



Newsletter of the Minnesota Artists Association

Est. 1937

www.minnesotaartistsassociation.com

Upcoming Programs Mark Your Calendar!

Tuesday, February 19, 6:30-9:00 PM
Life drawing with model
Sandra Erskine

Tuesday, March 19, 6:30-9 PM
Sandra Muzzy watercolor demo

Thursday, April 25, 5-8 PM
Our Spring Exhibition Reception at
the Edina Art Center

Tuesday, May 21, 6 - 9 PM
Potluck & Show & Tell

February Meeting 2019

We have Sandra Erskine, a professional clothed model, scheduled for the evening. She came highly recommended for our life drawing program last year, and she did not disappoint! We are very lucky to have her again this year, so bring your choice of media to paint or draw and enjoy this opportunity to sharpen your skills and maybe produce some real keepers.

Refreshments and social time from 6:30 to 7:00 PM. Drawing/painting starts of 7:00 PM. We hope to see you there!

February 19, 2019

Room 2020 Bloomington Center for the Arts

Time: 6:30 - 9:00 PM

See directions on page 2.

Missed our January "Marketing Your Art" discussion? Here are some ideas we generated:

~ **Why we sell:** To clear out work from a full studio, to pay for supplies, to achieve one's potential, to leave a legacy, because the work is made to sell.

~ **Why people buy art:** to beautify a space, be reminded of a treasured place or experience, show appreciation of an artist's talents and abilities, purchase a status symbol, invest or otherwise speculate in a work that may increase in value. "People don't want a piece of art; they want what it does for them." "A painting is not a police report; rather it is an emotion."

~ **What drives people to your work?** Name or brand recognition from seeing your work frequently in local and national venues, building a mailing list, cultivating enthusiastic followers and potential buyers by giving workshops, maintaining a presence online by posting frequently to Facebook (eg. pastel artists posting to pages such as "Pastel Painters United," "Pastel Society of America," "MidAmerica Pastel Society," etc, using a Facebook business page and taking advantage of its suggested ways to increase your exposure and sales, selling online through Etsy, Daily Paintworks, Ebay, etc., promoting galleries where you are represented, appearing at art conventions, hosting a private dinner and showing of your work.

- **Local venues for shows:** restaurants and coffee houses such as Curran's on Nicollet Avenue (several of us have shown and sold there), various Dunn Bros.; one person shows at the Women's Club in Minneapolis; our MAA group shows at art centers and also one person shows at these art centers such as the Edina Art Center (but you have to pay a fee there), the Minnesota Arboretum Cafe Gallery (the Arboretum has a full-time art manager you can contact); the Benedictine Monastery of St. Paul, frame shops such as Frameworks in St. Paul (they will do three-artist group shows there), the Minnesota State Fair (if your work is accepted), Olympic Hills Golf Course, Coffman Retirement Center, studio shows through art crawls, Northrop King open studio days (if you have an individual or group studio there.) ~JuliAnne Jonker and Jeanne Emrich reporting.)

MEMBERS' NEWS

WELCOME to returning former member, Donald Aggerbeck, long time artist and former president and exhibition chair of the MAA in the 1980's.

Michele Combs has studio space available in the Northrop King building. "Lovely space in a great location, right by the elevator! The studio gets good traffic during events! It is open for: Art-A-Whirl, Art Attack, NKB Nights, First Thursdays, and Saturdays. The space is for exhibiting, not working in. Price for the current wall space is \$185/mo. Price for a 3D artist depends on space. You may hold private gatherings and come and go as needed. Join a group of four friendly artists. Submit a link to your art and an artist statement for considerations. Contact Michele if interested: michele@michelecombs.com or by phone at 763-442-0290.

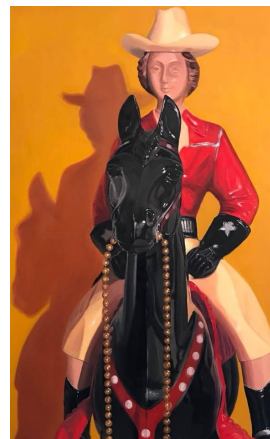
Annie Young's exhibition, "Breathing Space" ran January 2-31, 2019 at the Healing Arts Gallery, Fairview Ridges Hospital in Burnsville. The show presented "a new series of abstract landscapes which invite the viewer to re-center and/or escape from physical and mental challenges, find a new breath and, if only for a few minutes, benefit from an increased sense of well-being." Annie also was available for personal and group tours of the show.

Andrea Canter: Andrea has 3 photographs in the Wyoming Creative Arts Community annual photography show, on through mid February at the Hallberg Center for the Arts in Wyoming (MN); she also has 2 photos and 1 painting in the annual St. Paul Winter Carnival "Fire and Ice" exhibit at the AZ Gallery in Lowertown St. Paul through Feb 16, and one painting in the Women's Art Resource of Minnesotas (WARM) show, "Hysteria," in the Paul Larson Gallery on the U of M St. Paul campus, through early March. Casket Arts Building in northeast Minneapolis holds First Thursday open studios on February 7, 5-9 pm; visit Andrea in #218S.



Sonja Hutchinson's "0528" (left) won 3rd place in the watercolor category in the 24th Arts in Harmony 2019 Annual International Show—Arts North Exhibition. The show runs through February 17 at the Hopkins Center for the Arts.

Karin Jacobs' "Pecos Queen" (right) also won 4th place in the oil painting category at the 2019 Arts in Harmony exhibition.



How to Get to the Bloomington Center for the Arts By Car: From I-35W, exit at 98th St and head west on 98th St. for approximately one half mile to Logan Ave. S. Turn left onto Logan Ave. S. and then left into the first parking lot entrance. Enter through the doors on the northwest end of the building closest to 98th. Using Map Quest? Address is 1800 W. Old Shakopee Rd. Bloomington, MN 55431.

This newsletter has been edited by Jeanne Emrich and proofread by Marjorie Moody. Our thanks to all contributors!

Forgot to pay your dues? Please send a check made out to the MAA for \$25 and send it to Diane Gilbertson, 5275 Oxford St. N., Shoreview, MN 55126

KEEP IN TOUCH! Please send news, announcements, and JPGS of your latest work to Jeanne Emrich, your newsletter editor, at jemrich@aol.com or by snail-mail to Jeanne Emrich, 6566 France Avenue South, #508, Edina, MN, 55435). The deadline is the 20th of the month.

