

Andovers Artists Guild



A Community of Artists in the Greater Merrimack Valley

P.O. Box 254, Andover, MA 01810

February 2010

From The President

I hope you have all been busy painting for our next meeting and Member Show. I am so pleased to say that I have received a lot of excited e-mails. It is nice to feel that we all have a common goal. As artists we speak the same language regardless of styles or medium used. Being together brings excitement and inspiration and that is an important thing during this cold weeks.

The first portion of our meeting on February 21 is going to be a presentation by our artist member Jeff Grassie. I have known Jeff for few years, his enthusiasm, positive energy is equal to none and never ceases to impress me. There is so much we can all learn from Jeff. This is what Jeff says about the subject on open studios:

"Open Studios are a popular way to show your latest work to collectors, arts professionals, and the public. They can also be a successful and consistent way to sell your work. Success to one artist might mean the sale of works of art, but to another it could mean an expanded mailing list or a connection with a gallery or dealer. Open up your mind and your art for everyone to see with your first Open Studio event."

Make sure you attend this meeting. June and I have few ideas about integrating the open studios concept with AAG.

The second portion of the meeting will be an active interaction of all the art created relating to the East Mills in North Andover. There will be two Members Choice Awards, so it will be us members casting votes to what we think is the best work. It should be fun! Do not let the image scare you, take a portion off of the image if you want, be creative and allow yourself to think outside the box, June and I are looking forward to your creations.

Happy creating!

Nell



NEXT MEETING: FEBRUARY 21, FROM 2 TO 4 PM

Featuring Jeff Grassie talking on "Open Studios" and a Member Show.

It's Never Too Late by Robert Genn

Yesterday, Tammy Callens of Jackson Hole, Wyoming wrote: "I'm suddenly 47 years old. It began to panic me that I'm too old to have a real career. With husband, children and other obligations, I wondered about all the young talent out

Continues on page 2

Never Too Late - Continued

there. Now I have recently enjoyed a sudden rise in sales due to steady work-habits and trying to make a bigger noise. Fine Art Connoisseur chose me as one to watch, and the local paper featured my story. I'm thinking, maybe it's never too late. Maybe we all have different times to rise up. It's humbling to suddenly have attention. What are your thoughts?"

Thanks, Tammy. The first thing I did when I read your note was to go take a look at your work. There was the answer. It's good work. Maybe it was previously hidden under a bushel, or maybe it took you a while to get good. Goodness knows, many folks take 47 years to get as good as you. Many take longer than that to get accepted. Look at Grandma Moses. She was in her seventies before she quit embroidery and picked up a brush.

It's never too late to get good, and it's never too late to get accepted. They go hand in hand.

Every day I get emails and requests from promoters offering marketing counsel for artists. Some say things like, "It's not the art, it's all in the promotion." These folks, who often come from business backgrounds and don't know much about art or how the gallery system works, offer to guide artists to success in galleries and online. As noble as their motivations may be, these promoters are mostly off base.

Folks like Tammy succeed because they are trying new things and expanding their repertoire. In her case that includes counter-light, edge-lighting, atmospheric effects, sophisticated colour, challenging techniques, odd-ball compositions, unusual juxtapositions, aerial perspective, shimmer, symmetry, sentiment, sunlight-eating-out-detail and attention to surface quality.

Folks like Tammy are also succeeding by subtly and tastefully letting people know their work is regularly being made and available.

News From Our Members

- **VAL BORGAL** and **CAROL GROEZINGER** displayed their artwork at the Country Club Heights independent and assisted living facility in Woburn on Jan. 28th. Many people enjoyed the artwork and spent time talking with the artists.
- **DIANNE DELUCIA'S** photo, "Mexican Heather" was chosen for the Winter Juried Show at the Newburyport Art Association. The juror was Marc Mitchell, director ad interim at the Boston University Art Gallery.
- **BODY AND SOUL**
Paintings by Gail Zwerling and Prints by Susan Jawarski-Strank
Opening Reception:
Friday, February 5 from 6:30pm to 9pm
The Loading Dock Gallery,
122 Western Avenue, Lowell MA
www.theloadingdockgallery.com
- **NELLA LUSH'S** painting "Cosa Fu - Shadows of Time" is in view at the Kathryn Schultz Gallery in Cambridge through the end of February. Juried by Wyona Lynch-McWhite, Executive Director, Fuller Craft Museum.

- **LIZ BELL** received the Newburyport Area Industrial Development Foundation Award for Watercolor from the Newburyport Art Association.
- **CAROL BOILEAU** and **PAMELA WAMALA** from the Brush Gallery in Lowell are teaching arts and crafts to residents of nursing homes in the Merrimack Valley area.
- **ZOE YIN**, AAG's youngest member (8 years old) will be exhibiting in 2010's International Art Expo in New York in March. She is the youngest artist ever exhibited in international fairs.
- **JERRY SMITH** is exhibiting his watercolors and drawings at the Andover Senior Center for the month of February.

News from Rolling Ridge

- **Please take note that there is a minor change for the Winter Show at Rolling Ridge:** The pick up date previously scheduled for February 24th has now been moved to March 3rd from 3 to 5 PM
- The response has been very positive and Larry Peacock and Staff are looking forward to another show. I am attaching some of the ideas that Larry has for the new show.
- The new show shall be themed "**Rebirth and Renewal**". In Larry's words:
"After a beautiful yet cold season of winter, when so much seems dead, we long for signs of rebirth. In one another and in the earth. Nature does not disappoint. As one poet said, 'So far the crocuses have always come up.'"
- The dining room has now been named "**Lakeside Gallery**"
- Drop off for the "**Rebirth and Renewal**" show is March 3rd, from 3 to 5 PM. An entry fee of \$7 per work applies. You may bring 2 pieces if there is space available. I will be e-mailing the entry form before the show. Please, let me know if you would like to participate.



A cardinal and its winter companion offer a contrast against the snowy cold on Nella Lush's deck. A hint of Spring!

Please see page 3 for the AAG Wine Tasting and Art Show registration form.



REGISTRATION FORM

**Wine Tasting and Art Show
Friday, March 26, 2010
From 6-8 PM**



Name _____

Address _____

Phone _____

Fee: \$15 (includes admission to wine tasting) - All sales to the artist.

Framed art work- up to five works; all work must be ready to hang, with wire or display
Two large (up to 30x40") Three small (16x20" or smaller) and five matted (and wrapped) works

Deliver to North Parish Church

Pick up from North Parish Church

Thursday - March 25 from 5-7 PM

Friday - March 26 - 8PM

Friday - March 26 from 2-3 PM

Saturday - March 27 - from 9-11AM

	<u>Title</u>	<u>Size</u>	<u>Medium</u>	<u>Value</u>
1.	_____	_____	_____	_____
2.	_____	_____	_____	_____
3.	_____	_____	_____	_____
4.	_____	_____	_____	_____
5.	_____	_____	_____	_____

Matted

1.	_____
2.	_____
3.	_____
4.	_____
5.	_____

Cards: # Price \$

Sold _____

Please Sign: I, ----- do not hold the Andovers Artists Guild, Inc., or the North Parish Church liable for any loss or damage to my artwork while it is under the care of this show.

**Please return this form with \$15 fee payable to the North Parish Church
mail to: Phila Slade 21 Bradford Street, North Andover, MA 01845
before March 20, 2010**