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OTTAWA ART ASSOCIATION

President's Comments

Executive 2008-2009

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The biggest role of the OAA Executive is to respond to the wishes and needs of the members while being transparent and I wanted to share one recent initiative with you that was not successfully implemented.

A group of members including Helen Martin and Rebecca Dufton had noticed that the Nepean Fine Arts League members had the use of a VISA machine at their show for the sale of Members' paintings. They thought that it would be a great benefit to OAA Members if the OAA had a VISA machine and each of us could borrow it for our individual shows.

I asked Allison Hamilton, our Treasurer, to look into it at our bank and she reported back to the Executive.

In the end, there were two reasons why the Executive did not endorse this initiative in addition to the costs involved: liability and workload. The machine's security would be the responsibility of the Members and of the Executive, so that if it were lost or stolen, we all would be personally responsible for any fraudulent losses, keeping track of it would be a huge responsibility. Also, each transaction would have to be processed by the OAA Treasurer who would remit the taxes to the government, fees to the bank and send a cheque for the balance to each artist who had borrowed the machine. The Treasurer's workload would increase dramatically. Nepean only uses theirs at their association shows each year and the Treasurer has control of it at all times.

Although this suggestion had important benefits, we felt that the costs outweighed them. If you have a good idea, suggest it and we will investigate issues that members feel are significant and would help us as all artists. Thank you to Helene and her group for this suggestion.

NEXT OAA Hanging

April 19th 2009 9-9:30 a.m.

Next OAA Meeting:

Show Reception, April 21,
7:30 p.m.
Ottawa Little Theatre
(doors open at 8:00 p.m.)

Meeting News

Tim DesClouds treated those members attending the March meeting at the Heron Centre to a fine presentation of "The Business of Art".

Mr. DesClouds defined 4 levels of art galleries. Heading the list is The National Art Gallery, whose high level of acceptance required a very academic approach with its policy of pushing the boundaries of art. Next are the high-end 2nd level commercial gallery, showing artists with a unique edge to their work, but visually traditional and easily collectible. Middle tier galleries are next with their criteria of technically perfect works of art, produced for sales. Tim pointed out that artists accepted by these galleries were expected to be totally dedicated to the gallery and capable of producing hundreds of paintings per year. The 4th level gallery is defined as those selling reproductions and giclees.

Tim emphasized the need for artists to do their homework when approaching galleries. Defining your work and visiting several galleries to view images similar to yours and pick a gallery that fits your style. Commit to producing 20 to 30 works for viewing and if accepted, be prepared to produce. He stressed the need to balance ego with work.....sometimes selling low, but not giving it away....in an effort to make yourself feel good while at the same time retaining respect for your art. Do not overprice.



Tim touched briefly on the need for artists to set aside a special place to paint and surround them with those things that allow you to feel comfortable. Drawing on his experience of critiquing artwork, Tim pointed out one very common fault with the work presented is poor framing. A basic must in the "Business of Art".

Our thanks to Tim DesCloud for giving us an inside look at these often-overlooked aspects of art. Brian Seed

VOLUNTEERS NEEDED

The OAA is looking for an Assistant Newsletter Editor and an Assistant Treasurer. These jobs would involve attending the Executive meetings at 6:15 PM, immediately preceding the regular meetings and you would assist the Executive for a year, learning the jobs and then be prepared to take over the jobs for the following term of 2 years. If you are dependable and can use Word (and for the Assistant Treasurer, Excel) you might be our man or woman. Please speak to one of the Executive at the Awards Show if you might be interested.

SPRING AWARDS SHOW

Our Spring Juried Awards Show is fast approaching. Three experienced non-members have been selected as jurors and they shall remain anonymous for fairness. Please read the hanging instructions below and check that your membership is current and your painting is professionally framed and within the size limits. Members in good standing on March 31 are eligible to submit a painting. **There is no theme for the show this year.** Paintings will be accepted at the Ottawa Little Theatre, Besserer entrance, between 9 and 9:30 AM on Sunday, April 19th and the show is on Tuesday April 21st at 7:30 PM (doors open at 7 PM). Your \$6 hanging fee also covers door prizes and light refreshments (desserts and beverages). Additional tickets may be purchased for your guests for \$6.

OAA AWARDS Show Regulations

1. Art work must be original (NOT a copy of anyone else's work).
2. Works done from photo-reference must be from photos taken by yourself.
3. Works may not have been painted in a class, or been critiqued. **You may not have received help from any other person. The work must not have been shown at any other juried show.**
4. Maximum size INCLUDING FRAME: 30 inches on the smallest side by 40 inches on the largest side. (Please note: the canvas of a framed picture must be smaller than 30 x 40)
5. It must be properly framed: *(see EXCEPTION below)
 - secure frame in good condition;
 - wire attached firmly one quarter to one third of the way down from the top of the frame;
 - all sharp edges of wire covered with tape
 - *Exception : an unframed extra deep(1 ? inch) canvas (**gallery canvas**) with the outside edges fully painted (Decision of the hanging Chair is final)

Call for Artists

Canadian Tulip Festival, Artists in the Tulips, spend at least 2 days painting amongst the tulips in either Major's Hill Park or Commissioner's Park, www.tulipfestival.ca by Apr 8/09.