 prior to every monthly meeting. Your membership entitles you to take out two items per month. Remember you will be fined for overdue items - R20 for a DVD, R10 for a book and R5 for magazines.

We are constantly getting the latest magazines, books and DVDs for your to enjoy, and there is no charge to take out library items. So why not take advantage of all that information that lines the shelves. You can take items out for one month – plenty of time to put advice into practice.

To renew your library items or to find out more about the library and what it entails, please contact Glenda Chambers at [exhibitions@sasa-artists.co.za](mailto:exhibitions@sasa-artists.co.za).



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## ☐ Workshops, Classes and Information

Your 2018 membership card will allow you to claim your 10% discount from the following art shops: **Deckle Edge in Salt River, The Italian Artshop in Rondebosch, Brush and Canvas in Claremont, The Art Shop in Hermanus and Artland in Claremont.** Also 5% from **Art Source in town and Creative Atelier in Durbanville.** And **Blanc Canvass in Gardens** is now also offering SASA members a 10% discount. You will need to present your 2018 membership card when claiming your discount.

**The Constantiaberg Art Society** will be holding their Spring Exhibition at the Richard Crowie Hall in the Kirstenbosch Gardens from 17 to 26 September. The opening will be on the evening of Monday 17 September. For more information and an invite to the opening, please contact Sue Paulsen at [tompaulsen@netactive.co.za](mailto:tompaulsen@netactive.co.za).

## ☐ Outreach

By donating your old art items you could be helping someone less fortunate than yourself to achieve their dream of becoming an artist.

SASA has for many years now been supporting artists and we are very grateful to Winsen's Canvases, a Johannesburg based company who offer a country wide delivery service free of charge



(see their ad), and who continue to donate canvases to our Outreach programme.

One of the recent recipients of their wonderful canvases was Amos Jack, a full time artist and regular exhibitor at SASA events. Adrian Larkin was thrilled to help Amos with these canvases.

## ☐ Framing

### Using Frames to Sell Artwork by Eric Rhoads

"In the world of selling and marketing your art, there are obvious tactics and subtle tactics. Obvious are things like marketing plans, and all the tricks and techniques I talk about in my Art Marketing Boot Camp series. But there are also many subtle things that we rarely think of as important in selling art. One such subtlety is the impact a frame has on the sale.

You've probably heard the story of a gallery owner who told me of a painting that had hung for a year with no buyers. The gallery owner believed it was a spectacular painting, and it was priced at \$2,500, but it simply was not selling. But before returning it to the artist, the gallery owner decided to try reframing it. So he sent it off to his top framer and invested in a very expensive, ultra-high-quality frame that cost as much as the painting itself. He then changed the painting's price to \$14,999. The painting sold the first week it reappeared.

I think frames are like automobiles. Any basic, inexpensive car will get someone from Point A to Point B. So why do affluent people spend money on high-priced vehicles? Because they look good in them. Cars are like picture frames for people. If the car is expensive and looks it, the driver must be a successful person. The right cars send a signal of success. Quality frames send a signal of success, too. If the

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frame is that good, it must be surrounding a good painting.

I once visited an artist friend's home to pick up a painting. He confided in me that he was not selling as well as he wanted, yet I knew his work was undervalued and would become very desirable. I told him that the problem was the cheap-looking frames he was putting on his work, which were keeping his prices down and his sales low. I suggested that if he improved the quality of the frames, he'd see a disproportionate rise in the sales of his paintings — and could therefore increase his prices. He told me he couldn't afford to frame a whole show in expensive frames. My response was that it's a cost of doing business and that if he was serious about being in business, he needed to get serious about his frames.

To his credit, the artist listened. He experimented with one big painting by having a very high-quality frame made. It sold immediately at a high price and funded upgrades for all his frames. The end result, as predicted, was higher sales and higher prices. Today his prices are soaring, and his paintings are in high demand. Though he is doing well today because of the quality of his paintings, he had been being ignored because most people will pass by paintings in cheap, unattractive frames.

I know many a gallery owner who reframes paintings to make them sell. The most successful galleries always use high-quality frames.

Are your frames preventing sales or holding your prices down? One thing most highly successful artists have in common is that they know the importance of investing in really high-quality frames.

Price does not always equate to quality. There are many wonderful frames that look good at a reasonable price. Yet even then, a discerning collector will see the difference between a \$100 frame and a \$2,500 frame. I know artists and galleries that spend hundreds,

sometimes thousands on frames, and even a couple who spend tens of thousands on frames. They know they will get their price with the right frame. A person buying a \$10 million painting probably wants a million-dollar frame (yes, they do exist).

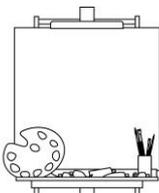


I recently purchased a painting online by a very well-known and accomplished artist but was very disappointed when it arrived. My immediate reaction was that the painting did not look very good in person — until I realized the problem was the frame. I simply was not willing to hang that frame in my home because it stuck out like a sore thumb.

I encourage you to experiment and see the difference. It isn't easy, takes a big leap of faith, and depends very much on the customer profile and where they are viewing your work. It's important to think of a painting as a whole package. Quality paintings and quality frames go together.

