



RAINBOW ARTISTS

a WOMEN'S COLLECTIVE IN NEW MEXICO

ESTABLISHED JANUARY 1990

WWW.RAINBOWARTISTS.COM

April 2014 Newsletter

April meeting: Monday, April 21, 6:30 pm

OFFCenter Community Arts, 808 Park Avenue SW

Program: Grace Collins. We will experiment with collage, its uses in art and ways to use it to improve our design. Grace will bring several books on collage and art and we will cut and paste and glue to our hearts' content. Come see how collage can improve your art work, whatever your medium.

Grace was born in Houston and grew up on the gulf coast. Her work reflects her sense of mystery in the midst of life.



This new website will soon be Albuquerque's "go to" site for what to do in Albuquerque—meant to replace the need for organizations like ours to have to post their events to multiple calendars around town.

And, in addition to submitting event information, you can still register your artist profile, arts organization or venue.

Check it out at <http://www.ABQtodo.com>.

ARTdates

April 13, 3:00-4:30 pm—Join in Albuquerque Round-Table discussion on the topic of "What Makes a Serious Artist". What are the responsibilities of art and the artist beyond working in the studio and marketing? Panelists are Chris Meyer (visual artist), Suzanne Sbarge (Executive Director 516 Arts) and Marietta Patricia Leis (visual artist). Moderated by Chuck Lathrop. Location: Albuquerque Museum of Art and History, 2000 Mountain Road NW. FREE and open to the public.

April 28—Work to be delivered for Ragin' Shrimp exhibit, *At the Table*. Call for Entry is in the newsletter and on Rainbow's website. This is a great opportunity for exposure to a wide audience. Work will be up for three months with a constantly changing audience. Please let Pea or Grace know if you are participating—there is room for about 30 pieces.

May 19—Monthly meeting at OFFCenter.

Open House and Craft Fair

Join Nkazi Sinandile and New Mexico Global Pathways for a special event at PB & J Family Services, 209 San Pablo SE, Friday, May 2—10am to 5pm.

Some of you may know that these immigrant women lost their work space last year and PB & J opened its doors this January for them to have a free, safe and welcoming space where they receive training in English, sewing, beading and weaving to improve their livelihoods. Global Pathways' efforts are critical for helping empower immigrant, refugee and other at risk persons to better outcomes.

Admission to the craft fair is FREE but monetary donations will be accepted to help the women purchase materials such as fabric to prepare for a fashion show/sales event in August this year as part of NM Black Expo economic empowerment.



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Words of Encouragement

When we welcome new members, we often know little about their experience exhibiting their work. I know I have made assumptions that all our members are well acquainted with the ins and outs of prepping and displaying their art. Alas, to my regret earlier this year, I learned I was mistaken. Thus, here are a few words of encouragement and information that should be helpful in taking part in any exhibition—your road to becoming a professional artist!

Choose the best of your work to exhibit—always. If you don't have something worthy, skip the show and get busy in your workspace. If you are unfamiliar with blocking 2-D art, ask for some help from another Rainbow. Their assistance may aid you in coming up with a better piece that focuses on the best use of design elements. A couple times a year Rainbow's program includes a "show and tell" or a critique. Be sure to attend.

Will your artwork show better with a mat? How to mat? Choosing the best mat and, of course, framing are so important to presentation. Select a recycled frame only if it is in good shape, clean, repaired and appropriate. If you are working in oils, your work must be dry—never tacky to the touch. Plan your timing or don't enter it in the show. These steps are part of being professional.

As you review this information, you may have ideas or questions so let's start a dialog here in the newsletter or at a meeting. This is not meant to be at all complete. And my comments are meant to help you be a more successful artist and your Rainbow sisters more compassionate.

Suzanne Visor, Rainbow Artist

Dialogue at the Peace Center

Every third Saturday a group meets at the Peace Center for an interesting way of sharing thoughts and ideas—a concise description of what they have been thinking about as it affects people near and far. The rest of the group listens but is not obligated to respond. The group is named Dialogue and it is open to the public. Starts at 1:30 and ends at 3:00.

Why Nobody Came ...

Setting aside weather, natural disaster, a flu epidemic or major tragedy in the community—the reason they didn't come to your art show is because you assumed too much.

1. You didn't tell them about it (you assumed the venue would get the word out). Oops! Venues have an entire calendar of exhibitions lined up. What's important to you isn't always critical to them. You can't rely on the venue to get people to your exhibition.
2. You didn't cover all your bases. You assumed a single email would do the trick and that they would actually read the message you sent. You must have a variety of touch points scheduled for the people on your list including sending postcards, placing postcards in strategic venues, blabbing about it on social media and posting flyers. And, never forget personal contact. Nothing moves people to action like a personal invitation. This could be an email or a phone call, but it is sent to them individually and comes from the heart.
3. You were afraid to send email reminders—assuming people would write it down and remember. You are afraid to bother people with an extra email post. Last minute emails increase participation with "starts tomorrow" producing results.
4. You let your list get cold. You assumed you could count on certain people. The reason for having a strategy for staying in touch with your list on a regular basis is so they know you care about your relationship with them. So, when you ask something of them, they remember you and are familiar with what you have been up to. It's downright uncomfortable for you to contact people only when you want something from them.

