

February Newsletter

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Valentine Greetings, you 'lil sweethearts, you!

Okay, I know, it's been a winter of snow and ice and "wintry mix" and yes, our January meeting was cancelled, but listen, our February meeting will be different—oh, yes, do come out **Monday, February 23, 7:30 pm at the Somerset County Library to hear Sara Bush**—she has so much to give us. Sarah Bush is a professional speaker and an artist's coach. She has an MFA in Fiber and Surface Design from the Memphis College of Art and has been a professional designer for over 20 years--creating and developing home decor and personal accessories that were sold to major department stores, fashion retail chains, and upscale boutiques across the country. Sarah helps fine artists, designers, and indie crafters develop their artistic voice and build a body of work, sell what they make, or both. *You do want to have your work seen, right, and have it sell, right? Come, listen, learn; you'll be glad you did.* Some of what will be covered includes:

- How to overcome the number one obstacle most artists face when marketing & selling their art.
- How I used free marketing techniques to land a \$5,000 commission and how you can use those same skills to sell your own work.
- Two simple mistakes many artists make and how you can avoid them.
- The role of effective story-telling in promoting and selling your work.

If someone would like to volunteer for hospitality, please email Alka at alkadalal@hotmail.com or phone 908-393-6561.

Update on the Clarence Dillon Library Show: some RVAA artists submitted and, if selected, they will go in the show along with others in May. It was open to *all* artists. More later.

We are going to have a show in **Arbor Glen, Somerville** from March 26- May 15. We will put it up 10-11 am March 26 and take down same time on May 15. We are going to accept on a first come first serve basis. Two from each artist. They have a 60' wall with a navy blue color on the wall. One large 16 x 20 and one small. Please provide name, size, media and price and a couple of lines about yourself to me by email if possible and/or at the next meeting. Also they want to know where you are located and what media you are working with at the present time.

Save the date! April 18th. You really must...our annual bus trip to NYC. Marge McGovern is once again chairing this great fun trip (thank you, Marge!). The AWS show is of course at the

Salmagundi, and we'll go to the Metropolitan Museum of Art before it. The trip does not interfere with any Easter plans as Easter is April 5th this year. The bus leaves at 8:30 from the upper parking lot of the Somerset County Library (same spot as usual). We leave the Met about 3:30 to go to the Salmagundi Club for the American Watercolor Society Show, and we leave there at 5 to arrive back in Bridgewater at 6. This is a fantastic day, with all sorts of wonderful art to see and inspire us, as well as the camaraderie of art friends. And the bus, with comfortable seats and a bathroom besides, only costs \$35. Everything door to door for us! *If you were to go by train and taxi, or train/subway/bus, you would spend about as much and waste ever so much time, time that can be used looking at art.* **This is a marvelous trip, trust your editor!** Please send your check made out to RVAA to Marge McGovern, PO Box 399, Martinsville, 08836 For what will be showing at the Met just go to <http://www.metmuseum.org/exhibitions> You'll want to mail Marge your check soon!

Welcome Neighbor: Sharing Cultural Art Traditions features some incredibly talented NJ artists from several counties who create traditional art specific to their cultural backgrounds. Do stop by to enjoy it before it ends on Friday, Feb. 27, 2015. **Note:** This exhibition's 3D art works remain at 20 Grove St., Somerset County Admin. Bldg. in the 3rd floor Lobby display cases until Feb 27, 2015. However, the two dimensional art was re-installed at the gallery space located at 40 North Bridge St., Somerville (corner of High and Bridge Sts./Old Admin Bldg./ one block away from our current county admin. bldg.) for a new viewing audience to enjoy. The lobby gallery space at 40 North Bridge St., currently featuring the 2D artworks of the NJ350 exhibition (***Welcome Neighbor: Sharing Cultural Art Traditions***) by the Somerset county courts, is conveniently close to 50 walkable restaurants in downtown Somerville, should you want to make a pleasurable gallery /luncheon break out of your visit. Free parking is available in the County Admin. Bldg's attached parking deck (behind 20 Grove St., bldg.), or on-street metered(\$) parking is also available surrounding both locations (the courthouse green.) In addition, they are also featuring the **Camera Naturalists Photography Club** exhibition in the Cultural & Heritage Gallery (Somerset County Admin. Bldg./20Grove St., Somerville)... the gallery you walk into directly from the parking deck entrance into the Somerset County Admin. Bldg.

ANNOUNCEMENT: The Pikes Peak Watercolor Society is pleased to announce that their International Watermedia 2015 is open for entry. The prospectus is on the PPWS Website at: <http://www.pikespeakwatercolorsociety.org/images/International.pdf>
The direct link to online entry through CaFE is: <http://bit.ly/y1cGnFE>
Our juror: Ted Nuttall, AWS, NWS Mail in deadline: March 23, 2015
Online CaFE entry deadline: April 1, 2015

We are always looking for good artists who would like to demo at RVAA. If you know anyone, please refer them to us. If members want to demo their art, techniques, photography etc., please contact Alka alkadalal@hotmail.com.

The web page for the RVAA Wounded Warrior project is on our website <http://www.raritanvalleyarts.org/ww.html>. Interested artists should send their jpg files to Gard as soon as possible. Gard's email is: gcp6@optonline.net. You can display any painting(s) you want

to donate, which must be ready to hang (it could even be a fine print). Wounded veterans can then choose a painting, which the artist ships to him/her. The shipping cost will be absorbed by the organization. Alka has been working with Rick Lynch who is the WW contact in Texas; he is the retired Lieutenant General involved in building homes for the wounded warriors. Your email should include the name of the painting, the medium (original watercolor, print on canvas, etc.), and dimensions.

Members in the News

Judith Hummer is doing a demo for the Hunterdon Watercolor Society on Monday, March 2, 2015 at the Hunterdon County Complex Route 12, Flemington NJ. The demo will take place from 7:30pm - 9:00pm. All are invited to watch Judy's demo!

Hello, out there in RVAA Land! We'd like to hear what you've been doing. Do write or email me!

Happy Painting!
Diana