

Dear SoBA Member,
Please enjoy reading this month's issue and make note of important dates & information.



August 2016

Message from the President

How are your art sales?

We've just finished the seventh month of 2016. Are your art sales on track for what you hoped to achieve this year? Did you set a goal? If you are not where you hoped you would be, review some of things you are doing to promote yourself and the creative work you do.

Ideas:

1. Network with friends, family, associates and other artists making sure they know you are an artist, know the type of art you do and where you show your art. Promote the gallery and you promote yourself.
2. Write yourself a fun short bio that you put on the back of each painting and print you submit to show. And, make sure it is in the binder of the gallery.
3. Let people who buy your art know who you are so they may brag and tell others about you. People love to share, give them the opportunity.
4. Share your successes on Social Media. You do have a Facebook page, right?

5. Always make the full presentation of your work ready to go into a customer's home. The back wiring and finish need to be quality.
6. If your pricing isn't working, change it. Begin reasonably, as your following grows, increase your prices.
7. Join more than one gallery. Each gallery has a different audience. What doesn't sell at SoBA may sell at the Art League of Hilton Head.
8. If you mat your paintings, try not to overwhelm the piece with color. It's the painting that should grab the viewers eye not the mat.
9. Do you know some customers will actually not buy a painting if the frame puts them off? Choose your framing carefully, get a return on that investment.
10. Exchange ideas, questions and information with artists that you respect, build fun resources.
11. Be as proactive as you can be. A huge inventory of art in your garage is not a good thing
12. ART ON.....

**Gayle Miller, President
Society of Bluffton Artists**

[Visit our website](#)

Change of Show:

Monday August 1

Drop off 9:00 am to 11:00 am

Non-display members are always welcome and needed to man gallery hours.
Contact Pat Gardiner robpat@hargray.com for training if needed.)

FEATURED ARTIST CALENDAR FOR 2016

August 1 - Sept 4

Sandy Rhodes

Reception 5-7 pm Friday August 5

Sept 6 (tues) - Oct 2

Past Presidents Show

Reception 5-7 pm, Friday Sept 9

Oct 3 - Nov 6

12 x 12 SOBA Fundraiser

*Reception 3-5 pm, Sunday Oct 9

(*daylight savings change time and day)

November 7 - December 4

Joan McKeever

Reception 3-5 pm, Sunday Nov 13

December 5 - December 31

Small Art Show - Details will follow

Reception 3-5 pm, Sunday Dec 11

August at the SoBA Gallery

"Wildlife Art and More"

Featured Artist - Sandy Utsey Rhodes



"Afternoon Delight" by Sandy Rhodes

The Society of Bluffton Artists presents:

"Wildlife Art and More"

August's Featured Artist - Sandy Utsey Rhodes

August 1 through September 4

The SoBA Gallery welcomes Sandy Rhodes as the Featured Artist in August with her beautiful "Wildlife Art and More" show. Come enjoy this wonderful collection of animals of all shapes and sizes plus several lovely still lifes, figurative paintings and Lowcountry scenes.

Sandy is a true South Carolinian with strong ties to Bluffton where her husband's grandfather built a home on the banks of the May River almost 75 years ago. Now living in that same house for most of the year, Sandy considers herself lucky to be surrounded by the picturesque Lowcountry. As she says, "Bluffton affords such beautiful scenery which lends itself to painting. Setting up a canvas, smelling the turpentine and oils from the paint are so satisfying, and there is

nothing like looking out over the May River and getting lost in a piece of work." You can see that local inspiration in Sandy's paintings - you can almost hear the lapping of the gentle waves, and imagine the softness of the curls in the spaniel's fur, just looking at them.

Sandy has been painting and drawing since she was a child and was so interested in art that she majored in it, as well as sociology, at Winthrop College. She then taught art in public and private schools for many years, as well as private lessons in her home. To her delight, several of her students followed up in arts related careers.

After experimenting with different mediums Sandy has most recently returned to oils, feeling they give the best range of development and satisfaction. Originally her art was very detailed and technical but she's enjoyed loosening up by using the old masters style of Impressionism which allows a powerful statement of texture and color. Sandy is not limited by painting on canvas - she points out "I have painted on anything that will hold still long enough," including furniture, clothing, reclaimed wood, mail boxes and pottery. She enjoys painting wall murals and large divider screens.

