



RAINBOW ARTISTS

a WOMEN'S COLLECTIVE IN NEW MEXICO

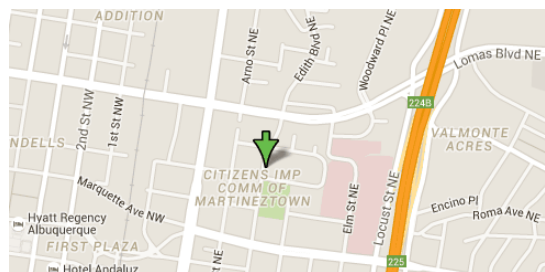
ESTABLISHED JANUARY 1990

WWW.RAINBOWARTISTS.COM

July 2015 Newsletter

**Monday, July 20, 2015, 6:30 pm:
Annual Summer Party
604 Edith Blvd. NE**

The annual summer party will be held at the home of Eliza M. Schmid. 604 Edith Blvd. NE (between Lomas and Dr. Martin Luther King Blvd.) This will be a light potluck with fingerfood. Eliza will supply paperplates, napkins, plastic cups, and soft drinks.



Promote your ART—it's FREE

Is your Personal ART Page in the "MEET OUR MEMBERS" section of the website?

Take advantage of this great opportunity, by being a Rainbow member, for exposure and promotion on the Rainbow Artist website in the "Meet Our Members" section. Send your bio and/or artist statement and a few photos of your art to Pea Garvanian at pyleftovers@gmail.com, and she will "build" your personal art page. Pea welcomes periodic changes to your page.

ALL members have a page on the site ... but yours may be dated or may say "under construction". Check it out and get Pea the missing information.

Over the course of a month, the Rainbow Artist website enjoys ~1,900 unique visitors and ~4,000 page views. Make sure those visitors can view YOUR ART.

June meeting notes

Financial report by Carol Adamec: the present balance is \$ 1801.42. The number of paying members is 35 artists.

Nova requests more help for the distribution of the monthly gallery brochures. She could use one or two more members willing to take out the brochures.

Breeze offered Reiki sessions for some members - interested people should call her at 254-2787.

Our participation in OFFCenter's We ART the People in Robinson Park will be cancelled due to lack of interest by Rainbow artists.

Breeze mentioned a new Farmers' Market on Alvorado NE which might accept artwork by Rainbow members (a business licence is necessary to show there). Contact Breeze.

Artists showing at O'Neil's Pub in July should drop off their art on July 4, (not July 5!)

The next Rainbow meeting, Monday, July 20, will be at the home of Eliza Schmid (see invitation at left).

The Rainbow meeting in August (Monday, August 17 will be followed by a collage workshop by Winona and Suzanne.

Janine Wilson showed her archival system with the help of spreadsheets.

Facilitator Eliza M. Schmid

Available to Rainbow Artists

Need a pop-up tent for an outdoor show? Rainbow has two. Contact Pea at 897-4180 or pyleftovers@gmail.com to schedule using one.



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New Mexico Artist Directory

You are invited to join the New Mexico Artist Directory. Connecting interested visitors directly to the artist's website and/or venues like Studio Tours, Exhibitions, etc. continues as their objective. According to Google Analytics, each month they are currently receiving over 1,600 "unique visitors" who visit over 4 pages per visit. 73% of these sessions are new visits. They are listed in/on the New Mexico True sites, part of the New Mexico Tourism effort.

Usually, your listings can be built using information contained on your website and will appear on the Artist Listing Pages. Your openings, exhibitions, workshops, events, reviews, etc., can be featured on the Events, Educational Opportunities and Blog Pages.

The \$25.00 Annual Artist Fee helps offset the costs of development and maintaining the site including a Mobile App. The \$25.00 includes building/updating and editing your listings.

Contacts

Treasurer: Carol Adamec
(ccadamec@gmail.com)

Newsletter editor: Joan Fenicle
(joanf41@gmail.com)

Historian: Janine Wilson
(janineabq@gmail.com)

Publicity: Teej (tj@brimy.net), Marian Berg
(marianvberg@gmail.com), Jackie Hertel,
(jhquickbeam@msn.com) and Eliza Schmid
(elizakschmid@gmail.com)

Facilitator July-Sept: Eliza Schmid—
elizakschmid@gmail.com

Exhibition or Event Enticements

Rotate images of your art with short stories for each. Do this for two reasons: 1) people are more likely to get excited about a show when they know what they'll see and 2) stories can sell art.

