



HIGHlight

August 2011

From the President...

Dear Summering Artists —

Last word on this theme of persistence! This a quote from James McNeill Whistler (sent to me by a PSNM friend): “Talent is the ability to do hard work in a consistently constructive direction over a long period of time.” (I keep reading that talent is not innate). I don’t know about you, but I am working hard and consistently, but on ONE pastel only. As many of you are doing, I am trying to finish this by the August 15th deadline for entry into our National Show in November — our 20th Annual! Very hard

INSIDE...

pg 2 - Officers and Chairs, National Show News, Member News

pg 3 - Program Review

pg 4 - Call for Entries

pg 5 - Workshops

work. I hope the entry numbers will surpass all previous years, so please, if you have never entered, try it. All of us had our “first time”!

It is too hot to write more, and too hot for you to read more ... keep cool.

— Leila Hall

Monthly Meeting at the Albuquerque Museum

Saturday, August 13 • 10 - Noon

Jason Horejs Shares Sales Techniques for Artists

Wouldn’t it be great if art sold itself? Well unfortunately it doesn’t. If you’ve tried to sell your work at a show, attended a gallery opening, or attempted to sell your work from your studio, you know that’s true. Selling art takes effort and skill.

While selling art is similar in many ways to selling any other product, it also poses unique challenges. **Jason Horejs**, owner of Xanadu Gallery in Scottsdale, AZ and author of a book about art marketing, will share some vital details of the selling process he employs in his own gallery and guide you through each step of the process, from introductions to negotiation techniques to closing a sale during this informative presentation.

Jason has been in the gallery business for over 18 years and owned his own gallery in Scottsdale, AZ, for almost 10 years. During that time, he’s learned a great deal about selling art, so don’t miss this chance to learn from an expert.

For a more “in-depth” experience, you can attend his “Starving” to Successful Artist’s workshop on Friday, August 12th from 5:00 pm - 9:00 pm at the Holiday Inn & Suites, 1501 Sunport Place SE, Albuquerque for \$59.00. If you go to both the Friday workshop and the PSNM presentation, there might be some repetition of information. To learn more about the workshop, and to register, go to: <http://xanadugallery.com/Workshop/indexcurr.asp>



Coming Up... September 10 - **Nicholas Tesluk** premieres his “Show-Sitter’s Instructional Video”, which he created for the 2011 National Show. Following the video will be a short presentation about the marvelous *Pastel Portraits — Images of Eighteenth Century Europe* exhibition at New York’s Metropolitan Museum of Art.

PSNM Officers & Committee Chairs

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Refreshments	Judy Allen
Signature Membership	Paul Murray
Website Manager	Marilyn Drake

* To send emails to people on this list, go to www.pastelsnm.org then click on Contacts.

NATIONAL SHOW NEWS

by Nicholas Tesluk, National Show Chair

Though July is a rather slow month for the National Show, we have been working diligently, calling sponsors who hadn't responded to the snail-mail letters and forms which were sent out in early March. I have the help of Lyle Brown who is calling several pastel companies with whom he has worked previously. I, personally have been calling local organizations and several of the remaining companies who were kind enough to have donated last year and have been getting a great response so far. We now have twenty four sponsors, which includes five Benefactor sponsors (donors of \$500 or more). As I mentioned at the July Membership meeting, Guerrilla Painter in Colorado sent a wonderful donation of a beautiful 9 x 12 wooden "Guerrilla Box", with two pastel foam inserts. In addition, they sent 80 catalogs plus 80 Guerrilla Painter's Composition Finders, which is probably enough to supply one to each artist accepted into the National Show.

We have had a few entries come in already, but hopefully the pace will begin to pick up soon. Fortunately, Peggy Orbon, our Entries Director, has developed an excellent system after having held this position last year, so even when the pace gets hectic, she'll have it under control.

We're gearing up to get advertising in local and national publications so they'll run in October and/or November.

PSNM Juried Shows

20th Annual National Pastel Painting Exhibition

Digital Entry Deadline: Monday, August 15

Jury Notification Sent: September 15

For Prospectus go to:

www.pastelsnm.org/main_html/national_show.htm

Nicholas Tesluk, Show Chair

thermite@nmia.com

3rd Annual Small Works Exhibit

Digital Entry Deadline: Wednesday, August 31

Jury Notification Sent: September 30

For Prospectus go to:

www.pastelsnm.org/main_html/small_works_show_app.htm

Questions, Contact Enid Sorenson

enids@comcast.net

Again, anyone interested in including their artwork in a full-page co-op ad in the November issue of American Art Collector, contact Marilyn Drake (psnm.news@gmail.com) or myself. You may still have time to make the July 27th deadline for the October ad in Southwest Art, so please contact Janet Amtmann (jgamtmann2@gmail.com) or myself: thermite@nmia.com immediately.