Please join us to meet Sandy, enjoy "Wildlife Art and More," and the work of over 100 other member artists at an

**Opening reception with refreshments,
Friday August 5th from 5-7 pm**

Gallery Stats

SoBA Monthly Statistics

June, 2106

Gallery Visitors: 1,523

Guest Register Entries: 327

Visitors from US (from sea to shining sea), Bolivia and Canada

Art Sales Revenue: \$2,779.00

Yard Sale Revenue: \$228.00

Number of Pieces of Art Sold: 29

Number of Artists that Sold Art: 28

Police Department Donation: \$350.00

Paint the Trim on the Gallery Completed

Art on the Porch Criteria, Calendar and Promo Completed

SoBA members may rent Studio Time in the CCA \$5.00/day



Coming this October - 12 x 12
Here are the details...

Fun Ahead.....

SoBA invites you participate in a unique, interesting and challenging member show in October of this year. You have August and September to get your canvases ready, yes canvases. Each member is invited to submit TWO 12 x 12 canvases with one sitting date. But you are always welcome to sit more than that.

This is the 4th time SoBA has had this type of show and the past ones were quite successful for the artists and SoBA. The display is very simple, but very compelling. Each painting is hung the same distance from the ceiling with the same space between each painting. The

colors and fun flow wonderfully. Customers return to the show, they purchase another piece to compliment the 12 x 12 they purchased from past years. The show draws in a different audience and it expands our exposure. It's a tradition that needs to continue and SoBA really hopes you'll share the creative fun.

An important aspect of this particular show is that SoBA uses it as a fundraiser. Yes, SoBA like any other business has on-going and rising expenses and occasionally needs a boost to keep the revenue sources in good shape. For this show SoBA requests that the artists commission split with SoBA be 50 - 50 or if you feel generous 100% to SOBA.

Here are the simple guidelines:

Canvases are available for purchase through SoBA at \$10 each
If you purchase you canvas somewhere else be sure what you get has a 1 ½ profile (depth). All the canvases MUST have the same proportions

Each Artist may submit two (2) 12 x 12 pieces of Art

The sales price for all pieces is \$120.00

NO wires or backing on the canvases

Questions may be directed to:

Julia Yeager, Jeanne McKenna or Gayle Miller

SoBA's Art on the Porch

After some excellent brainstorming by a group of SoBA members, Art on the Porch had it's official kickoff and received an extremely positive response by gallery customers. The thought process behind this new SoBA artist opportunity arose from the fact that our gallery boasts an expansive and attractive covered porch area, smack dab in the center of Old Town Bluffton. With Bluffton's rapidly increasing growth, its new designation as a SC Cultural Arts District and the addition of many new businesses and restaurants, SoBA's porch

frontage is valuable real estate for attracting gallery visitors and potential customers. Artist activity on the porch sends out a vibe that SoBA's Gallery is alive and buzzing with local artists and creative talent. Artists may also use reserved porch space to paint in person - another great way to increase your visibility as an artist.



Pictured is SoBA member, Andrea Smith, alongside her recent Art on the Porch display.



Art on the Porch

Basic but Required procedures

1. You may not do Art on the Porch at the time you are staffing the SoBA Gallery.
2. Your table must have a cloth on it for a quality presentation.
3. Leave enough space between your display and the gallery

entrance as not disturb the flow of customers entering and exiting the gallery.

4. All sales **MUST** go through the gallery sales procedures.
65% - 35% agreement
 5. No Sales under \$15.00 (Manage your small items accordingly)
 6. A maximum of three (3) artist on the porch at one time.
 7. You may place your table on either the Church or Calhoun Street porch. One Table on the Calhoun side, two on the Church Side. On the Church Street side one to right and the other to the left of the entrance
 8. You may spend as long as you like on the porch during normal SoBA Gallery hours.
 9. When the gallery closes so does the Art on the Porch.
 10. There is a signup Calendar in the Gallery Manager's spot on the Closet door.
 11. If you want this to work please respect the rules and each other.
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Tips for Marketing Art on the Porch

Andrea Smith has pulled together some great tips and images to share with fellow SoBA members to get a jump start on marketing one's Art on the Porch. Thank you, Andrea!

"To start marketing the event, the best way you can help is to share through your personal social media channels (Facebook, Instagram, and more) and word of mouth. I've attached two images you can post on your Facebook page and more - use the rectangular image for Facebook (1), and the square image for Instagram (2). Here are a few sample posts to get you started. Just fill

in the blanks as needed and paste it into your post to accompany the image:

Example 1:

Join me for Art of the Porch at the SOBA Gallery this summer! A few of our talented members will be selling and sharing their artisanal goods on Farmer's Market Thursdays and weekends. Stop by from __am to __pm today to browse, shop, and support our local artists!

Example 2:

Stop by the SOBA Gallery this _____ between __am - __pm to check out my flash sale on the porch! I'll have an assorted selection of ____, ____, and _____-perfect for _____. We're located on the corner of Church and Calhoun, right in the heart of Old Town Bluffton. Thank you for supporting local artisans!"



