



PRESIDENT'S MESSAGE - January 2023

Thought this list of 7 Rules of Life was interesting and inspirational. Maybe you will get inspiration from it.

7 Rules of Life

1. **Let it Go** – Never ruin a good day by thinking about a bad yesterday.
2. **Ignore Them** – Don't listen to other people. Live a life that's empowering to you.
3. **Give it Time** – Time heals everything.
4. **Don't Compare** – The only person you should try to beat is the person you were yesterday.

5. **Stay Calm** – It's okay not to have everything figured out. Know that in time you will get there.
6. **It's On You** – Only you are in charge of your happiness.
7. **Smile** – Life is short. Enjoy it while you have it.

Cindy Chambers - President

Members Activities:



February Create a Valentine card using any ideas you can come up with. Be creative.



March This is the month to be Irish. We also celebrate Women's History Month and National Pi Day. Create art using any of the above. Include geometric patterns or symbols.



Creative Corner

Pricing Your Paintings for Exhibition

By Elaine Waters

Almost every artist struggles with this subject when entering art exhibits. There are almost no RULES, but there are some guidelines which can make your decisions easier.

Most new artists either overprice or underprice their art. So: it is a good thing to observe pricing at other local exhibits. If other art groups have exhibits.... Go to see those exhibits and see what the price range is for the art. Look at the size, quality (by your own judgement), medium, framing, and the general price range of that particular artist's work. Check out the award winners and note the pricing of those pieces.

Now, there are a lot of things you should consider when pricing your own art. Think about the size, medium and consider ALL of the criteria that you think the judge (and art public) will consider. If you think your entry is really good, that is important. If you think it has problem areas.... Fix them and enter the painting in a later exhibit.

Now some specifics: Size is important.

8 x 10 painting..... Start at \$80.00

11 x 14 painting.....start at \$154.00 (generally at \$150.00 range)

16 x 20 painting... start at \$320.00.

You can see that I have multiplied the length x width to get those figures... Now that I have a base figure, I need to think about the added on costs.

The entry fee per painting with the exhibit. Generally, \$10.00 to \$25.00 per painting. This money goes to the sponsor of the exhibit or the gallery. It is NOT refunded to you if your painting does not survive the jurying and the painting is returned to you.

If your painting sells, you will pay a commission on your selling price to the exhibit sponsor or gallery. Usually that fee is 10 %, 20 %, 25 %, 30 %, or even up to 50 %, if it is a high price gallery. Sometimes you may need to pay a commission to both the exhibit sponsor AND the gallery. Another factor you should consider is sales tax (Ariz Dept of Rev). If you have a State Sales License, you must report each month your sales and pay a small amount to the state for the money you made on that sale. If you do not have a sales license you must still add the amount of your sale to your sales profit to the IRS.... And then that will be added to your total income and you will have to pay a tax on that. You can see that this can become frustrating.... And become difficult to keep track of. When I had a sales license, I forgot to send my report in one month and was fined \$50.00 even though I had no sales to report for that month. If you sell art in other Arizona cities, (Scottsdale or Cave Creek), you must pay city license fees and pay taxes to those cities on sales you made to those cities.

Some other things to consider: The cost of your frame. Some artists purchase used frames at garage sales or secondhand stores. Sometimes they work, but be careful of split frames, damaged, or warped frames. It is almost always better to purchase new frames even if you pay a little bit more for them. Be careful of dirty mats and glass.... Always give your art the benefit of good presentation. Because I also do commission paintings, I always add about 10% or 20% to the basic cost of the painting depending on size and subject and I always accept at least 20% up front (before I do the art) .

Keep track of any art supply costs, entry fees, art league membership fees and auto mileage for art events. Many artists sell from their homes and studios. Their prices can be less and they can give discounts to their buyers. Some artists give a 10 % discount if the buyer purchases more than one piece of art. If the artist also exhibits at galleries, they need to keep their studio prices somewhat related to the prices used for their art at the galleries. Be proud of your art exhibit entries. Try to have your prices consistent with the other art in the exhibit. Bargain basement prices or too high prices don't do you or your wonderful art any favors.