Member News

John De Young received a Ribbon and Bronze Medal (3rd Place) in the Pastel Division of the VA National Fine Arts competition for his painting of *Chief Joseph*. There was over 1,700 total entries, unknown how many for the Pastel portion (at least 3).

Colette Oद्या Smith is one of the three artists in "Shore Thing", an exhibition at the Center for the Visual Arts (CVA) in Wausau. All of the featured work is on the theme of water. The show hangs through July 31. She is honored to be included in the "2011 Wisconsin Artist Biennial" which opened June 26th and will hang until August 7th at the Anderson Art Center in Kenosha. This juried show features some of the best art being created in the state. Her website is: www.coletteodya.smith.net

July Program Review

by Natasha Isenhour

Critiques by Paul Murray, PSNM/ DP and Vasili Katakis, PSNM

PSNM meeting attendees enjoyed a little something different after the business end of the meeting finished this month. We were all invited to bring a work, either finished or in progress to be critiqued by two of our esteemed members, Paul Murray and Vasili Katakis. For many of us the idea of someone “critiquing our work” strikes fear in our heart. It is hard to think of bringing your work to a meeting of your peers and having someone rip it to shreds in front of everyone! As it turned out, we had nothing to fear at all. First of all, the paintings were brought to center stage for critiquing anonymously. Most importantly however, is that what was presented to us was “constructive” criticism. Of the 30+ paintings that were placed before them, there was an array of skill level and subject matter brought to varying degrees of finish.

Their approach to this hour of timed “mini critiques” was with no names or places. “A painting has to survive on its own merits,” explained Vasili. When we enter a show our work is normally judged blind, without knowledge of either the name of the painting or who executed it. They went about their analysis in much the same way.

One after another, paintings were brought to the fore. In every instance the good points, and occasionally the great ones, were pointed out first. Then they looked at each piece with a more critical eye. “A painting should have a visual path, pulling the color throughout,” Paul noted. Subjectivity was naturally blended with the objectivity needed to give helpful voice to the work. After several paintings had been discussed, recurring issues of importance began to arise. For Paul, a lot of “air,” referring to atmosphere is a big one. For Vasili, “mood” was frequently mentioned. As an onlooker, that translated to the same thing, just in different languages to me. The idea that cool colors allow things to recede was a common observation for both when dealing with issues of aerial perspective. Both Vasili and Paul emphasized the necessity of deep contrast being carried throughout the painting and to be cognizant of which elements should, and conversely shouldn't be in crisp focus.

Even as our time ran out, these two gave of themselves what it took to complete all the critiques. Perhaps the crown jewel for all of us to have taken away from this extraordinary opportunity was this... Several times throughout the examination of the artworks, Paul and Vasili's opinions were conflicting. They each had valid thoughts supporting their individual ideas. This was for me the greatest lesson

of the day. We all want to achieve the best work we are capable of creating. We often seek the advice from our mentors and those who have reached great heights with their art such as Murray and Katakis. Even then, we find that everyone doesn't subscribe to an absolute formula for the making of a successful work of art. There is still a lot of room for us to work at what we do and find that in the end, it is what we do differently that sets us apart from the pack. Thank you guys for your constructive thoughts!

For a real treat, visit these extraordinary artists respective websites: www.murrayfineart.com and www.vasiliart.com!

CALL FOR ARTISTS & DESIGNERS

Open Juried Exhibitions for Emerging Creatives

Creative Albuquerque and Albuquerque Arts Business Association (AABA)/ArtsCrawl recently announced their new collaborative effort: An open juried exhibition and professional development program for emerging creatives.

They request works of art and design in all mediums, including, but not limited to, drawing, painting, photography, sculpture, furniture, lighting and textile – from emerging artists and designers who are interested in seeking gallery/professional representation.

Emerging artists and designers from the Greater Albuquerque Metro Area are encouraged to apply for these quarterly juried exhibitions. Each show has an approximately 10-week exhibition, and all included works will be for sale.

A preview reception will occur at beginning of each show; gallery and shop owners from ArtsCrawl's four art corridors (Downtown, Old Town, Nob Hill and Northeast Arts Districts) and beyond will be invited to attend and view participants' works at the ArtSpace at Creative Albuquerque.

