



RAINBOW ARTISTS

WWW.RAINBOWARTISTS.COM

WOMEN MAKING ART SINCE 1990

## September 2021 Newsletter

**Rainbow Artists Monthly Meeting**  
**Monday, September 20, 5-7 pm**  
**Program: To Frame or Not to Frame**  
**Albuquerque Press Club**  
**201 Highland Park Circle**

Rainbow's bank balance is \$3,211.50.

You may bring food to the Press Club but not drinks, not even water. Beverages can be purchased at the bar at very reasonable prices. In August we met outside on the porch and it was quite comfortable.

**To Frame or Not to Frame, That is the Question.** Bring frame resources, photos of your work framed or actual framed art, special methods when not framing. Janine will bring frames she has available for free.

Here is an interesting [article](#) with suggestions for framing on a budget. The late Pat Ryan was a master at creating frames from things like old yard sticks. This will be an interesting discussion.

Please continue to send us what you are creating so Janine can post it on our Facebook site and it makes it into the newsletter (emails below). You can also text photos to Janine at 505-200-1638.

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### Wise Words from Sandra Duran's Blog:

The best wisdom is to embrace your stumbles and failures. It is what I have come to live by, but it took a lot of getting back up again to really understand this wisdom. I have journeyed from one identity to the next and followed the breadcrumbs to where I am today. I used to have anxieties about what I was doing, who I was and where I was going, but I have always known I was an explorer. When I was young, I wasn't so concerned with making money, having security or even knowing what I would be doing next. I was a curiosity seeker, an explorer and sometimes a pirate, but that is another tale....

## ARTportunities

**New Mexico Arts, Culture, & Creativity Network**  
<https://www.facebook.com/nmcreativenetwork/>

### Peace and Justice Center:

Eliza has reserved mid-October through mid-January for Rainbow Artists. Usually they don't do receptions. The Center is open daily except weekends. If you are interested in a solo show there now or participating in the Rainbow show, contact Eliza Schmid, the Art Coordinator, at [elizaschmid440@gmail.com](mailto:elizaschmid440@gmail.com).

### The Gallery ABQ

Rainbow Artists Celebrate 30 years, April 2022.  
Details and Call for Entry to Follow.

### The Matrix Gallery

November 2022  
Theme to be decided

### New Mexico Art League:

#### Order of the Day: The Still Life

An exhibition of artwork depicting the genre of still life drawing, painting, photography and mixed media work.

October 26-November 27

Entry Deadline September 11

Prospectus: [newmexicoartleague.wildapricot.org/event-4435464](http://newmexicoartleague.wildapricot.org/event-4435464)

### Helene Wurlitzer Foundation residency in Taos

The Foundation offers three months of rent-free and utility-paid housing to people in the creative arts. The 11 artist casitas are fully furnished and provide residents with a peaceful setting in which to pursue their creative endeavors. The Foundation accepts applications from painters, poets, sculptors, writers, playwrights, screenwriters, composers, photographers, and filmmakers of national and international origin. Information [here](#).

### Julia Margaret Cameron Award

Pro and Non-Pro Women Photographers Worldwide are invited to submit to the 17th edition of the Julia Margaret Cameron Award. Those selected will receive a fully paid solo exhibition in FotoNostrum Gallery in Barcelona Q3 2021. Information [here](#).



## ARTspiration

Now that we are meeting in person again, the newsletter deadline for inclusion in ARTspiration is the first of each month (with or without a reminder).

The New Mexico Committee of the National Museum of Women in the Arts has launched a blog to which you can subscribe [here](#). Each month they spotlight women artists you either know or may want to know.

**Janine Wilson** has two paintings in the New Mexico Watercolor Society from October 2-24 at the Fine Arts Building at New Mexico Expo. Reception is Saturday, October 2 from 11-2 pm. A special exhibition of miniature paintings will occur Friday, October 15 from 5:30-8:00 with music and food trucks. Janine also has a painting in the Old San Ysidro Church Show in Corrales from October 2-9. Hours are 10-4 Thursday-Sunday. Photo at right.



*Southwest Storm, Janine Wilson*

**Eliza Schmid**: Ricochet Gallery (Mountain & 11th) has ten of her egg tempera paintings which she exchanges each month. They have First Friday receptions each month.

