



RAINBOW ARTISTS

WWW.RAINBOWARTISTS.COM

WOMEN MAKING ART SINCE 1990

February 2025 Newsletter

Rainbow Artists January Meeting Tuesday, February 18, 1-3 pm Highland Senior Center, 131 Monroe NE Fabric Painting Presented by Jade Herrera

Jade will lead us in painting on fabric—bring T-shirts, canvas shoes, aprons or other items to paint on. Have a design in mind and bring brushes, acrylic paint, a water container and palette.

Jade will provide 15x15" silk pillow covers, men's silk ties, textile medium, cardboard for mounting your fabric, rubber bands and clothes pins.



Crafting your Elevator Pitch webinar

Joan attended the session and found it worthwhile, though it focused on sharing your pitch on Instagram. Crafting an effective message is essential, especially in today's world of short attention spans. Notes are shared on Page 3.

ARTportunities

New Mexico Art League

Black and White

April 10—May 17

One of their most popular exhibitions featuring works by New Mexico artists featuring black and white photographs and black and white drawings. Submission Deadline February 22

Apply [here](#)

In the Garden

May 29—July 29

Always a spectacular view of the beloved subject of the flower by artists living and working in New Mexico.

Submission Deadline April 12

Call not yet published

Placitas Community Library

Assemblage

June 14—July 17

Assemblage... a multidimensional piece of art combining found objects or materials

Call not yet published

The Gallery ABQ

Miniature & Small Works Show

May 1—28

Open to all New Mexico artists in all media, including but not limited to pastels, oil, water media, acrylic, mixed media, pencil drawings, mosaic, photography, glass, and sculpture. Pieces will be juried upon receipt.

Small works maximum 154 sq.in. including frame

Miniatures maximum 56 sq.in. including frame

Delivery of work April 29, 10 am—1 pm

Limit 3 pieces per artist (first come, first accepted)

More information [here](#)

Gallery 3017

Gallery 3017 at Artisans ABQ does not accept group exhibitions but will show individual artists. Theme for next show:

April: Paw Pals

Application Deadline March 16

To enter, fill out a [submission form](#).



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ARTspiration

Eugenie Gray has an acrylic painting in the "Lover's" Exhibit at the Old Walls Gallery titled "Love Never Dies". Image at right.

Linda Allison, Marian Berg, Suzanne Clover, Roberta Delgao, Leslie Kryder, Gabrielle Niegelhell and **Janine Wilson** have paintings in the RGAA exhibition at Weems Gallery from March 7-29.

Eliza Schmid and **Janine Wilson** have paintings in the Abstract show at Placitas Library from March 8-April 9. The reception is March 21 from 5:30-6:30. Image at right.

Rainbow's Show at **Daily Grind** is on the website [here](#). Thanks to Sylvia Domney and Karl Storch for hanging the show.

Welcome new members:
Kay Bradfiel
Hue Walker



Love Never Dies, Eugenie Gray



Intersections, Janine Wilson

Contacts

Treasurer, historian:

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newsletter deadline is the 1st of each month

Exhibition Committee:

Eliza Schmid, chair
(elizaschmid440@gmail.com)

You can text photos for **Facebook**
to Janine at 505-200-1638.



Crafting Your Elevator Pitch

Presenter: Robin Cambalest, prior editor at Art News and now an independent advisor with 55,000 followers.

The Elevator Pitch is that phrase that sparks interest and action—something that is about the duration of an elevator ride (15-30 seconds). The who, why and what do you do using active, emotional language.

The Elevator Pitch is about telling, not showing
Instagram is about showing, not telling

Less is more. If you convey too much, the recipient won't read what's important. You should be able to convey what's important in the first nine words.

The A, B, C formula:

- A—about you and your creative process
- B—what you are busy with including upcoming shows
- C—creative aspirations and intentions

Instagram specific information:

- Bio**—150 characters
- Stories** on your profile are only up for 24 hours: 60 characters, 30 seconds music, 2 second video
- Highlights** don't disappear
- Images** are in a 5.4 vertical format
- Reels** are 3 minute videos: useful to convey what you are busy with
- Hashtags** are becoming obsolete

Post at least twice a week
Think of it as a visual diary

Folks are moving to BlueSky—concerned about the hate speech on Twitter, Facebook and potentially Instagram since it is owned by Facebook. But no one knows what the next great thing will be.

PS—Makes me tired just thinking about it; I'd rather be in the studio. The important take away I believe was the "Less is More" and the ABC formula.

Rainbow Business

Bank Balance: \$2,184.30

Facilitators for future meetings: Facilitators serve for three months and are responsible for acquiring or leading the program, leading the meeting and getting the information to our Facebook and newsletter editors. Need volunteers for all of 2025

Committee Vacancy: Compiling artist list and handling intake of art.

Rainbow's proposal for an exhibition at City Hall was rejected.

Future Shows:

April—Horizon Bagel; no theme
Call for Entry attached

June—The Gallery ABQ: Summertine

July—St. Michael's Gallery: Landscape





2025 Membership Fees Due

Dues are only \$20 annually and entitle you to participate in exhibitions and show your work on Rainbow's website. If you wish to join or renew your membership, make check payable to Rainbow Artists and mail with your personal information to:

Janine Wilson
12812 Bryce Court NE
Albuquerque, NM 87112

Scholarships are available.

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.



*Belated Happy Valentine's Day
Carol Adamec*