



## MY ART CLUB UPDATE

### SPECIAL POINTS OF INTEREST

- Autumn Exhibition
- Staff exhibitions
- Art DVDs
- Gallery bookings 2010
- Workshops
- Feature Artist talks
- Feature article

### GALLERY NEWS

#### Feature Artists:

Cherry Carroll,  
Robbie Erskine,  
Marianne de Graaf,  
Bruce N. Griffiths,  
Lynn Fraser-Roberts,  
Cathy McClelland,  
Jean-Françoise  
Rochecouste,  
Shanti Venugopalan,  
Deb Gilmartin,  
Roslyn Hartwig,  
Sharon Roberts,  
& Lorraine White.

There are still vacancies available for feature artists in 2010. If interested, drop in your resume and some examples of your work.

### Upcoming Staff Exhibitions '19 paintings - 19 days'

An exhibition of On-site Postcards and Studio work by Roslyn Hartwig on return from her Art Tour of the Greek Islands to be held at the Toowoomba Regional Art Gallery, 23 February - 21 March 2010. Official Opening 2pm, 28th February 2010 by Christine Porter.

### 'Audible Chroma - a vis-aural dialogue'

Paintings and musical compositions by Sharon & Tim Roberts exploring relationships between colour & sound Toowoomba Regional Art Gallery 22 June - 25 July.

### DVDs available to order

See in store for a list of titles

#### Suggestions

#### *Solving the Mystery of Watercolour with David Taylor*

David Taylor paints with passion, producing wonderfully atmospheric watercolours filled with light and colour. In this video, filmed in and around his home near Melbourne, he paints a variety of different subjects. Practical tuition in his studio is combined with outdoor paintings of water, boats, buildings sunlit street and a panoramic view of the beautiful Australian landscape. (\$49)

#### *Success with Oils with Melanie Cambridge*

In this film, Melanie sets out to show us that oil painting does not have to be a difficult or messy medium. She looks at which materials to use, colour mixing, tones, composition, perspective and much more. The basic elements of landscape painting - skies, trees, water, foregrounds, buildings and figures are all covered as she paints a variety of subjects both in her studio and on location on the River Wey near Wisley. This film is ideal for people new to oils. (\$49)

# FREE

## Exhibition space in 2010

### If booked in February

Members only - no groups.  
6-20 works is all you need.  
Exhibition dates and applications are available on request.  
Conditions apply, please see staff.

### Autumn Exhibition

Change of month to

## May

To avoid clashes with other exhibitions.

As with previous years, this exhibition is subject based with categories in landscape, still life, animals, human form and other. Your entry form is included with this newsletter or available on our website for download. We hope to see your entry soon.

### Framing Tips

To return next issue - Glass options



**3 2 6 R U T H V E N S T  
T O O W O O M B A 4 3 5 0**

Phone : (07) 4632 2727  
Fax: (07) 4638 4640  
Email: [art@myart.com.au](mailto:art@myart.com.au)  
Website: [www.myart.com.au](http://www.myart.com.au)  
Trading Hours  
Mon-Fri: 8.45am–5.30 pm  
Sat: 8.45 am–1.00pm

### Establishing your practice and professional image.

As with any other professional sphere, the success of an artist within the industry requires planning and an extended commitment to the marketing of your work. Few individuals have the time to invest in marketing, but several small strategies and a little legwork can be applied to maximise your professional profile within the artist community.

Your business identity and professional image (branding) is an important consideration; which incorporates business cards, websites, resumes and brochures. It is best if these items are consistent in design and professionally produced, with only relevant information presented. Templates are available to create these documents if you wish to do them yourself, but professionally printed cards do look much nicer, the one drawback being that minimum orders start at 250 cards, so that if you change contact details you will be left with surplus documents.

When designing your cards and brand, select images which are descriptively broad of your style and only include minimal contact information such as a mobile phone number and email address, as identity fraud is on the rise. Remember to distribute these cards with appropriate businesses/contacts.

As to a web presence for your work, there are now several sites which offer free listings specifically for artists, such as

[www.artstoowoomba.ning.com](http://www.artstoowoomba.ning.com) (local hosting)

[www.redbubble.com.au](http://www.redbubble.com.au) (Australian hosting)

[www.deviantart.com](http://www.deviantart.com) (American hosting)

The involvement with local/regional art associations and membership with relevant organisations is another strategy to use. These organisations offer a variety of support services and opportunities for emerging and established artists which are well worth investigating. They also provide an excellent support network of fellow practicing artists to interact with.

It is also important to establish professional practice with regards to your personal organisation, by way of recording and correspondence. The maintenance of correct records will not only help you in the long run, but will project the image of professionalism to your clients. It is important also to maintain your contacts list, which should include galleries, past and present clients, arts organisations and artist friends. Such a contact list is useful not only for invitations to exhibition openings, but also feedback and the establishment of new business enterprises such as personal tuition.

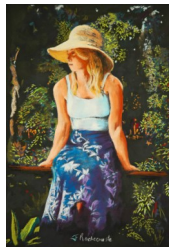
Visit our online newsletter for feature articles regarding professional practice and issues concerning artists.

<http://www.myart.com.au/Newsletter>

Lorraine

## WORKSHOPS IN 2010 FEBRUARY TO JULY

13-14 February  
Jean-François  
Rocheouste  
Foundations to improve  
your painting



22/23 May  
Don Milner  
Oils



19/20 June  
Mike Grice  
Graphite drawing

(Course content  
to be advised)

27/28 March  
Cees Sliedrecht  
Pen and Wash



17-18 July  
Jean-Francois Rocheouste  
Advanced Techniques

30 July  
Lorraine White  
Manga - Rendering in colour pencil  
(Age 15+)

17/18 April  
Terry Wilkinson  
Exciting Paintings  
in Pastel



To secure your place, a deposit of \$50 is required at the time of booking, otherwise you will be placed on the waiting list.

### Feature Artist Talks

Free Admission

#### Jean-François Rocheouste

20th February 2010, 9.30-10am  
Come and talk to our feature artist  
about their practice and work.  
FREE admission, but booking is  
required. Contact Murray's staff to  
RSVP your place.

### Day classes

#### Drawing with Deb

Tuesday morning 9-12

Starting 16th February

#### Watercolour with Ros

Thursday morning 9.30-12.30pm

Starting 16th February (Florals)

**\$100 for 6 weeks for day classes**

Other day classes have been booked  
out, put your name down for next  
term