



North Missouri Arts Council

Winter 2012 Newsletter

111 South Main Street USA, Marceline, MO 64658

www.nomoart.com

WORKING WITH GALLERIES

Nora Othic

I've worked with galleries for the past 20-plus years, and the operative phrase is "worked with". A good relationship with a gallery is a partnership, both of you engaged in promoting and selling your work. I've also picked up a few other things in that time, and I'll try and pass those along.

You need to find the correct gallery for your work. It has to be a good match. If you can, visit the gallery in person, just to see the space and see what they are showing, bearing in mind that if a solo exhibit is up, the next artist may be entirely different. Many galleries have a separate space for their "stable" of artists, so that they permanently have a few pieces that are representative of each one. Some galleries regularly host group shows, sometimes around a chosen theme (I've been in shows titled "Black Velvet", "Red", "Seven Deadly Sins" among others) or more loosely, a summer landscape show or a Christmas show of smaller, gift-priced works.

Find out how the gallery wants you to submit your work...I've shown up cold and found out most galleries wish for you to schedule an appointment. I've mailed slides (today it would probably be a "burned" disc) and found out they want to see actual work...or I've brought actual work and found they would prefer me to mail everything. Just call and ask ahead of time. Some would like a short artist's statement (explain your technique and materials if that is necessary, and briefly describe your intent or philosophy). Most would like a resume...I keep mine to a single page with sections titled "Education", "Selected Group Exhibitions", "Selected Solo Exhibitions", "Selected Awards", and "Selected Collections". By "selected" I mean that I am not including everything, a luxury I have because I've been doing this for a while. When I started, my list was pretty short and included shows in restaurants, co-op galleries, awards from art fairs, etc. That's okay. If you're just starting out, that's to be expected. As you add items, start deleting some of the more minor stuff...when you have had several gallery exhibits, the show you had in the church basement no longer belongs on your list.

Expect the gallery to get 40% to 50% in commission, or 30% to 40% if they are a cooperative gallery (where you pay memberships dues...usually the gallery has the word "art league" or "art council" in the name). A good gallery works for their share of the commission...they have a customer base they have developed, a relationship with the local press, and they hustle to coordinate your work with people who will look at it, review it, and buy it. I've had galleries that introduced me to people, got me included in college shows or shows in other galleries or talked curators at museums into showing or buying my work. Galleries should constantly be thinking up new venues for your work, and new ways to show it

to its best advantage.

For your part, you need to be professional, too. Don't show up with oil paintings that are not fully dry, don't expect your gallery to put hanging hardware on your pieces, don't undersell your gallery (if a customer that you have found through your gallery contacts you and wants to buy from you directly, explain politely that you cannot ethically undersell your gallery and that the gallery still needs their commission). Check with your gallery about whether or not you can show with another gallery, college, or museum in the vicinity (almost always not in the same city). Sometimes they will feel it is to their advantage, sometimes not, but they always appreciate being asked.

I've mainly had good experiences with galleries, but not all. I was excited about being picked up by one of the premiere galleries in Kansas City, but dismayed that they chose to file my unframed pastels in a drawer...when after six months they hadn't sold anything, I went to another high-profile gallery which showed me and sold some work, but went under abruptly, and I lost some work (galleries turn over at a very high rate). A customer called me up and

(Continued on page 2...)

Albrecht-Kemper Museum of Art

St. Joseph, MO on January 20, 2012

Nora Othic had her solo exhibit - "Fowl & Beastly" opening reception at the Albrecht-Kemper which runs through Apr 8th. Several NOMO artists also submitted their art works in the 38th Annual Albrecht-Kemper Membership Exhibition.

[NOMO Winners are listed on pg 2 under Recognizing the Talent]



(left to right) Loreen McDonald, Barbara Garvey, Nora Othic, Darrell Gardner, Darlene Gardner, Richard Johnson & Gloria Gooch.

NOMO Art Exhibits

WORKING WITH GALLERIES (...cont)

recommended a gallery, and when I went to visit it, I had severe misgivings...it looked like it was about to fall down and was in a bad section of town. But I went in and liked what I saw: a very eclectic mix of work by young artists, old established painters, cutting edge-work, conservative work, sculpture, assemblages, drawings, etc. I've been with that gallery for about seven years and of the four galleries I'm with, he sells the best. I'm a big frog in a small pond and I'm one of his stars. Another of my galleries is in a small college town, much more glitzy, and they do well by me too. Another is in a larger college town, and we are still working out how to promote my work and which of my work will sell best. The fourth is a combination frame shop and gallery; I haven't done all that well there, but I like the owner and as long as he is willing to keep trying, so am I.

