



CALL TO ARTISTS

Environmental Art: September 9 – October 8

The purpose of the exhibit, "Nature Working with Artists," is to show artwork that celebrates nature and the environment allowing the viewer to see nature in new ways. Artists are encouraged to incorporate aspects of the Sonoma/Mendocino coastline in their work. Site-specific works installed on the grounds of the Arts Center are encouraged, but not required. Outdoor works must be non-permanent, must not alter the present landscape, and must remain outdoors for the duration of the show. Both indoor and outdoor space is available. Artists will have the opportunity to sell sketches, models, and photographs of their work; though again, this is not a requirement. This show is also open to performance art to be done during the opening reception on September 9, from 5 – 7 p.m.

The show will be juried by judging the artists' proposals for it. The proposal shall consist of a sketch, design, and/or description of the work you propose for the show, how it is to be displayed, and how it fits in with the theme of the show. Also included shall be 3 – 5 photos of similar works you have completed, descriptions of the other work you wish to offer for sale during the show, and your resume or short bio. These materials must be sent to Gualala Arts, P.O. Box 244, Gualala, CA 9445 and in hand by August 1. Mark the envelope with "Environment Show Proposal." Please include a SASE if you wish to have your materials returned to you.

Prizes to be given are from the Friends of the Gualala River Award and the Redwood Coast Land Conservancy Award contributed by Shirley and Dwight Eberly. Other sponsors wishing to support artists working with nature by giving awards of cash or merchandise, are invited to contact the Executive Director David 'Sus' Susalla at 884-1138.

The important dates are: **Deadline for submission of proposal: August 1; Artist notification no later than August 10; Installation of artwork: September 6 – 8; Exhibit dates: September 9 – October 8, 2006; Earth Fair at Gualala Arts on October 7; Take-down of the exhibit: October 9.**

Artists must be members of Gualala Arts (\$30 a year). There is a \$20 fee per entry. Gualala Arts commission is 30% of the selling price. Since this exhibit immediately follows the Art in the Redwoods, which also has a category of Environment Art, it is possible for an outdoor work to entered be in both shows.

Love & Hate Exhibit Open for Registration

Artists are asked to submit paintings, poems, performance pieces, essays or two- and three-dimensional sculpture pieces reflecting on past or present issues of love and hate in the American culture. This will be a juried show based only on space restriction. All entry pieces must be hand-delivered to the Gualala Art Center in Gualala on October 11 from 10 a.m. to noon. Artists not selected will be notified between 4 and 5 and asked to pick up works between 5 and 5:30. Take-down is on November 6, from noon to 2 p.m. Registration fee is \$10 for each piece and a limit of two pieces per artist. Registration forms and complete information are available at Gualala Arts office or online at www.GualalaArts.org. An entry form must be filled out for each piece submitted. All entry forms for submission must be sent to Gualala Arts, P.O. Box 244, Gualala, CA 95445 and received no later than September 29. Curator: David Wayne Floyd, 707-884-1224, 415-221-1851, or dfloyd@mcn.org.

Artist Marketing & Public Relations Seminar Saturday June 10th from 9 a.m. - 3 p.m.

Artists who want to hone their marketing skills should sign up now for this seminar, "Paying the Rent," led by David Wayne Floyd. Emphasis will be on recognizing and qualifying potential clients, overcoming shyness and asking for an appointment or closing the sale. Demonstrations and examples will be incorporated to give everyone a hands-on experience. Learn merchandizing, how to make a lasting impression,

building customer relationships, how to break the ice with your marketing tools and the art of selling. Just \$40 for the day-long seminar; reservations are advised. Contact Marianne Baxter at 785-9513 or wildiris@mcn.org to reserve your place.

Setting the Stage in an Art Studio

Artists can take advantage of a unique opportunity to attend this free display and talk presenting before and after examples of an art studio staged by a professional. Stager Jeff Lovell, owner of Coastal Home Enhancements, will be on hand to demonstrate his skills and discuss the process, **Sunday, June 11th from 3 - 5 at artist Pamela Goedhart's studio in Sea Ranch.** This informal talk is a follow-up to the "Artist Marketing & Public Relations Seminar" seminar presented by the North Coast Artists' Guild and part of the on-going efforts to provide local artists with information that can help them successfully sell their artwork at the Studio Discovery Tour or during other customer visits.

Jeff Lovell will exhibit all the steps that transformed this studio from a typical working space into a viable marketing tool created to make a lasting impression. The finished studio will be open for display and Jeff will give a presentation on new and useful techniques, followed by time for question and answers. Wine and hors d'oeuvres will follow.

All local artists are invited to drop in to see the results and to hear from expert Jeff Lovell on how they too can create a great working space which will help them succeed. To attend please call Pamela Goedhart at 785-2253 for information and directions or e-mail your request at pgoedhart@earthlink.net.