

SASA NEWSLETTER – September 2016

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Diary



SEPTEMBER	Monday	19	Members' 2: Exhibition Hanging and Opening
	Wednesday	21	Hiking and Sketching Outing: Table Mountain
	Thursday	29	Monthly Meeting: Judges Critique
OCTOBER	Monday	10	Studio Visit: Elize Bezuidenhout and Sonja Frenz
	Friday	21	110 th Annual Exhibition: Hanging and Opening
	Thursday	27	Monthly Meeting: Talk by Yvonne Ankerman

The main thing is to be moved, to love, to hope, to tremble, to live. Auguste Rodin

President's Letter

Dear Members

The "Spring" has sprung. Another Selection weekend has come and gone. Congratulations to all our winners and of course to all those that got paintings in. What a tough selection it was! Our three judges were Derric van Rensburg, Andrew Cooper and Terry Taljaard. The day once again saw the amazing talent that SASA artists produce and the cut-off point of 13 was by no means a reflection of the standard of art, but rather a reflection of the tough judging that took place on the Sunday. The cut-off point is determined by the number of paintings that the exhibition hall at Kirstenbosch can hold.

Every year the selection of the judges becomes harder and harder. Members have asked me what the judges are looking for. They are sent a brief about the selection procedure, to look for the normal things like composition, subject matter, tonal value etc. and, yes, their preference does have an influence.

From 9.00am till 9.30 the judges look at all the work to get a feel for the general standard. This is an opportunity to discuss the work and confer with each other. Formal judging starts at 9.30am. The work will all have been delivered, numbered and arranged in order the previous day.

The process operates as follows:

1. The judges sit at 3 separate tables, each with a scoring box.
2. Judges do not confer or talk with each other while judging so as not to influence each other.
3. Each work is brought from the stacked rows by a runner and passed to the presenter.
4. The presenter shows the work to the judges and reads out the title and medium only. The presenter will bring the work closer to show the detail; and may be asked to come even closer if necessary.
5. The judges then turn their scoring box to whichever score they allocate to that work. * Scoring: 1 (being poor) to 10 (10 being excellent). Each work will receive a total score of between 3 and 30 (i.e. 1 from each judge if all deem it poor, up to 10 from each judge if all deem it excellent).
6. The scribes sitting opposite will capture the displayed scores on computer.
7. The score on the box is kept until the next work is presented in order for the scribes to capture correctly as they cross-check with each other.
8. The total score for that painting is written on it by a scribe and it is then returned to be re-stacked.
9. Works which score 20- 30 are placed in a separate area and the award-winners are selected from these later.
10. When the judging is completed, the judges will look at all the works which scored 20-30 and select the prize-winners i.e. 'Best Of', 'Highly Commended' and 'Commended' in each category. (Oil,

Watercolour, Acrylic, Pastel, Mixed Media, Printmaking, Drawing and Sculpture.) Judges may discuss and confer with each other during this process.

There is no theme so the works will be of widely varied subject matter. Obviously art is subjective yet the key elements in any artwork are composition and design, skill and technique in the medium, creativity and originality, and of course the overall impression of the piece. Paintings are not required to be framed for the selection but will have to meet our exhibition rules regarding presentation IF they are selected. As the number of points a painting achieves determines whether it will be exhibited in our Annual Exhibition later in the year, this day is of great importance to all our artists!

The artists' signatures are covered and we ask that each painting is scored on its merit alone. Should a judge happen to recognise the style of an artist they are asked not to let this influence their judgement! We try to maintain silence wherever possible during scoring so as not to cause distraction but judges are free to call to our attention anything which is felt detrimental to the overall fairness of the process e.g. talking, grimacing or muttering by runners or presenters. The names of the judges are kept secret to avoid any undue influence. Contact with the judges after exhibition is strongly discouraged as questions can be raised at the critique at the monthly meeting.

For consistency, we carry forward one judge from a previous year and this year Derric van Rensburg was judging for the second time.

We are hoping for an exciting, fresh and original body of work to be selected which will also encourage contemporary artists and showcase the diversity and talent of our members. In order for our members to receive feedback on their work, our critique evening will be at our meeting on the 25th of August at 7pm, I hope you will be able to make that.

I have learnt over the years to not get stressed about the selection, for everyone their journey in art is different. As long as you are selling and improving and are happy with your painting that is all that matters. Be true to yourself with every brush stroke.

SASA Annual Exhibition will prove once again to be outstanding. Thank you SASA members for putting yourself out 'there' year after year.

Once again thank you to all our helpers and the SASA Council who worked extremely hard to have everything running smoothly as usual.

