



MAY 1, 2017

*Next Member Meeting
May 2nd, 7pm,
The First Baptist
Church Hall,
30 Pierce Street,
East Greenwich, RI*

President's Message

I hope most of you will be able to come to the May club meeting. The Golden lady will be there with news, new techniques, samples and to lead us in some hands on fun. Remember to bring paper towels, brushes and paper to work on.

On a more serious note, we have not had any response to our plea for Secretary and the other jobs listed in the memo sent out. We have this meeting and the following week or so to remedy this problem. Please consider helping out, it is your club.

May Meeting Presenter

Adria Arch will be demonstrating products from Golden Paints. Adria is an artist who has exhibited widely throughout New England. Her undergraduate studies included Rhode Island School of Design and Carnegie Mellon University. She received an MFA in painting from the Massachusetts College of Art and Design.

Adria has had solo exhibits at Danforth Art in Framingham, MA, Art Complex Museum in Duxbury, MA, and the Hunt Gallery at Mary Baldwin College in Staunton, VA. She has completed commissioned site specific murals at Lesley University's Porter Square building in Cambridge, MA and at Danforth Art in Framingham, MA. She has been awarded art residencies at Vermont Studio Center, Virginia Center for the Creative Arts, Sanskriti Foundation in Delhi, and most recently in Auvillar, France through Virginia Center for the Creative Arts.

Adria is a GOLDEN Certified Working Artist for GOLDEN Paints. She instructs privately and at various local museums and art centers. In addition to her active teaching schedule which has included two summer programs on the island of Skopelos in Greece, Adria leads Arlington Public Art in Arlington.

Please remember to bring the following items (only if you already have them) to Adria Arch's hands-on demo on May 2:

- Roll of paper towels
 - Two brushes, inexpensive sable or other
 - Small pad of white drawing paper
 - Palette knife if possible
 - Empty plastic container for water
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Which Social Media Channel is Right for Your Art Business?

If you are nervous about using social media to market your art business, let us reassure you: you're not alone. For starters, each platform is so different—from how you use it, to when you are expected to post, it can feel like you need to master every single site. After all, you want to reach as many fans as possible.

But the thing is, you don't have to do it all! Depending on your art business, your personality, and who you are trying to reach, some social media channels are going to be better suited for you than others. It's actually better to start with one or two that you can focus on doing really well than have a bunch of neglected accounts.

To help you navigate this crazy online world, we've gone over the pros and cons of each social media platform, so you can choose the ones that work best for your art business. Check it out:

FACEBOOK

Expected Use: Post once a day on average and interact daily

Pros:

- Share all kinds of posts for your art marketing (including photos, videos, links to websites, [Artwork Archive](#) updates, podcasts, blogs, etc.)
- Easily link to other social media channels and share posts from Twitter, Instagram, and Pinterest
- Schedule posts directly on Facebook with a free business account to save time
- Receive free insights on your fans and follow how well your posts are doing
- Enjoy a wide audience of users
- Join Facebook groups that share everything from art business tips to pieces up for sale
- Share a wealth of information about yourself in the About section, including your [artist statement](#), links to your artist website, and links to other social media channels
- Make selling art easier by making a call-to-action button leading to your website
- Create photo albums of your art
- Caption photos of your pieces with important details
- Use your cover photo and pinned posts for art marketing

Cons:

- Social interaction is a must
- It takes time to reply to comments and like other people's posts, which is expected
- If your posts and pictures are not done well, it could turn away fans and [damage your online art brand](#)
- Algorithms are becoming more focused on paying for your posts to be seen in the news feed

For more tips on Twitter, Instagram, Pinterest, and LinkedIn, see the website below.

From: <https://www.artworkarchive.com/blog/which-social-media-channel-is-right-for-your-art-business>

Member News

The Tuesday Morning Painting Group, Jeannine, Barbara, Joan, Jack Joyce, Peggy F, Peggy H, and Portia, hung our paintings in **Java Madness** last Saturday...