SOBA's Summer Art Camp for Kids

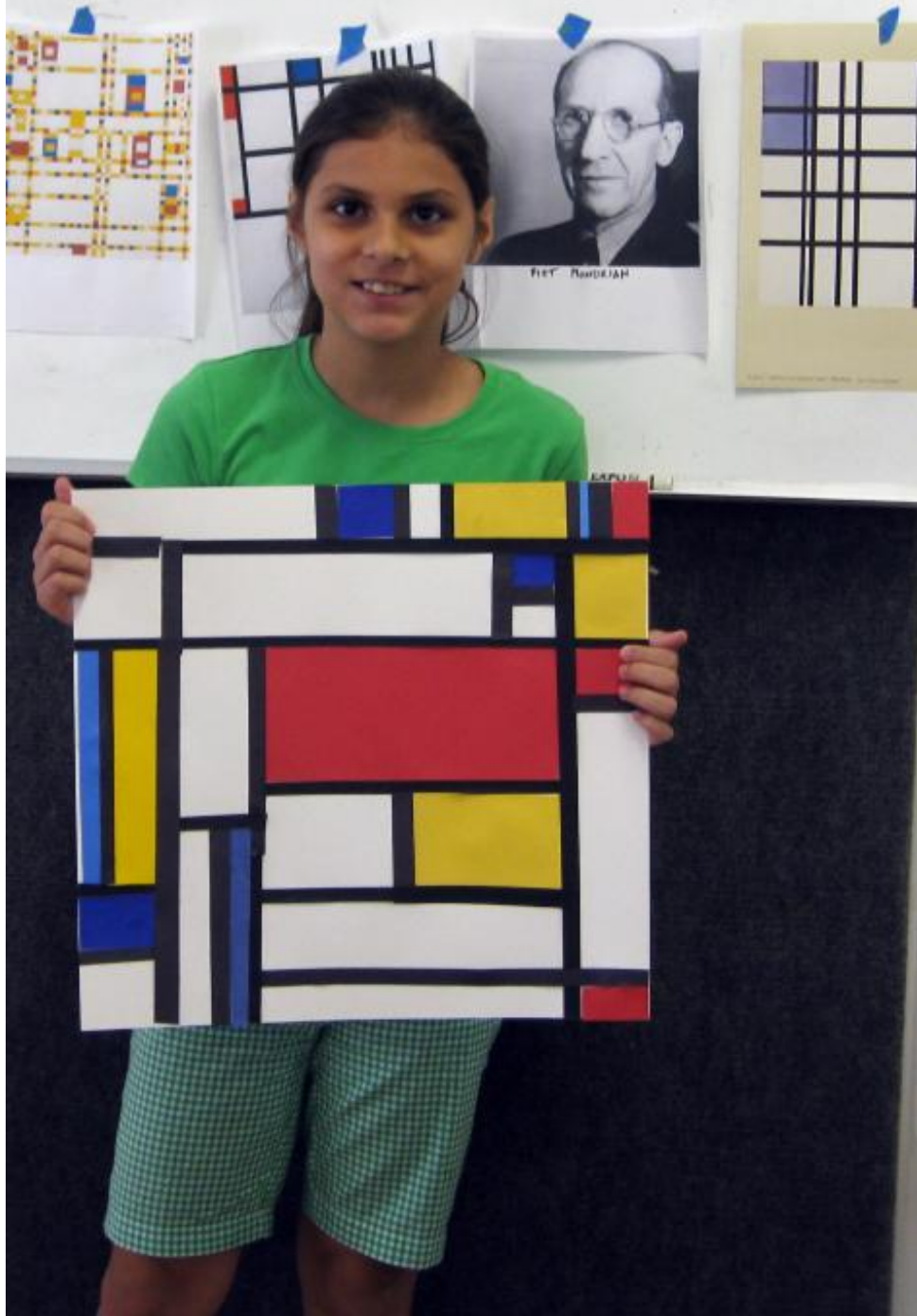
Art with the Masters Kids Camp was a resounding success!

Whew! The last day of Art with the Masters Summer Camp was fun with Greek pottery designs. The kids indeed created some wonderful masterpieces over the busy summer sessions. Each day had a theme - from Pointillism a la George Seurat and cut paper techniques in the style of Matisse to inventions with Leonardo Da Vinci. A huge thank you to instructor Pat Diemand, her assistant Joy Hermann, and all the eager kids over the two week-long sessions!!!