Our Members 2 Exhibition is 19-29 September. Looking at who has replied so far, I am confident that SASA will once again have an exhibition to be proud of.

SA Artist magazine has arrived, so those who subscribed and have not yet collected, please collect from me. Remember that this only comes out every 2 months.

Start following us on twitter, like our Facebook page and share art info.

READ the newsletter for all the upcoming events.

Happy painting !

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 Stephen Gibson on artassist@cybersmart.co.za or if you have any news you would like to share, email secretary@sasa-artists.co.za.

Although it's nearing the end of the year, we welcome the following new members to the society:

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|----------------------|-----------------------|-----------------------|
| ☆ Merle Dewar | ☆ Maritza Breitenbach | ☆ Stephanie la Grange |
| ☆ Tanya Klein-Werner | ☆ Riana Engelbrecht | |

We look forward to meeting you at our monthly meetings.

Sadly, for those of you who remember him, Eugene Shuddingh passed away last month. Our condolences go to his family and friends.



And the husband of Lynn Douglass also passed away suddenly last month. Our thoughts are with you Lynn, at this time.



On a happier note, it's congratulations to new member, Christopher Reid who is getting married on 23rd September. All the best to you both for your life ahead.

We sometimes get requests from members who are involved in the art world if they can advertise or promote their products through this newsletter. If it is art related and of benefit to you, the members, we can certainly mention it in the information section. You can also take advantage of our noticeboard at the monthly meetings and put up a small notice advertising your product or service.

We also ask you to support our fantastic retail outlets – **Deckle Edge, Italian Artshop, Brush and Canvas, Art Source** and **Creative Arts Atelier**. The main branch of Deckle Edge will be moving in November to 13 Brickfield Road in Salt River.



Remember to bring your old art items that you no longer use, to the monthly meetings and pop them in our outreach box. These

are distributed to needy organisations and individuals to help encourage those budding artists without the tools of the trade, to achieve their artistic potential.

It is really important for you to check your spam boxes occasionally. It is quite easy to make sure that anything you receive from secretary@sasa-artists.co.za is received in your inbox. Just go into your 'junk' box and

request that these mails get sent to your inbox. Also check with your internet provider that they are not labelling SASA emails as 'spam'.

☐ 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 August: Jann Visser demo on Encaustic Wax:



An inspiring evening, Jann introduced us to a different medium of painting. Thank you Jann, for an insightful and and entertaining demonstration.

(Encaustic Wax Flowers)

Thursday 29th September: Critique by Selection Judges:

This month, two of our three selection judges will be at the meeting to give a critique on the work submitted at selection weekend. Andrew Cooper and Derric van Rensburg will be joining us so if you want to know more

on the judging procedure and why you were given the points, bring all three of your works (for comparison) along to the evening. Please also leave the scores you achieved on your work.

Thursday 27th October: Yvonne Ankerman Talk on her Travels in the Antarctic:

For those of you who attended last year's talk by Yvonne on her trip as the resident artist on board the MS Expedition from Cape Town to Morocco, you are in for another treat as she takes us through her time in the Antarctic and up along the coast of South America on the MS Expedition.



Exhibitions

Members' 2: 19th – 29th September:

Exhibition season is upon us once more and the second Members' exhibition will open on 19th September – in two weeks' time.

Conditions of Entry have been sent via email, but if you haven't received anything (after checking your spam boxes!), or have any queries, please email secretary@sasa-artists.co.za. The cut-off date for

letting us know that you will be taking part is September 11th, but if you decide after that date that you would like to take part, you will still be able to bring one work in on the morning of the 19th.

Please read the Conditions of Entry carefully as they are self-explanatory.

110th Annual Exhibition: 21st – 30th October.

It's congratulations to all of you who had work accepted for the Annual at Selection Weekend. Hanging day for this year's Annual exhibition will be on Friday 21st October and the opening will be in the evening. And the main accolades of the evening will be given to:

Laura Wenman	:	Best Oil painting
Bill Brown	:	Best Acrylic
Mandy Herdien	:	Best Drawing
Craig Paton-Ash	:	Best Watercolour
Penny Steynor	:	Best Pastel
Boniface Chikwenhere	:	Best Sculpture
Mary McMillan	:	Best Mixed Media
Di Ackerman	:	Best Print Media



And well done to all those artists who achieved 'Highly Commended' and 'Commended' awards.

Other Exhibitions:



Most of you are aware of the gallery in town – the AVA.