*PS: Subtle clues send deep messages to buyers. People who want the best won't consider you the best unless your subtle clues are the clues that indicate quality, which includes the quality of your work, the frame quality, and even the back of the painting — which won't impact the initial sale of the work but will impact the buyer's perceptions once the painting is in their hands ready to hang. Many artists I know make their own frames in order to control quality and match the painting perfectly, which is great if you can take the time."*

## Art Classes



If you would like your name added to this list, please email [secretary@sasa-artists.co.za](mailto:secretary@sasa-artists.co.za)

**Marion Langton FSASA** offers workshops and classes in watercolour in the Somerset West area. She can be contacted on [mlangton@telkomsa.net](mailto:mlangton@telkomsa.net).

**Lyn Northam FSASA** holds her 'beginner/ get back to it' oil classes at the Newlands Scout Hall on Thursday mornings. Contact her at [northamlyn@gmail.com](mailto:northamlyn@gmail.com)

**Wyn Rossouw FSASA** offers regular workshops and classes in the Bergvliet area specialising in drawing. Her email is [wynrossouw@icloud.com](mailto:wynrossouw@icloud.com).

**Penny Steynor FSASA** offers watercolour classes during the week in her studio in Rondebosch. Contact her on [steynor@mweb.co.za](mailto:steynor@mweb.co.za).

**Laura Wenman FSASA** offers drawing and oil painting technique classes for beginners to advanced students from her studio in Parklands. Tuesday mornings and Friday afternoons. Contact her at [laurawenman@gmail.com](mailto:laurawenman@gmail.com).

**Karin Atherstone** will be teaching Watercolours for beginners. 8-week course in Somerset West. Starting August 8, 2018 Wednesday 9:30 – 12. Contact. 021 851 5299 or email: [info@thecraftersinn.co.za](mailto:info@thecraftersinn.co.za).

**Elize Bezuidenhout** holds regular portrait workshops in her studio in Durbanville. For more information and to find out times, contact Elize at [elize.bezuidenhout@vodamail.co.za](mailto:elize.bezuidenhout@vodamail.co.za)

**Karen Burns** has classes on Wednesday mornings at the Newlands Scout Hall specialising in still life working from life. You can contact her at [karenjl@telkomsa.net](mailto:karenjl@telkomsa.net).

**Glenda Chambers** offers both morning and evening classes and regular workshops in watercolour and oil in the Blaauwberg area. You can contact her at [gchambers@mweb.co.za](mailto:gchambers@mweb.co.za).

**Jessie Colman** runs Innovative and exciting drawing courses as part of the Bergvliet High School Adult Continuing Education Programme. Details on the website or email Jessie at [colman1@telkomsa.net](mailto:colman1@telkomsa.net).

**Rose du Preez** offers "acrylic on canvas" art classes from her studio in Plumstead. Mornings, Tuesday (Beginners) and Friday 9.30 am-12.00, Evenings, Monday and Wednesday 7pm-9.30. Contact Rose at [rosemarydupreez@yahoo.com](mailto:rosemarydupreez@yahoo.com)

**Sonja Frenz** runs both workshops and regular art lessons from her shop in Durbanville. Contact her on [sonjafrenz@gmail.com](mailto:sonjafrenz@gmail.com) for more information.

**Alyson Guy** in the Hermanus area, has weekly art classes on Mondays and Tuesdays from 14h00-17h00 and Tuesday to Thursday from 10h00-12h30. Oil, acrylic, watercolour and pastel are covered. Contact [mag@hermanus.co.za](mailto:mag@hermanus.co.za).

**Marcelle Lyons** holds oil and watercolour classes, as well as workshops and courses in her studio in Hout Bay. You can contact her at [marcelle.lyons@gmail.com](mailto:marcelle.lyons@gmail.com)

**Joanne McGilvray** holds sculpture classes in Kalk Bay. The cost is R600 for 6 x 2 hour sessions, plus the cost of all material, firing, etc. Maximum of 3 pupils per class. Contact her at 082 443 3116 or [joanne.mcgilvray@gmail.com](mailto:joanne.mcgilvray@gmail.com).

**Lynne Menge** in the Milnerton area holds regular workshops and classes in acrylic in her studio. Contact her at [lynne@adrenalyn.co.za](mailto:lynne@adrenalyn.co.za)

**Melanie Meyer** offers the new form of art class aimed at art skill development and personal growth experience. Small classes. Kenilworth studio. Friday and Saturday mornings. All media from inks to watercolours to oils to pastels and more. Beginners to advanced creatives. For more info contact Melanie at [melanie@melaniemeyer.co.za](mailto:melanie@melaniemeyer.co.za)

**Vicki Norcliffe** offers portrait classes Monday mornings with a model. Please contact her at [vickinorcliffeart@gmail.com](mailto:vickinorcliffeart@gmail.com)

**Christopher Reid** offers regular workshops and classes in his Hermanus studio teaching a wide range of subjects such as plein air landscapes, portraiture, drawing, and advanced colour theory. Contact him at [chris@ReidsArt.com](mailto:chris@ReidsArt.com)

**Inge Semple** holds watercolour classes in the Southern Suburbs. She also holds regular workshops. Contact her on [iicjsemple@mweb.co.za](mailto:iicjsemple@mweb.co.za).

**Kim Watermeyer** offers general art classes in a studio in Plumstead: including acrylic painting, drawing, linocuts, printing etc. Morning & evening classes. Beginners welcome. Contact: [kimwatermeyer@gmail.com](mailto:kimwatermeyer@gmail.com)

## ☐ Advertising Rates

**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. R200  
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