

March 8 2017
FD meeting minutes

Host: Marcia Kent
Chair: Jeanette
Secretary: Jennifer

In Attendance: Jeanette_Carr, Marcia Kent, Stuart Wagner, JoAnn Bautista, Cynthia Jensen, Pam Leith, Diana, Carole, Marie Bergstadt, Susan Doyle, Marja, Regula, Melissa Woodburn, Margaret, Ventana, Sheila, Lucy, Judy, Laurel, Giselle, Phyllis and Jennifer

Minutes of Feb 2017 approved. We did not have Treasurer's report.

Phyllis brought Mary Edwards, Art Career Coach, as a guest speaker. She was the first executive director of Artworks Downtown and now runs her own art career coaching business.

Website: coaching coachingforartists.com (Note; artists has an S)

Mary helps artists utilize their left brain so that they can better meet their individual artistic goals including advancing their art career.

She provided a questionnaire "Checklist for Successful Art Career." The following questions question could be answered from 1(low) to 5(high)

1. I have a regular, consistent studio practice.
2. I ask others for advice about my career.
3. I am able to overcome rejection quickly.
4. I am comfortable using technology.
5. I use the art resources in the Bay Area.
6. I am good at talking about my art.
7. My work has a signature style or content.
8. I'm clear about the goals for my art practice.
9. I am following an actual plan.
10. It is easy to find my work online.

Mary stressed the importance of having a consistent studio practice, ideally 15 hours a week or longer. Until an artist has consistent practice, s/he should not be concerned with anything else. Once an artist has such practice, s/he can work on building professional relationships by asking advice about one's work.

The benefits for this practice include formal portfolio reviews (by someone new to your work) are:

1. Formal and professional feedback of your work can generate fresh ideas, provide new direction or affirm the artist's current direction.
2. Advice can turn into action that leads to getting a broader audience, putting your name on the map...

3. An artist should take time to learn the basic tech skills needed to enter shows and update websites Or they need to have friends or family who will do this. Or hire someone to do tech tasks.

To pick the right shows to enter -Do your research:

Is it a reputable gallery and art center? Does the gallery, represent artists who are known and respected? Is the juror known and respected? Google "experience with (name of gallery) and read reviews by other artists.

It's important to get out of your comfort and logistics zone. For example, Marin artists may overlook potential exhibit possibilities in San Francisco. Likewise, SF artists may dismiss opportunities in Marin. She suggested keeping an eye on shows at **Root Division** and **Southern Exposure**. They are two non-profit art centers that galleries and museums pay attention to. Their shows get reviewed and the artists showing at these venues get attention. Check out and join online publications, including. Artpractical.com

In a crowded art market, it is crucial to understand your own niché and be able to communicate why anyone should pay attention to your work.

Talking about your art: practice your talk so that you can quickly, clearly and confidently talk about your work. Being clear and honest about what and why you are doing can shape the direction of your work or even reframe your work.

Develop a signature style: multiple styles are not fully developed personal style yet.

One cannot have a path without a clear goal. Articulating a goal is NOT SIMPLE, so ask yourself: "What would success look like for me?"

Answer examples: establish a consistent art practice, for mid-career artist-how to push forward to the next level, or you might already be where you want to be. Try imagining your success, write about it and spend time on the question.

Make an action plan. One cannot have a path without a clear goal. Articulating a goal IS Not SIMPLE so ask yourself: What would success look like for me?

Answer examples: establish a consistent art practice. A mid-career artist might want to push to the next level. Or you might already be where you want to be. Try to imagine your success, write about it and spend time on the question.

An action plan is breaking the goal down into a left-brain step by step plan.

If you are not comfortable with or bad at following steps, make it visual, friendly and touchable so you can feel it.

Mary's last tip: An Artist definitely needs to have his/her website. Anyone should be able to google your name and find your work.

Critique

Melissa: three new ceramic work. Using limpet shells, sprigging technique, low fire white clay

Feedback: Beautiful organic forms, title?- something related to vessels which is in line with Melissa's body of work

Cynthia: giant bugs made from part industrial and part natural materials.

Cricket Crudo: two parts, a cricket and a ceramic plate

Feedback: consider different sized plates, formal plates, more crickets

Great work

Diana introduced prospective new member, Bernadette Ngai

Bernadette brought four work, three in a series of "Looking for Balance"

She considers herself foremost a metal artist. Three pieces were: clockwork necklace, a pebble balanced on slice of a metal sphere and a left/ right brain rendered with crocheting on one side and gears from clockwork on the other.

Her fourth work was a tea house made with tea bags.

Beautiful work

Prospective New Member: Roz Ritter decided not to join FD. She is in few of critique groups with many of the FD members and felt that joining FD would be bit redundant.

Jeanette will be sending a proposal that outlines a procedure of introducing prospective members and accepting them.

Future shows

-Richmond Art Center

Diana reported that our website, as it is now, does not do our group justice. The director at RAC felt that there was no cohesion in our group either in themes of our work or the level of artistry among the members. She suggested that we self-jury before presenting ourselves as a cohesive group.

-Lucy contacted David Brower center in Berkeley. She was given similar advice, to approach them with a theme. Currently, the theme that is getting a lot of attention is social justice.

In another proposal, Melissa sent a proposal with past show images to Pence Gallery. This pre-selected and focused proposal was much better received and in future we will not only put together a show proposal but a specific proposed theme for a new show.

"Boundaries" was mentioned as a possible theme. Please email Diana with your idea of a theme for the next FD show.

Please update your images on FD website.

Stuart sold a piece in Civic center show, yeah!!

Next workshop

Regula showed 12 hand-made beautiful greeting cards and proposed a workshop in May 10th at her house. There will be two sessions 10-12 then 1-3 Please email Regula your preferred time slot.

Annual high school art show is juried by Melissa and will be part of Friday Art Walk.

Paper and Coats show at Dominican college library is worth seeing.

A fabric store, Bay Quilt in Richmond is highly recommended by Marcia and Jeanette
5327 Jacuzzi St 3C

Next meeting: Apr, 12th at Regula's
Need Chair