They have very kindly issued an invitation to all SASA members to participate in their 2016 Members' Exhibition. This is a great opportunity to get your work out there, especially through a gallery as well known as the AVA. This is an uncurated exhibition, scheduled to open on 8th October. There is a 'first-come-first-served' deadline in place, and there is a cost involved which includes a year membership to the AVA. For more information, please contact the gallery directly on 021 424 7436.

Celebrate spring with the Irma Stern Museum

FLORA
Old and new

A collaborative exhibition with botanical artworks
by members of BAASA Western Cape and from
UCT's Manuscript Dept and Bolus Herbarium.
Curated by Mary van Blommestein

Exhibition runs from 3 September until 1 October 2016

VENUE UCT Irma Stern Museum, Cecil Road, Rosebank

OPENING HOURS Tuesday - Friday 10am-5pm / Saturday 10am-2pm

Walkabouts at 11am

For more information about the programme,
please visit the website: www.irmasternmuseum.org.za

The Western Cape Doctors' Art Group is holding their end of year exhibition at the Kingsbury Hospital in Claremont. The opening will be on Monday 31st October and the exhibition will run until the 11th November. A percentage of the sales as well as the artists' entry fees goes to Horizon House, a home for disabled adults. For further information and an invitation to the opening, please contact Philip Cohen at flip25@telkomsa.net.

☐ Plein Air Outings



In anticipation of summer finally arriving, Linda Howe-Ely has planned our first outing for the season.

Wednesday 21st September: Hiking and Sketching Outing: Table Mountain

Time 09h30. Meet at the parking area on the last hairpin bend on Tafelberg Road. We will climb for about half an hour to reach the contour path, from where there are views of the Twelve Apostles, Camps Bay, Lions Head, Table Bay and Devils Peak. Nice flat rocks to sit on, and there will be shade on the Camps Bay side.

Please bring water, a hat and something warm to wear!

Convener: Linda Howe-Ely: 021 797 2601 or 073 5644 845
lindahe@vitalitybroadband.co.za.

☐ Social Media Workshop

Unfortunately the social media workshop had to be cancelled at the last minute due to venue problems. It is essential that we find a place that can accommodate the number of people wanting to learn about social media with the required speed needed via the internet. This has proved rather difficult and we are still working on the problem.

As soon as we've found the right venue, everyone will be notified.

Our apologies for yet another delay.

☐ Studio Visits



Prepare to travel to Durbanville for the next studio visit. **Elize Bezuidenhout** and **Sonja Frenz** will be opening their studios on 10th October at 10am. A great opportunity to visit two of the northern suburbs finest artists. Meet at Elize's house, 42 Paarlberg Crescent, The Crest, Durbanville at 10am.

To join in this visit and for further information, please email Michele Batchelder at african.artist@gmail.com.

And very exciting – a visit on **Wednesday 3rd November** to the **Elliott's studio in Villiersdorp**. This will be a visit with a difference as it will be solely to their studio and gallery, followed by lunch and wine tasting on the next door farm. There will be a nominal cost of about R100 for lunch and wine. Numbers will be limited and we are expecting a great turnout. So if you are interested, please email Michele Batchelder at african.artist@gmail.com to book your place. Further information on lifts, how to get there, etc. will be covered in a following newsletter or via email.



OGAMI STONE NOTEBOOKS

"100% TREE FREE" Available in MINI / SMALL / REGULAR

From the hardest source – stone – comes the softest paper you can apply your hand. Recovered rubble from quarries and hard construction waste is ground into a fine powder and mixed with non-toxic resin. The pulp is then converted to a wonderful silky finish.

Produced in lined or plain – in hard and soft bound covers and in four different colours – this awesome green initiative is like an orgasm in a book for stationery fanatics and artists alike.

Belvedere Square, Claremont
Corner of Belvedere and Keurboom Roads
Tel: 021 674-3022
Email: brushandcanvas@ibox.co.za

☐ SASA Online Gallery



The special offer of the discounted rate of R200 for all five works submitted has been extended to the end of this year. The annual fee is still applicable so the total amount for the balance of this year **and** for 2017 will be R300. 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. You can also email Libby Harrison at art@libbyharrison.co.za and she will be happy to assist you with any queries.

☐ Workshops, Classes and Information

Your 2016 membership card will allow you to claim your 10% discount from the following art shops: **Deckle Edge – all branches. The Italian Artshop. Brush and Canvas. The Art Shop in Hermanus. Creative Arts Atelier in Durbanville** and 5% from **Art Sauce in town**. You will need to present your 2016 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. We encourage you to support our wonderful art suppliers.

