



Bi-monthly Newsletter of the Aurora Artists Guild Colorado

Palette Patter

March / April 2020

AAG Meeting Monday's

March 9th

April 13th

Garden Plaza

14221 E. Evans Ave
Aurora, CO 80014

Programs

March

Jennifer Steck
Whimsical Acrylics

April

Fred Stearn
Photographing our National Parks

Refreshments

March
Lynn Kirch

April
Joan Heinen

AAG Shows

For all take in and pickup
info please see the
complete list of AAG
Shows on page 2
of this newsletter.



A message from the President

Trista Robrahn

Greetings:

Happy Spring Everyone

Spring is definitely my favorite time of the year. Daylight savings time starts March 8th and I am counting the days. I can't wait to start seeing the color coming back! I recently went to Texas to visit a friend and got to see the wine country, some longhorn steers and heard lots of y'all's. It was nice to get away from the snow and see some new countryside. The birds are starting their migrations and I hope to get out to see the eagles and the cranes this spring.

Please be sure to check out our new Facebook page -thank you Michael Nicosia for getting us going on this again.

Our next meeting is March 9th. Please come and enjoy the snacks and demonstration - bring your friends!

I am looking forward to seeing you soon.

Trista



Red Mountain Pass
Watercolor by:
Brian Serff



Venues 2020

IF YOU HAVEN'T shown works with us before please send a couple digital images to joannnelson95@gmail.com

Arapahoe Justice Center (AJC):

7325 S Potomac St, Centennial, CO,
No commission

Sharon Keys, 303-693-67795
keys329@msn.com)

We meet at 3pm in the Jury Room on designated day and Sharon has tags for the pictures.

Total Art needed: 20 places to hang; Individuals bring an inventory sheet and 3 to 4 pieces; our spot to hang rotates from Jury Room to Hallway; to Cafeteria as we are sharing the space with Littleton and Parker Art Guilds.

All work comes down and new work is put up.

Change outs happen every 2 months: At 3pm.

All 1st Tuesdays of the month:

Feb 4th; April 7th, June 2nd, Aug 4th, Oct 6th, Dec 1st

Justice Center II No commission
6984 Lima St. Centennial, CO

Rotating Show, every 2 months; change out time 11 am (somewhat flexible) Tuesday or Thursday. No Commission; Art needed: 14 pieces Make sure you have your own inventory sheet and make your own ID tags. To sign up call or email: Ellen Westbrook, 303 690-2613, ewestbr149@aol.com Each artists will now be coordinating the take-ins and take-outs with the next person who has signed up. So please exchange your contact information.

Dec Feb: Judith Gilman Feb 29th Sharon Keys till TBD then Ellen Westbrook in Apr May. Rest of the year not filled yet.

Explanation: AJC I and AJC II used to be in the same place at opposite ends of a long walkway between buildings on Potomac Street. However, the Juvenile offices moved to the Lima address several years ago, so the Art Guild are the only people who know it as Arapahoe Justice Center 2(ACJ II)

We used to have more venues I'm hoping the new VP will find us some new ones.

<https://www.auroraartistsguild.com/>

Aurora Municipal Center No commission

AAG will be able to hang artwork again from July 1, to July 30, 2020. Joan will keep you informed as more information on this comes on this..

Community College of Aurora No commission

February 8 until March 7, 2020. AAG member in charge is Pegi Taylor, more details to come later

List of venues that the individual artists can contact on their own to set up time to show with any venue.

Hope United Methodist Church, 5101 S. Dayton St, Greenwood village, CO 80111 303-779-1040

Volunteers for Outdoor Colorado, Washington Park Headquarters office (Dos Chappell Bathhouse in Denver's Washington Park) 600 S. Marion Pk-way, Denver, CO 303-715-1010, voc@voc.org

Art Journaling Workshop

Here is a small blurb to advertise an Art Journaling Workshop that Judith Sweet is attending in Northglenn. She is looking for someone who might be interested in carpooling with her.

