



ARTY FACTS

monthly newsletter to inform and support members

**NEXT MEETING:
MARCH 16, 2023**

**The meeting begins at
10:00 a.m.**

**** Board Meeting 9:00am ****

**LOCATION:
Lakeview Presbyterian
Church**

**5914 CANAL
BOULEVARD,
NEW ORLEANS**

If you wish to participate in "Artist of the Month", please arrive at least 15 min. early, and bring a painting which you have completed within the last three years that was not created during a workshop or class.

50/50 drawing with prize money.

**March demo by:
Ben Hamburger**
www.benhamburgerart.com



Alan Flattmann at his February Workshop

Continued prayers and well wishes for Alan's quick return to good health!

****The nominating committee will submit a slate of officers for next year's board at the March meeting. Nominations will also be accepted from the floor.****



NOAA President's Letter by Michelle Eroche

The Importance of Photographing Your Work

"A picture is worth a thousand words." We've all heard the old adage. In this article, I'll amend that adage to state ..."A picture could be worth thousands of dollars!" For those members who are building their art business and don't faithfully photo catalog their artwork, you could be leaving a lot of money on the table. An artist friend of mine who has a thriving art business, Stacey Fabre, has perfected the extended merchandise sale by selling giclées, prints, art blocks, and other items (in addition to selling her originals.) Her original work is meticulously placed into mounds of carved oil paint. Her paintings take a long time to paint and dry. If she only sold originals, she might not be able to paint enough to keep up with her demand. So, she sells the heck out of her beautiful originals by making copies. It also makes her work more affordable to a greater audience. Check her out at www.staceypass.com.

If you are thinking, "I just don't know how to photograph my work and don't have time to learn." Think again. All you need is access to the internet, a good easel, a couple lamps, a cell phone, and a decent photo editing app. The internet is a powerful learning tool. There are several decent YouTube Videos on photographing art on your iPhone. I used to photo my art on my Nikon DSLR. However, these days, our iPhones take great photos. You don't need special tools. If you're selling your art for thousands of dollars, there are companies who specialize in photographing artwork. In that case, it's worth spending the money on sophisticated gallery photos of your art.

Not everyone needs an expensive photo editing software package such as Lightroom or Photoshop. Those are cumbersome and used by professional graphic artists. There are free downloads such as Gimp, inPixio, and Photoshop Express. These are just three of the most popular free app downloads.

Once you've photographed your work and you'd like to try out merchandise from a few print-on-demand sites, look into GicleeToday.com, Gelato.com, and FineArtAmerica.com. You can work out your marketing brand info, order a few items to "drop ship" yourself and see how it looks. There are so many options and opportunities for the creative, business-minded artist. Give it a whirl with your favorite piece and bring it to the next meeting. We'd love for you to share your experience.

And don't forget to HAVE FUN!

~Michelle

Congratulations to the February Artists of the Month!

First Place



*Glinda Schafer with her pastel,
"The Golden Hour"*

Second Place



*Jane Brooks and her watercolor
painting, "Bethesda Fountain"*

Third Place Tie



*Beverly Boulet's acrylic painting,
"Lafitte Blues"*



*Kathy Daigle with her oil painting,
"The Third Hole"*

Upcoming Art Events:

Paint Outs

- Paint out in City Park with **Louisiana Watercolor Society** members. **Wednesday, March 29th at 10:00 am.**

Members of the Louisiana Watercolor Society will be coming to New Orleans Wednesday, March 29th at 10:00a.m. for a plein air paint out in City Park and have asked me to invite interested members of NOAA to join in. We plan to meet at the Peristyle around 10:00 then branch off to paint in groups either in the lagoon area or in the Botanical Gardens (admission is free to Louisiana Citizens every Wednesday).

Please consider painting out with us and 🍀 for good weather.

Thank you,

Jan Wilken, LWS Director at Large South Shore

- **Degas Pastel Society** Spring Paint Out and Demo with Melissa Ladner. **Friday, March 31st**. Meet & Greet with refreshments at 9:00 am, demo starts at 10:00 am. Destrehan Plantation, 13034 River Road, Destrehan, LA 70047. Free Admission! Bring your own lunch and art supplies for plein air painting after the demo.

Workshops

- **Glinda Schafer's Painting with Pan Pastels Workshop**, **March 22-23, 9:30 to 4:00.** Only two spots left! Contact Darlene Johnson as soon as possible to sign up. darlenejohnson@yahoo.com or (504) 392-0215.
- **Jan Wilkin's Instant Batik Workshop**, **November 10-11, 2023.** This will be fun! More info coming soon.

Art Shows

- **The Terrebonne Fine Arts Guild** 60th annual Spring Art Show. **March 7th -April 1st.** Downtown Gallery, 630 Belanger Street, Houma. Several of our members have work in this show. Reception: April 2nd, 2-4 pm.
- **The New Orleans Art Association** 24th National Art Show. **October 7- November 4, 2023.** Artists' reception and awards October 7th. At "The Building" Art Gallery, Oretha Castle Haley Blvd., New Orleans, LA 70113.

***This is coming up faster than you think, artists! So start getting excited and creating your best work! **Online entry opens on ShowSubmit on April 1st**, and the **deadline to enter is July 31st**. Click on the link below to view the prospectus, and please share with other artists who may be interested in entering the show.

<https://showsubmit.com/show/noaa-24th-national-art-show>