Ann Bianchi will be teaching a series of classes and workshops for the Spring/Summer 2017 schedule. Try something new or "brush" up on a favorite medium. Sign up at: South County Art Association: Observational Pencil Drawing- April 25-May 23; 4:00-6:00pm

Colored Pencil Drawing- June 22,29,July 13,27; 4:00-6:00pm
Oil Painted Landscapes- July 12-August 2; 4:00-6:00pm
Wickford Art Association: Oil Pastel One-Day workshop-June 3
Oil Painting Landscapes One-Day workshop-June 10

Ann Bianchi has been creating small Pet Portraits in conjunction with the Wickford Art Association as a fund raiser. Contact Wickford Arts for more information

Lori Jeremiah and Ann Bianchi were invited to paint at this year's walking tour for the HistWick-"Wickford in Bloom, 2017" event on June 24 from 10:00-4:00 pm. Artists will be painting on location in yards and gardens throughout Old Wickford.

ART SHOW:.The **Cumberland Public Library**, 1464 Diamond Hill Road, Cumberland RI will feature recent works by Rhode Island artists Ann E. Bianchi, Joanne Morrissey, and Lori Jeremiah from August 1-31. Works in oils, acrylics, and watercolors will be displayed in the gallery, 2nd floor. An opening reception will be planned and noted on the library website.

Main Street Strolls - from Jeannine Anderson

Main Street Strolls are starting in May. The first one is the Arts on Main on Saturday May 6 from 12 noon until 3 p.m. The Chamber of Commerce has always invited artists to participate in the strolls.....if anyone is interested in participating in the stroll on May 6, please contact me [imjeannine@yahoo.com] if you would like join us to paint and/or bring a set up to display and sell your work (maybe a small table or show an album of your paintings --nothing too big. If you are interested in just painting solo, please call Amy Moore on Friday the 28 to be assigned a "spot". All others interested in being part of a group, contact me* and I will contact Amy for an assigned spot. Her email address is amy@eastgreenwichchamber.com and cell phone is 401-490-1526. We are one of the oldest associations in East Greenwich and have added much enrichment to the community but still have a low profile. Participating in this event will help maintain our presence as an asset to the area. *imjeannine@yahoo.com or 401-575-9203

The calendar for future Strolls is:
Thursday June 22 Dog Stroll 5 pm.
Thursday July 20 Music Stroll 5 pm
Thursday Aug. 24 Taste of EG 5 pm
Saturday Sept. 16 Falling Leaves 12 noon

May Classes at Heritage Art Gallery & Glass Studio

5580 Post Rd, East Greenwich, RI

www.HeritageGallery.RI.com



Be My Valentine

If you are aged 8 to 80, come and create a heartfelt token for your Mom for Mother's Day in May. During this 90-minute event, you will create a beautiful framed glass heart in your choice of colors Absolutely no experience in glass needed!

All materials (glass and white, wooden frame) included.

Saturday, May 6 (ready for Mother's Day) 2:30-4



Frame it Up!

In one 90 minute session, you will create a beautiful 4x6" frame in your choice of colors. No experience. Great for get-together with friends! Give as a gift of keep for yourself. Will be ready for Mother's day. All materials included and will be ready to either hang or stand.

Friday, May 5: 6:30-8



Layering a Landscape in Glass

In this three session workshop build on the basic art or glass skills to create a scene in glass using sheet glass, glass powder, stringer, and black enamel. Students will choose from sample images provided by the instructor and transform one into a 6" x 8" colorful and inspired glass landscape.

We will make our own pieces of glass with powders (glass wafers), heat manipulate stringer, and learn the technique of scraffito with glass enamel.

Course fee: \$325.00 due to reserve your spot with additional \$75.00 materials fee due at first class.

Friday: May 19, 12-3, Saturday: May 20, 10-3 and Sunday: May 21, 12-3
(This workshop is an abbreviation of the well received Layering a Landscape class taught nationally.)

Hospitality

Refreshments will be provided for the May 2nd meeting by Michele Lilly, Art Watson, Nancy Moretti, and Tom Dandin. Thank you all.



Courtyard in Nice, acrylic by Ian Sanderson

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