If you're just starting out, the co-ops and restaurant exhibitions are great...you may not have a lot of sales, but it gives you a chance to put things together in as professional manner as possible. Enter some competitions...it gives curators, customers and dealers a chance to see your work, and you can include any prizes you win on your resume. Help other people in the business out, whether they are gallery owners, other artists... I recommend artists to galleries and galleries to artist...it's a rough business and we all need as much help as we can get.

Nora Othic

Recognizing the Talent

Albrecht-Kemper Museum of Art 38th Annual Membership Exhibition

Congratulations to Darrell Gardner and Susan Elson for Honorable Mentions in Oil Painting, Barbara Garvey for an Honorable Mention in Pastels, and Karl Marxhausen for 2nd Place in Printmaking.



Barbara Garvey
"Orange, Grapes, & Wine"

Darrell Gardner
"Monumental"

Photography Show

October 31- November 19

The Photography Show Reception was from 1-5 Saturday, November 5th.



Christmas Members Show

November 21- December 31

The Christmas Members Show Reception was Peanut Night, November 26 from 4-8pm.



Perspective Show

January 1-28

Our drawing group meets almost every Monday evening throughout the year. At that class we set up still life subjects and we all paint, draw or sketch the same subject. Then at the end of the session we critique each others work. Each January we group these art pieces by subject for a special show called, Perspectives. The Opening Reception was Jan 6th, 4-7pm.



Gloria Gooch, Pat Hallowell, Barbara Garvey, Mary Ann Reed, Darlene Gardner, Darrell Gardner, & Richard Johnson

Artists on Exhibit

Nora Othic

March 2- April 14

Nora Othic will be part of “Urbanscapes”, a group show at the Strecker-Nelson gallery in Manhattan, KS. “Gray House, Blue House” will be featured in this show.



“Gray House, Blue House”
By: Nora Othic

Louise Thies

Louise Thies will have a painting in the 2012 Plein Air Southwest Salon show presented by the OPS (Outdoor Painters Society) at the Southwest Gallery in Dallas, TX



“Cactus Rim Glow”
By: Louise Thies

Now Showing NOMO Art in Brookfield, MO

Art created by local artists is currently on display at the Brookfield IDA office, 207 North Main Street, Brookfield, MO.

A Note from the Editor

What kind of art work do you hang on your wall? Are there beautiful paintings of mountains and oceans, a print from a favorite artist like Monet or Van Gogh, a picture of your family and the sunset over the water on your last vacation? What if I told you that I have given my Grandpa, for his wall art, a picture with his hand-written letters?

I believe a photograph is worth a thousand words, but I went one step further and actually put my grandfather’s words on my photograph. My photograph titled “Soldier - Past and Present” is a blending of pictures and words to create a historical image of a soldier’s story.



“Soldier - Past and Present”
By: Rachel Neil

The idea of creating some sort of collage started when I learned that my grandfather still had his letters he wrote while serving in Korea as a Private for the Army. The most touching letter was one he sent to his parents on Christmas Day. He remembers that Christmas well and he can still tell you what presents his wife and mother sent to him that year.

At the time I did this project, I was only dating my now husband but I knew his family well. I decided to have him wear his grandfather’s uniform from Korea and walk down a lonely stretch of road for a photograph. I also had him wear his current Air Guard uniform for another photograph and then merge both pictures, the letter from my grandfather, and a postmark from his envelope to create the Photograph “Soldier – Past and Present”.

You might say that a photograph that has been manipulated with text and other images is hardly a work of art. But when I look at it, I see a beautiful and timeless story of a soldier writing letters to his loved ones. Just as I see a story in the paintings of mountains and oceans, a story in “Woman with a Parasol” by Monet, a story with a child laughing in a family portrait and a story in the sunset on a lake from a very special trip.

What story does the art work on your walls tell?

Rachel Neil

Local Area News

The Trenton Artist Guild members are taking turns displaying their art work in our studio window. A new artist and new display is entered each month. They are both creative and beautiful. The windows are also an excellent way to showcase our talented artists.

Three members, Nellie Bruner, Kay Martin, and Loreen McDonald are again taking advantage of the Senior Scholarship offered by North Central Missouri College and taking Jim Norris’s spring painting class.

By: Loreen McDonald

NOMO Event Guide

Jan 30 to Feb 24	"Water" Theme Show
Feb 27 to March 31	Art Teachers
April 2 to 28	Jim Norris Self Portraits
April 30 to June 2	"Patriotism" Theme Show
June 4 to June 30	G. Gause & Stephen Rust



Photography Workshop

"How To Use Your Camera Better" By : Jana Russon (4 Sessions)

Every Wednesday in June from 7-9pm learn to take better pictures, understand your camera modes & settings, improve your composition and much more in Jana Russon's workshop here at NOMO! (Open to the Public)
(Need SLR type camera, computer & email)

Possible 4 Week follow up workshop, "Beginning Photo Editing", in July if there is enough interest.

Contact: Rachel Neil at rachelann_neil@hotmail.com

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