This is from an article by Alyson Stanfield, an artist advocate and business mentor at ArtBizCoach.com. It was published in her Art Biz Insider which is sent weekly to thousands of artists who are elevating their businesses. Start your subscription now and read more articles like this at <http://artbizcoach.com>.



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ARTvictories

T-Shirt Fantasies, the T-shirt show, was a success— raising \$300 for OFFCenter. Thanks to all who contributed.

Eleanor Trabaudó's "Walking Mesa" was accepted into the Recycled Art Fair at Open Space Gallery.

Sondra Diepen has five photographs on display on the Mezzanine at the Andaluz Hotel Downtown.

Pea Garvanian's upcoming shows are:

Saturday April 26 CABQ's Recycled Art Fair at Open Space Visitor Center, east of Coors NW between Paseo and Montañó

Sunday Apr 27 La Montanita's Earth Day Celebration in Nob Hill on Silver and Carlisle SE behind Co-op

Saturday May 3 Kenny Chavez' Cinco de Mayo Folk Art Festival at La Parada Farm and Table at 8917 4th St NW And, her art is hanging in a show called "It's Not Easy Being Green" at Fuller Lodge Art Center, Los Alamos.

Grace Collins is in a show at Gallery St. Michael and has sold two of her paintings.

Joan Fenicle is one of five artists in "Sanctuary—a Personal Journey" opening at South Broadway Cultural Center on April 10th. Also in the exhibit are Patrick Nagatami, Holly Roberts, Fernando Delgado and Marie Maher.

Marian Berg has been employed with the UNM Arts in Medicine program since January. That involves making art with the patients at the UNM Cancer Center and Carrie Tingley Hospital. She

continues to make art with the kids in the UNMH pediatrics units under a grant program from the NM Art League and is also teaching children's art classes at NMAL. Still showing her glass work at the Right Brain Gallery, They will be on the ARTScrawl April 4 and April 18. (She also just sold two paintings; Grace at right is one of them.)



ARTportunities

Call for 2-dimensional New Mexican Art—

The Albuquerque Public Art Program announces a call for medium to large scale 2-dimensional artworks by artists living in New Mexico. These artworks will be placed at various city-owned facilities. The submission deadline is April 30 at 5pm. Read the entire Prospectus at [http://www.cabq.gov/culturalservices/public-art/Call for Art](http://www.cabq.gov/culturalservices/public-art/Call%20for%20Art)

Poster Art for the 27th Annual New Mexico Wine Festival at Bernalillo

The Town of Bernalillo will select an original artwork depicting the historical and/or present New Mexico wine industry of the Middle Rio Grande Valley— media is open. Selected artist will receive up to \$2,000 for the original artwork and rights of reproduction. Selected artwork must be suitable for reproduction as the festival poster and on other promotional items such as a t-shirt. Deadline for artist submittals is May 9th.

Prospectus available at

<http://www.newmexicowinefestival.com>

IMAGE New Mexico 2014 is open for entries—

Red Dog News invites photographers working in all mediums, styles and schools of thought to participate in Image New Mexico 2014, a juried photography show which will be exhibited at Matrix Fine art from July 5 to July 31, 2014. All photographic processes will be considered. Work must be recently produced (2010-2014) and available for sale. There is no theme, but the images must have been taken in New Mexico. Deadline for entry is April 12. More information at <http://www.reddognews.com/image-new-mexico-2014-exhibit-sale>

Calls for Entry with CAFÉ—If you are not registered with CAFÉ, consider it. You will receive notices of Calls for Entry and once you register by completing a profile and uploading images, responding to the Calls is a piece of cake. Check it out at

<http://www.Callforentry.org>.



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Galleries we love!

An increasing number of Rainbow Artists have gallery representation on a regular basis ... we congratulate them and want to give exposure to those who have faith in us.

Carol Adamec—Weyrich Gallery, 2935D Louisiana NE
www.weyrichgallery.com

Marion Berg and Pea Garvanian—SE-OC Right Brain Gallery, 3100 Menaul NE
www.se-oc-rightbraingallery.com

Joan Fenicle—Arte de Placitas, 221 State Highway 165, Placitas - www.artedeplacitas.com

Suzanne Visor—Sumner & Dene, 517 Central NW
www.sumnerdene.com

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.

Rainbow Artists
124 Marlowe NE
Albuquerque, NM 87113
www.rainbowArtists.com
(Newsletter now on line)

Newsletter deadline is the 1st of each month.
Submit your news to joanf41@gmail.com.
News can be added at any time on the website.



Detail from "Lost in a Forest Dream"
60" x 18" printed on silk. Joan Fenicle