SASA Member, Stephen Gibson is offering a one-off **professional photographic service** for your website, Facebook page or blog. Contact Stephen at 021 712 4152 or 082 257 4896 or artassist@cybersmart.co.za.

Facebook and Website Operator

Required urgently, to work independently of my secretary, a self motivated individual who has the ability to follow my facebook and webpage on a regular basis, and liaise with me or my secretary.

**Phone Solly Gutman, Scratchboard Artist on
079 2477 532 or gutmansolly@gmail.com**

Marketing Tools

Marketing Tools

by Kara Lane from the Artistsnetwork newsletter, originally written with photographers in mind, but applies equally to artists and edited accordingly.

When you're creating fine art, you're an artist. When you're ready to sell your work, you become a marketer. Regardless of your talent, you will have a hard time selling your art if you're unknown. Six tools that can help you market your fine art ... are a website, portfolio, biography, resume, artist statement and one or more promotional pieces.

Website Your artist website is extremely important, because it may be the first exposure people have to

 <p>Riverside Mall (Ground Floor) Cnr Main & Belmont Road Rondebosch 7700, Cape Town TEL: 021 685 1877</p> <p>***** <i>Mail order our specialty-set courier fee of only R50.00 to all major cities and surrounds!</i></p> <p><i>Set postage rate of only R50.00 to anywhere in SA</i></p>	 <p>Get a massive 15% off Daniel Smith 15ml watercolours!!</p> <p>***Offer valid 15-22 September 2016</p> <p><i>Your SASA discount still gets applied to products that are on special!</i></p>
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your work... It gives you a place to display your images. Your website gives gallery owners, potential clients and other interested

1. Interested parties an easy way to view your images.
2. It allows you to highlight your experience as an artist.
3. It lets you share information about upcoming events.
4. It shows galleries and collectors that you are a professional artist.
5. It allows you to build your mailing list. If you include a sign-up form on your website, people who are interested in your work can join your mailing list.

Your website should look professional and be easy to navigate. Keep it up-to-date with your latest and best images. Additionally, include news about upcoming shows and events, and be sure to include your contact information.

Portfolio

Select ten to twenty of your best images centred around a common theme or another unifying concept. Pay attention to the technical quality of your images, such as luminosity, tonality, sharpness and composition. Edit your portfolio so only your strongest work is included.

Biography

Your biography is a brief story about you that highlights your experience. Your bio should be short, simple and written in the third person. Keep it to a page or less. Include the following types of information in your bio:

- Where and when you were born
- Where you currently live
- Where you received your education as an artist
- Your philosophy on art and who has influenced you as an artist
- What you're working on now
- Your significant achievements

Collectors like to know something about the artist behind the work. As you're drafting your bio, think about what might interest a collector. You may especially want to emphasize anything unique about you or your work.



Resume

Most resumes are one to two pages. As you acquire more experience, you can delete older, less impressive information.

Key components of the resume are:

- Your name and contact information
- Your education or training as an artist
- Any awards you have received
- Your exhibition record, including shows at galleries, museums and alternative spaces
- Your bibliography, including reviews, articles and other published information about you and your work
- Teaching or other experience related to art
- Other pertinent information, such as galleries that represent you

Artist Statement

The artist statement is a marketing tool you prepare for each portfolio. It introduces and explains your body of work. Keep it very short-no more than a page.

Your artist statement is about your vision as an artist. It explains the purpose of your work. Explain what you do and how you do it. Briefly discuss what you're trying to say with your work. What themes, issues or ideas are you addressing with your art.

You will need to tailor your artist statement to different audiences.

Promotional Pieces

The primary reason for preparing business cards, postcards, brochures and similar promotional pieces is to provide your contact information to people interested in your art.

In addition to including one or more images of your work, be sure to include your name, phone number, email address, mailing address, website and social media information.

This may seem like an overwhelming list of marketing tools, but you do not have to create them all at once. Once created, your tools can easily be updated with new information.

ARTISTS UNDER THE BRIDGE SPRING ART SHOW



**You are cordially invited to attend our opening
on Friday 23 September at 6-30 pm**

**Venue: Duminy Hall, Kinkleway Ave, Newlands
under Claremont Bridge.**

**Exhibition will be open everyday from
10 am to 5pm
until Tuesday 27 September.**

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

Email rates

Business or non-members advertising service or goods for profit. R200

Members advertising service or goods for profit. R150

ART TIMES

The artist never entirely knows — We guess. We may be wrong, but we take leap after leap in the dark
Agnes de Mille

We are an affiliate member of the



South African National Association for the Visual Arts (SANAVA)

www.sanava.co.za