Art Journaling Opportunity

For those of you who love art making and writing, art journals are a great way to express your inner selves. Journaling is a visual diary and record keeping combined with creativity.

Gayle Bodine of Northglenn is offering an art journaling workshop on the 2nd Saturday of each month from 1:30-4:00. She supplies all tools and mediums to work with for drawing, painting, and collage work. The workshop is \$50 for one-on-one instruction and only \$20 for a group of two or more. For more information call 720-261-8062.

AAG NEW MEMBERS

We renew membership in January. Dues are \$35 for single and \$50 for dual and can be paid through PayPal or by check. Dues will be collected at the January meeting. Checks can be mailed to Aurora Artist Guild, P O Box 440457, Aurora, CO 80044-0457

Officers and appointed positions

President - Trista Robrahn - 720-238-7668
Trista@trent45.com

Secretary - Pegi Taylor,
303-3586264 pegit1@comcast.net

Treasurer - Melissa Stearns, 303-400-0385,
melissa_stearns@hotmail.com

Gateway Show - Joan Heinen - 303-699-6335-
joan@joanheinen.com

Website/Newsletter Design
Brian Serff - 303-913-2406
brian@brianserff.com

Membership - Melissa Stearns, 303-400-0385,
melissa_stearns@hotmail.com

Programs - Sandy White - 303-366-3333 -
swhite5801@aol.com

Historian/Refreshment Coordinator
Lynn Kirch - 303-751-5082
lynnkirch@comcast.net



Upcoming Programs

Jennifer Steck

In March, we look forward to a demo by Jennifer Steck. Jennifer's love for animals and adventure has taken her all over the world. She is a Colorado artist whose unique style is very recognizable as she celebrates critters and characters who embrace our lives. For 30 years she had a career in law enforcement, but always had a creative mind. She credits the Art Students League as being instrumental in her art journey as she studied under many of their amazing artists.

Using paint and mixed media formats she usually covers her canvases with whimsical and quirky depictions of four legged friends. Much of the proceeds from her rescue series is donated to first responder related charities. Among them are Freedom Service Dogs, Denver Animal Shelter, and Painted Paws for Veterans.

Until April 30th she has a solo exhibit at Frame by Frame Shop in Lowry Town Center. Visit her site at jennifersteck.com for more information.



Fred Stearns

At our April meeting we will see the photography of Fred Stearns. As the husband of member Melissa Stearns AAG Treasurer, Fred has actively participated in many of our venues. He says that he has been taking pictures since receiving his first camera in elementary school. Having learned many of the basics from his father who was a member of the Charleston Camera Club, Fred began to focus more into nature, travel, and historic buildings. He speaks of the evolution of film and cameras that reflects how his outlook on photography has developed over the years.

Fred's overall theme will be photographing in National Parks. He will start off with "The Rules of Photography" and the 12 Elements of an Image. He will present his photographs from different National Parks, as he explains the lighting, composition, how he used the elements of the picture, and several other techniques. More of his work can be seen at stearnsphotography.com.



Show and Tell

At the January AAG meeting **Jo Ann Nelson** brought in 3 of her whimsical hand-crafted fantasy birds. *"Hope the birds will make others laugh as much as I did. They are medicine to heal the spirit."*





Demo January 13th

At our January 13th meeting *Ndume Olatushani* enlightened us on the unjust and inconsistencies of the justice system. Just the day before Colorado lawmakers took the first step toward repealing the death penalty in our State, Ndume told of his 28 years in prison, in which 20 of those years were spent on death row. Always maintaining his innocence of the criminal charges Ndume was able to survive those years by teaching himself to paint. His work came from a vast imagination of African landscapes and The people of a continent he had never visited. Over the years his drawing skills advanced to painting using brushes that had to be cut in half to prevent them from being used as weapons. When hearing of a prison art show facilitated by a young woman dedicating herself to social injustice, it would prove to be the pivotal step in his journey to freedom. Anne-Marie Moyes would attend Vanderbilt Law School and dedicate many years working on his defense and later became his wife. She had sent the case to New York Attorney David Herrington whose law firm would eventually bring new light to the case and in 2004 Ndume was resentenced to life in prison. But victory would finally come in 2012 when he would accept a plea deal that would make him a free man.