The exhibition will also be featured and advertised by Creative Albuquerque and AABA for public viewing during an ArtsCrawl Event and will be open weekdays (during Creative Albuquerque's business hours).

Please email your submissions to: info@creativeabq.org and include the following:

Name, Address, URL (if applicable), Email and Phone
Brief Statement of Work (up to 1 page)

6 - 10 JPEG images of works you wish to be considered, with title, medium, dimensions and price for each (take into account 50% commission to AABA / Creative Albuquerque).

Submissions will be accepted on a continuous basis. However, to be considered for upcoming program exhibitions, all materials must be received by the following deadlines:

Fall 2011 - ABSTRACTS - Due Fri., July 29, 2011

Winter 2012 - FIGURATIVE WORKS - Due Fri., Sept. 30, 2011

Spring 2012 - PHOTOGRAPHY - Due Fri., Nov. 18, 2011

For more info, go to: <http://www.creativeabq.org/resources/Emerging-Creatives>

NATIONAL SHOW WORKSHOP

Taught by internationally acclaimed artist and Judge of our 20th Anniversary National Show

DESMOND O'HAGAN

Nov. 1, 2, 3, 2011 - Tues, Wed, Thurs - 9:30 - 4:30

Hispanic Arts Building • EXPO NM, Albuquerque

Maximum 18 participants

Tuition: Members: \$350 (non-members \$385)

Deposit: \$100 now! • Balance Due: Sept. 1st

SPACE STILL AVAILABLE!

Qualities that make Desmond's art distinctive are the variety and uniqueness found in what he paints. It is his experience that originality in the selection of subject matter is an essential ingredient in producing art that is fresh and spontaneous. It is also important to him that each painting exhibit such artistic fundamentals as sound structure, exciting design, and harmonious color. O'Hagan possesses the versatility to paint any subject, and the subjects he enjoys most to paint range widely from figurative to landscapes and city scenes.

Learn more about Desmond on his website:

www.desmondohagan.com

Articles featuring O'Hagan's paintings can be found in *AMERICAN ART COLLECTOR* magazine, August 2010, and *THE PASTEL JOURNAL*, December 2010.

Desmond's studio show video "An Urban View" can be found at: www.youtube.com/watch?v=Wx_Eyglp1pQ

TO REGISTER, CONTACT

Marilyn Drake at: psnm.nswkshop@gmail.com



Some resources recommendations from Creative Albuquerque's weekly emailed newsletter which might interest you. If you haven't already visited these websites, enjoy!

Creative Albuquerque emerged in

January 2010 after serving the arts community for more than 25 years as the Arts Alliance. www.creativeabq.org

Art & Education, a collaboration between *e-flux* and *ArtForum*, shares announcements, news stories and academic papers. www.artandeducation.net/

Arts & Letters Daily, by *The Chronicle of Higher Education*, is an aggregate site, home to many diverse and marvelous links. www.aldaily.com/

Juxtapoz and its super dynamic arts/culture content may be even better than its print magazine. www.juxtapoz.com

Longform is a beautifully curated collection of articles too lengthy for online reading - with tools for perusing offline! <http://longform.org/>

Call for Entries

26th Annual Purchase Prize Award Exhibit

Color Photo Deadline: August 1, 2011

Sept. 23 - 25 & Sept. 30 - Oct. 2, 2011 at Hearst Church Gallery, Pinos Altos, NM. Sponsored by Grant County Art Guild. For Prospectus, including the mail-in entry form, download at: www.gcag.org or contact Barbara Kejr at 575-538-8216 or Liz Goertz at 575-534-1363

"Little Gems" Juried Show

Digital Deadline: Wednesday, August 3, 2011

September 3 - October 28, 2011 at Open Space Visitor Center • 6500 Coors NW • Albuquerque, NM. An adjunct to the annual fundraising "A View with Room Exhibit", "Little Gems" offers small (6" x 8" max.), reasonably priced paintings which depict the City of Albuquerque Open Space lands.

The prospectus at:

<http://www.cabq.gov/openspace/visitorcenter.html>

Scroll down the page until you see:

Prospectus for 2011 "Little Gems" Juried Art Exhibit.

Deadline: August 3, 2011.

St. John's Cathedral Show

Entry Form Deadline: August 19, 2011

Painting delivery: Sept. 6 between 10 am & 2 pm.

From Sept - Nov. 2011 at Cathedral Gallery, 3rd St. & Silver SW, entrance on 3rd.

Submit up to 2 standard pieces, no larger than 30" x 38" framed and 2 miniatures, no larger than 8" x 8" framed. Each show is juried for the purpose of elimination due to space restrictions, appropriate subject matter, framing issues and aesthetics. Prospectus will be sent to PSNM members via email. To have one mailed, call Audrey Minard: 505-281-1966.