Mention other artists who will be in the exhibition and why it's an honor to show with them. Still, the focus should remain always remain on you.

Offer suggestions for nearby galleries or places to dine. Add your personal slant on these establishments: "Don't miss the green curry!" or "The back gallery is showing X, who was featured in last year's Whitney Biennial." This is especially helpful for people who are coming from a distance.

Discuss the history of the juried show and why it's valuable to be part of it. Again, the purpose should come back to you.

Relate any work in the show to a current event.

Highlight anything special about the event. Maybe you are having live music, something besides wine and cheese (*hallelujah!*), or a hands-on activity.

List your top blog posts that might enlighten people about the exhibition. If you've been blogging about your art, you surely have posts to share that relate to the work they'll see at your show. Include an image from each post, a short teaser, and a link to the whole article.

Create a Pinterest board for your exhibition and share that with your followers. Or build a private area on your website for a preview of the work.

Compliments of Alyson Stanfield's Art Biz Blog

www.artbizblog.com



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ARTvictories

Eliza Schmid is in several shows around town:

- * The Jewish Community Center, 5522 Wyoming, for the month of July.
- * A solo show at the Tortuga Gallery, 901 Edith Blvd SE, Albuquerque through the end of July. The reception is on Saturday, July 11, 5-8pm. There will also be an egg tempera demonstration on Saturday, July 18, 3-5pm at the gallery.
- * An ongoing show of 4-5 alternating paintings on the Mezzanine of the Andaluz Hotel, Copper and 2nd NW, Albuquerque.
- * A group show in the new 606 Gallery on Broadway and Iron (606 Broadway)

The Apronistas, of whom most are also Rainbows, will be showing some of the remaining spirit dolls and several of the life sized Healing dolls at the Unitarian Church, 3701 Carlisle NE, from July 11- August 29. These art pieces will be part of a larger, unusual exhibition of *recycle art*. Soft opening will be Sunday, July 12 and a Mercado to meet the artists will be July 19 from 9:30-12:30.

Eleanor Traubado reports she enjoyed the show at Factory on 5th and sold two pieces.

Friends of Rainbow report they are in shows in July:

- * **Dee Sanchez**: ten paintings in "Architecture", a group exhibit at Sumner and Dene Gallery that opens Friday, July 3 and runs through July 31.
- * **Harriette Tsosie**: "Bosque" at Open Space Gallery, Open Space Visitors' Center, 6500 Coors Road NW. Reception Sunday, July 5, 2-4pm.

ARTportunities

Susie Sirl is happy to share that now that she is retired from teaching art for 25 years, she has time for Rainbow Artists as well as other ventures. One of those ventures is upcoming classes offered at her home studio that combine hand built ceramics and throwing on the wheel with instruction/practice of yoga poses. The sequence of yoga moves/poses will aim to keep those art making body parts and strong and supple. This combo class will be approximately two hours long and meet weekly. The above classes will begin in the late fall with a maximum of five students. Please contact ssirlsurfsup@gmail.com if you're interested and would like more details.

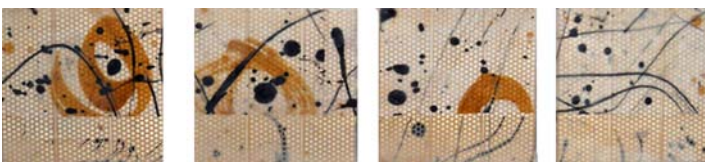
Rainbow has three exhibits scheduled.

- * **O'Neill's in Nob Hill** for Cool Nights in July and Hot Days (predominantly hot colors) in August. Maximum two pieces no larger than 30". Call for entry for the August show is attached and on the website. Please provide Sue Pine with the following information as soon as possible: Title of Piece; Medium; Dimension; Price; Contact Number (that you want O'Neills to have)
- * **The Unitarian Church** in April, 2016 with the possibility of participating in the Mercado held on April 10. Eliza Schmid will coordinate.

Wanted

Plants, preferably colorful, that will grow in pots outdoors to spruce up my front yard space.
Mosaic supplies, ie. colorful plates, saucers, etc., tiles, mirrors, marbles. I'm setting up a mosaic work area in my back yard and need materials.

Ginger Quinn, 247-2537





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Marian Berg has been named a "Local Treasure" by the Albuquerque Art Business Association. Details on her award and the September ceremony at Albuquerque Museum will be in the August newsletter.

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.