**Caroline Le Blanc, Eliza Schmid, Leslie Kryder and Nova DeNise** have paintings in the September show at Tortuga Gallery, *Grief and Gratitude: Art & Stories from the Pandemic*. This is an interesting show including interactive exhibits, workshops, conversations, storytelling and art. Closes Sunday, September 26. Read more about it [here](#).

**Marian Berg** has paintings in the *High Desert* online exhibit at New Mexico Art League including *Fresh Snow on Mount Taylor* at right. Exhibit runs through October 16. We have also been following the progress of the mural at UNM's Children's Hospital. It is nearing completion with the protective varnish coat coming next.



*Fresh Snow on Mount Taylor. Marian Berg  
oil on canvas, 20" x 16 "*

**Joan Fenicle** reports that Placitas Studio Tour was a success for most artists this year. After being cancelled in 2020 and postponed this year, guests were welcomed with some Covid precautions. Among the pieces sold was a selection from a recent dream show: *Guardian of My Dreams*, a photography composite shown on page 4.



## What about Social Media?

(Condensed from Mary Gilkerson's blog)

### **Instagram, Twitter, Facebook, Pinterest, LinkedIn: are any of these worth joining for selling art?**

Can you use them to sell art? Yes, all of those can be effective, but not necessarily in the way most people think. Most people think about social media as having the potential to make direct art sales, but that's not its most valuable use and that's not the best approach to make. While you're going to make some direct sales on social media, you'll actually do much better if you think about it as a place where you grow your audience. You want to move people from not knowing who you are to having more familiarity with you.

### **Now which one do you choose?**

First think about which one are the most comfortable with? Which one are you going to actually pick up your phone and use? The second thing to consider is equally important. You need to know the one that your niche hangs out on. You need to pick the platform that's the intersection of those two things. No matter what platform you choose, do not use your personal profile. You want to have a business account because you get tools that you don't have with a personal account.

### **Once you've figured out which platform you want to use, I want you to think about what social media can do for you and why you actually should be using social media.**

There are three stages of moving from the stage in which no one has a clue who you are to the stage where your audience feels comfortable purchasing art from you online or anywhere else for that matter.

#### **Brand awareness.**

Newsflash artists, we are personal brands just like musicians, so your name matters. People need to become familiar with you, not just your art, but you because they buy not just because of your work, but because of a relationship with the person who made the work. Social media is one of the best ways to move people from not having a clue who you are to becoming aware that you're an artist and this is the kind of stuff you make.

#### **2. Relationship building and engagement.**

This is something that all human beings crave. If you

don't build relationships, I guarantee you will not make any sales. You can make the most spectacular artwork that there is available, but if you don't build relationships, whether it's with collectors directly or with gallerists, you're not going to make a living at this or even cover your supplies.

#### **3. Conversion.**

Conversion is when your audience will make a decision. That conversion can be small or large. An example of a small conversion would be when they join your email list, which is something everyone needs to be building. An email list is a crucial part of being able to warm up your audience and build relationships. That small conversion could be inviting them to join your email list. The larger conversion isn't going to happen until multiple smaller conversions have happened.

#### **The last part I want to talk about is the how.**

Actually, it's the simplest part. The how has to do with consistency and the importance of consistency. I got some great advice from a mentor once. I took a marketing and sales course from Seth Godin about six years ago. I asked what would be one of the most effective ways to market and sell my artwork online, and he had a really simple answer. He said, "show up for your audience in some way everyday." You know I tell people to paint everyday. Well, you need to show up for your audience in some way everyday too.

That doesn't mean you're sending them an email everyday, but it does mean that you need to do something to touch your audience's lives in some way everyday. It can be super simple. If you follow Seth, you know that his emails are short. They're maybe 150 words, they're really more like tweets, but he sends them everyday or you can follow him on his blog everyday. Because he has shown up everyday for years and years, his following is huge and tremendous. That could be you, **just be consistent.**



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### Contacts

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Members voted to make **2021 dues \$12** though people are welcome to give more. Pay yours now. Make check to Rainbow Artists, and mail to Janine Wilson, 12812 Bryce Court NE, Albuquerque, NM 87112

### Mission Statement

Rainbow Artists, an award winning women's collective established in Albuquerque in 1990, supports, promotes, and encourages women artists.

- \* We embrace ethnic and artistic diversity.
- \* We strive to grow in our art and our association with each other.
- \* We share our talents and enrich our creativity and our community through collaborative exhibits and projects.

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Share our [Facebook](#) page with your friends. The more traffic we get, the more exposure your art has.



Guardian of my Dreams, Joan Fenicle