Pastel Society of the Southwest 30th Annual National Juried Exhibition

CD & Entry Fee Deadline: Sept. 1, 2011

Exhibition from Nov. 1 - 28, 2011 at Eisemann Center, Richardson, TX

Judge and Juror: Doug Dawson

Entry fee: \$30, plus \$30 PSSW Membership Dues

Prospectus available online at: <http://www.pssw.info/>

For more information, contact: Connie Erickson at: c.art.erickson@gmail.com

See page 3 for one more Call for Entry listing...

Workshops

LISTING POLICY: All new announcements will be published with as much detail as space will allow. Repeat listings will be abbreviated. Deadline for submissions is 15th of month preceding next issue. Please send your listings for classes, events, workshops, or news via email to: psnm.news@gmail.com

Albuquerque and **Santa Fe** appear in **Red** to indicate workshops and classes which are held locally.

TAUGHT BY PSNM MEMBERS

Michael Chesley Johnson, PSNM

Now - Sept 2011 • Campobello Island, New Brunswick
Plein Air Workshops at Michael's summer studio. Every week he offers a plein air workshop in oil and pastel. Come explore the beauty of the Canadian Maritimes (right across the US border from Lubec, Maine.) Harbors, fishing boats, bold cliffs, lighthouses. Paint in the mornings and explore the island the rest of the day! \$300 for five half-days. For more information, visit www.PaintCampobello.com or email mcj.painter@gmail.com

Mike Mahon Workshops

Focus on the step-by-step painting process from concept to final stroke. For Pastel, Oil, or Acrylic.

August 1 - 3 • Clovis, NM

August 10 - 12 • **Santa Fe, NM** (Artisan)

September 26 - 30 • Taos, NM - Plein Air

October 31 - Nov. 4 • Hot Springs Village - Portrait

To learn more about Mike and his workshops, go to his website: www.mmahon.com

To register, send him an email: art@mmahon.com or call him at: 505-473-1098

Terri Ford Workshops

August 3 - 5 • California Coast

Near Carmel/Pacific Grove, CA. Contact Terri Ford, 408-286-3801 or tford@terrifordart.com

August 26 - 28 • Maquoketa, IA

Sponsored by Maquoketa Art Experience

Contact: maquoketaartexperience@hotmail.com or tford@terrifordart.com

September 9 - 11 & 13 - 15 • New Hampshire

Pastel Society of New Hampshire

Contact: Shaunna Smith, 603-566-8611

sdsmith7@comcast.net

September 18 - 28, 2011 • South of France

Plein air painting, historic villages, fabulous food! At Domaine du Haut Baran in the beautiful Lot Valley.

Contact Terri at 408-286-3801 or tford@terrifordart.com
www.terrifordart.com

Maggie Price, PSA Workshops

Landscape painting; beginning to advanced welcome. Indoor classes designed to help create better paintings from photo reference; outdoor classes specialize in plein-air techniques. Demonstrations and personal assistance at artists' easels.

Information about Maggie, at www.MaggiePriceArt.com

August 27 - Sept. 7, 2011 • Anstruther, Scotland

Based in small village near St. Andrews. Day trips to fishing villages and castle gardens. Sponsored by Jack Richeson & Co. Brochure at: www.MaggiePriceArt.com

September 15 - 17 • Hot Springs Village, AR

Indoor class, focusing on creating lively paintings from photos. Sponsored by Brush Strokes; contact Teresa Widdifield, 501-922-9292

October 8 - 17 • Andalucia, Spain

In Genal Valley (southern Spain) in a small village at a lovely hotel with day trips to surrounding towns, cities and painting spots. Flyer at: www.MaggiePriceArt.com

October 21 - 23 • New York City, NY

Indoor technique-intensive workshop, covers issues specific to pastel and concentrates on elements such as value, color temperature, composition, aerial perspective, and compensating for flaws of photos.