Good luck on painting AND selling your art. Don't let these guidelines scare you.... They are all part of the business of being "AN ARTIST"!

Monday, February 27, 2023

6 – 6:45pm - Critique

6:45 – 7:15pm – Business Meeting

7:15 – 7:30pm – Social Time

7:30 – 8:30pm – Demonstration Featuring Florine Duffield



UPCOMING EVENT:

HOLLAND CENTER EXHIBIT:

Show Dates: March 27-May 8, 2023

Drop off: March 27, 2023 – 10:00am-12:00pm

Reception: April 1, 2023 – 3-5pm

Pick Up: Monday, May 8, 2023 – 10:00am-12:00pm

Please read the guidelines for gallery exhibits in your directory. Proper hanging hardware is required. Artwork can be disqualified for improper hardware.



February Demonstrator – Florine Duffield

“The Art of the Background” <https://www.FlorineDuffieldArt.com>

The background has the incredibly important role of providing context and contrast for the main subject. Having a simple, harmonious background allows the focus to fall entirely on the subject. Think Twice, Paint once. Decisions, decisions – what is needed to get off to a proper start: Defining your Light Source; Composition; Value; Negative and Positive Space; Color Choices. Demonstration by instructor – how to get started with a background using primed, sketched-in subjects on canvas / panels.

What Makes a Good Background?

Essentially, I'd say three factors make a good background, while if in doubt, keeping it as simple as possible: It complements rather than competes with the main elements. You never want a background that fights for attention with the focal point.

It unifies the picture. At least one colour used in the background should pick up on some of the coloring in the main elements of the picture. It enhances the picture. The picture should look better with the background than without it.

WHAT THE INSTRUCTOR WILL BRING:

Paintings in the early stages so there can be group discussion and decide before we jump in. Loads of examples – my paintings – ones that worked well, others that were big misses (messes!)

Photos of other well known artist who show interesting background styles to consider/discuss.

Artist Information

Clairice McIlvain– sold an art piece at the Glendale Arts Council Show

Julie Frye & Alike Kumar have entries in the Herberger Gallery exhibit called “Where the Music Lives.” Reception: February 17, 2023 – 6-8pm

Julie Frye sold a painting at the Beatitudes reception.



Please **remember** to submit your artwork for Back Page art. Art displayed is from the members so send photos to Cindy Chambers at: tees2others@gmail.com

Remember also to bring your artwork for Members Monthly Activity and Artist of the Month each month to the general meeting.



Outreach will be collecting non-perishable foods and supplies for Banner Health. Members are encouraged to bring items to the general meeting. Old glasses will also be collected.



Farmers Market - seeking vendors
825 S. 131st Street on Warner Road, Chandler, AZ (just East of McQueen)
No fee, however, a \$15 donation would be kind.
4th Saturday of each month through May. 10 am to 2 p



For just \$25.00 a year!!!

This includes one additional mid-year image exchange! Then you can change-out again. **Include it in your annual membership dues** – how easy is THAT?!

We are increasing traffic flow and visitors to our site and piquing their interests **WHEN THEY GET THERE!**

Julie Frye is now your webmaster, (Chuck and Alike Kumar assisting) so get **YOUR LINK** on the PAG website and get these advantages **WORKING** for YOU!

Just send the following info. to Julie Frye, juliefrye381@gmail.com

- A JPG (**as least 300dpi**) of one of your pieces
- The title of the piece
- unframed sizes, media
- Your name, email address, website link, (remember-link it back to PAG site, to increase traffic)
- organizations to which you belong.
-

OFFICERS FOR 2022-2023

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2 nd Vice President (Exhibits)	John Mansour
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ART



“Grandma’s Yard” Graphite by Paula Sandera



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Meetings:

4th Monday of Month

AAG Building
18411 N. 7th Avenue, Phoenix

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602-828-0604

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623-215-7849

Membership \$50.00 per year/May-April