Today Ndume feels a responsibility to work on the issues of social injustice and is an advocate with The Children's Defense Fund trying to disrupt a system that innocent people get caught up in.



Demo February 10th

Contemporary artist, *Patti Miller* presented a demo on photomontage and digital painting. She blends elements of her photos into surreal compositions sometimes adding fragments of old family photos and occasionally adding elements from the public domain. She uses digital editing such as Photoshop and Fotor. She adds layers, flattening as she goes.

She was a member of Spark Gallery for many years, and has a porcelain show there October 1-25, 2020.

She is the owner of Stone Twig Studio, and can be seen online at patriciamillerartlink.com.



Articles from the internet on pricing art work.

Pay yourself a reasonable hourly wage, add the cost of materials and make that your asking price. For example, if materials cost \$50, you take 20 hours to make the art, and you pay yourself \$20 an hour to make it, then you price the art at \$450 (\$20 X 20 hours + \$50 cost of materials).

Whether it's your first piece of art or your 100th, pricing your work properly can be an extremely challenging task. Set the price too low and you could leave money on the table, set the price too high and your artwork could start stacking up in your studio.

How do you find that middle ground, that sweet spot? We've compiled 5 important do's and don'ts for pricing your art to help ensure your work finds a deserving home—and you get the salary you deserve!

DO: Research the Prices of Comparable Artists

How much do similar artists charge for their work? Thoroughly researching your market will give you a better idea of how to price your art. Consider other artists' work that is comparable in style, medium, color, size, etc. Also look at those artists' accomplishments, experience, geographic location, and production rate.

Then search online, or visit galleries and open studios and see their art in person. Learn what those artists charge and why - as well as what price sells and what doesn't. This information can be an excellent gauge to help ensure your pricing is in the right ballpark.

DON'T: Undersell Your Work or Yourself

Creating art is time consuming and many materials can be expensive. Think about a reasonable hourly wage and

the cost of materials when pricing your art - that includes framing and shipping, if applicable. The US Dept. of Labor lists the average hourly wage for a fine artist as \$24.58—use this to help you estimate. Your price should reflect the money and time you put into creating your art.

Art biz whiz, Cory Huff of The Abundant Artist, uses this trick: “if my prices don't make me feel at least a little uncomfortable that I'm charging too much, I'm probably undercharging!” Charge what you're worth (within reason).

DO: Keep the Same Price For Your Studio and Galleries

If you're thinking of selling work from your studio at lower prices than your gallery, think again. Galleries put time and energy into their sales and generally aren't happy to learn you've been selling work for a lot less. Take it from Art Biz Coach Alyson Stanfield, they will drop you like a hot frying pan.

Good News!

Michael Keyes got Juried into a print making show at: The Arvada Center for the Arts and Humanities

Jo Ann Nelson has art work in Roxborough Art Gallery, Littleton Colorado and has Art style, denim bags, hand made jewelry and art prints in Bella Luna gallery, Denver, Colorado.

AAG MEMBERSHIP APPLICATION

Memberships are due in January of each year

Name _____

Address _____

City _____

State _____ Zip _____

Phone (____) _____ E-Mail _____

New Member _____ Renewal _____



Please indicate your preference for participating in one of the Guild Committees.

Your involvement is a great opportunity to receive the most from your membership:

_____ Board Member

_____ Show Take-down

_____ Coordinate Refreshments
for Shows

_____ Hanging Shows

_____ Show Take-in

_____ Show Coordinator

Annual Membership dues are \$35.

Please submit form and payment to:

Aurora Artists Guild

P.O. Box 440457
Aurora, CO 80044