Sponsored by PSA: www.pastelsocietyofamerica.org

November 7 - 11 • Sautee, GA

Five-day workshop, both plein air and studio techniques, in mountains of northern Georgia. Special for this class: work in pastel and/or water-soluble oils. Sponsored by Art Immersions; email Cynthia Whitney at: cwhitney@hemc.net

NEW! Nance McManus Workshop

September 8 - 10 • **Albuquerque, NM**

"Pastel Painting Camp"; 9:30 am - 4:30 pm at the NM Art League. No toasting of marshmallows or sleeping bags at this camp! However, I hope we can get a lot of problems solved in paintings and pastels in this two day concentration of fun. Bring paintings that you have started and are not happy with at the moment. Bring those ideas for paintings that you have had and didn't know how to approach. If the weather is good, bring your easel and

continued on page 6

Workshops

continued from page 5

paint outside. Tuition: \$190
Contact Nance by email: nance@avianambassadors.com
or call 505-281-2705.
www.nancemcmanusstudio.com

Jakki Kouffman Workshops

Master Pastellist, PSA; PAPNM, Signature Member
September 19 - 23 • Taos, NM
5-day workshop (Mon - Fri) Structured approach to outdoor landscape painting in northern NM, focused primarily on essentials of value, color and composition. Pastel and Acrylic painters are welcome to participate. \$575 (\$613 with NM GR tax); payable to Jakki Kouffman
Registration: Jakki Kouffman, (505) 466-1800 or art@jakkikouffman.com

Dina Gregory Workshop

October 26 - 28 • Palo Duro Canyon, TX
Paint *en Plein Air* when cottonwoods have turned yellow and the mountains create a red ribbon backdrop. Stay after 4pm for some spectacular sunsets if you choose. Cost is \$300 for Amarillo Art Institute members and \$335 for non-members. Register at: www.amarilloartinstitute.org or call at 806-353-8802 Dina's website is: www.dinagregory.com

TAUGHT BY OTHERS

Albert Handell Workshop

August 25 - 27 • Albuquerque, NM
From 9:30 am – 4:30 pm at the New Mexico Art League, 3409 Juan Tabo NE. Indoor studio painting... Learn what to select and what to leave out to make a strong design and statement. Daily demos, either in pastel or mixed media pastel (watercolor and pastel) or oil. See how a Master Artist works in a studio setting to perfect his outdoor studies and bring life to his photographs. All levels with experience working in pastels, oils, or water media. Tuition: \$360

To Register, contact Workshop Coordinator, Maria Cole at: mariacole1@q.com, or 505-797-7988

Jack Pardue, PSA Workshop

September 19 - 23, 2011 • Albuquerque, NM
A few spots still available for *plein air* workshop with award-winning painter. Learn to paint in an impressionistic manner and to isolate a specific portion of the landscape without being overwhelmed by the expansive view. See how an accurate, but loose drawing, aids composition before moving to color and value.

Individual at-the-easel instruction throughout. Daily demos and critiques. Beginning to advanced welcome. Jack's website is: www.parduestudio.com
Tuition: Only \$400 for 5 full days.
To register call Jack at 703-765-2622 or email: parduestudio@msn.com Or contact Sandy Rosen at: 505-771-0963 or email: sandyart1@live.com

Alicia Sotherland Portrait Workshop

September 20 - 23 • Killarney, Ireland
Students learn to create atmospheric portraits. Held at the beautiful Lake Hotel. Special rate of 50 Euros pp/do. Hotel reservations: www.lakehotel.com Workshop Cost: \$500
To register please contact: 760-746-6256 or email: aliciasotherland@hotmail.com

Jeanne Rosier Smith Workshop

October 7 - 9, 2011 • Littleton, Colorado
The Pastel Portrait, held at Terry Ludwig Studios
Day 1: Portrait Basics: The Head and Shoulders Sketch
Morning demo of basic approach to painting portrait, with emphasis on proportions (general to specific), shape, and value. In afternoon, students complete their own portrait sketch from live model.
Days 2 & 3: The Developed Portrait: More extended, developed portrait painting. Instructor demo each morning, focusing on composition, flesh tones, handling backgrounds, edges, and developing details. The greater part of each day will be devoted to individual instruction at your easel, as you develop your own portraits from our model. Hone your skills, find your focus, enliven your flesh tones with those luscious Terry Ludwig portrait colors! Appropriate for beginner to advanced. Small group allows for plenty of at-easel individual attention. Jeanne will make you feel at ease and help you simplify what you see.

\$350, includes model fee

Jeanne's website is: www.jeannesmithart.com

To register for this workshop or for more information, contact Jeanne at jeanne@jeannesmithart.com, or go to www.terryludwig.com

Doug Dawson Workshop

November 7 - 9, 2011 • Grapevine, TX
Monday - Wednesday from 9 - 4 each day in Community Room of the Stacy Building.
Doug is the judge and juror for the PSSW National Show
Tuition: \$325 PSSW members; \$350 non-members.
Deposit: \$100 to hold your spot.
Contact Robbie George at georgert@att.net or April Bradshaw at captmartinapril@aol.com