Piet Mondrian





Upcoming Classes

Society of Bluffton Artists (SOBA) Workshop Schedule

SOBA's workshops offer the opportunity to learn a variety of art skills as taught by some of the region's leading artists, and will provide attendees the opportunity to nurture, and foster, their love of art. Each workshop will be held at the SOBA Center for Creative Arts, located next door to the SOBA Gallery at 8 Church Street in Bluffton. All SOBA workshops are led by established artists, and include instruction and hands-on demonstrations.

September 21-22; 9:00 am - 1:00 pm

Lynda Potter

Acrylics Applied Thick & Thin

Explore painting with acrylic paints and adding mediums and transparent paint applied in layers. Explore textural mediums - let dry overnight and experiment with design to learn how to get your creative juices going! Artists choice of subjective or non-subjective.

Cost: \$100members; \$115 non-members

September 29-30; 9:30 am - 3:00 pm

Jim Lewis

Seven Keys to Successful Painting - Oil or Acrylic

A look at the principles that help to make your paintings work. Explore and discover your own approach and attitude within these guiding principles. Learn how to avoid common failures and be the confident author of your work. Beginner to advanced levels welcomed. One day of painting, with a demonstration. Bring your own reference to follow the example. Instructor James N. Lewis is represented by several galleries along the east coast and Florida, and has taught for ten years at the university level.

Cost: \$120 members; \$130 non-members

October 4-5; 9:30 am - 3 pm

Vickie Jourdan

Paint with Vickie

Break out of our comfort zone! Come and play with acrylics and create a masterpiece.

Cost: \$100 members; \$115 non-members

October 18-20; 9:30 am - 12:30 pm

Dennis C. Lake

Learn to Paint Flowers in Oil

Learn to paint beautiful flowers in oil. Students should bring pictures or studies to paint from. Instructor guidance and critique will emphasize composition, value management, color and Principals of Art adherence and techniques. Class will consist of demos and individual critiques while accomplishing at least one floral painting.

Cost: \$100 members; \$115 non-members

November 1-3; 10:00 am - 4:00 pm

Greg Barnes

Impressionistic Landscape Painting with Pastel & Oils

Get ready to dive in head first in this exciting three day immersion of landscape painting techniques, demonstrations and artistic camaraderie. Explore in either pastel or oil with award winning artist, Greg Barnes, as your personal guide. Topics covered will range from beginning composition and color theory to more advanced techniques. Each day will consist of one or two group demos mixed in with individual painting sessions. Whether your medium of choice is pastel or oil, it is Greg's goal that you will continue to learn from the experience, long after the workshop has ended.

Greg Barnes received a BFA from Wake Forest University in 1985. With the encouragement of his wife Janet, he began painting full time right after the 911 incident in 2001. He tours the country, displaying his paintings in national art festivals and participating in plain air painting events. He also teaches regular classes at his home studio in Charlotte, NC.

Cost: \$325 members; \$350 non-members

November 4-5; 9:30 am - 3 pm

Vickie Jourdan

Creative Endeavors with Vickie

Break out of our comfort zone! Come and play with acrylics and create a masterpiece.

Cost: \$100 members; \$115 non-members

November 15-17; 9:30 am - 12:30 pm

Dennis C. Lake

Paint Beautiful Landscapes in Acrylic

Learn to paint beautiful landscapes in acrylics. Students should bring pictures, iPad, or studies from which to paint. Instructor guidance and critique will emphasize composition, value control, color and Principles of Art adherence and techniques. Students will accomplish at least one landscape painting working with instructor demos and individual guidance.

Cost: \$100members; \$115 non-members

Coming in 2017...more info to follow

Linda St.Clair, February 9-10-11

Bill Farnsworth March 2+3

Linda Benton McClosky March 29-30-31

Reservations must be made in advance for each workshop. For more details or to register, please visit www.sobagallery.com. Questions (843)-247-2868

Did You Know?

Weaving a Watercolor - Creative Technique



The Concept

This month's "Did You Know" is for all the Watercolorists who have time on their hands during a hot summer day! Watch this you tube and look at Nancy's Gallery.

"Below is the first weaving that I ever did. I followed Nancy's instructions by cutting the focal point strip first. (I chose my best sun from the two paintings) This became my first piece and it was cut as a vertical strip. My next cut was the horizontal piece that included the sun and I placed it directly behind my vertical sun strip. Then I continued to alternate the cuts, (one vertical, and then one horizontal) and I wove each strip as I cut it. Hint: Do not be afraid to skip a weave. And, know that you can paint on your finished weaving. If you look closely at the tall evergreen on the right side I skipped a couple of weaves. The top of the tree in the middle of this painting was painted on after the weaving was done. This painting was a "tight" weaving. You can do the weaving this way, or you can leave spaces between each cut and enhance the painting by using glued tissue paper on your substrate. Then you glue your weaving on top of the tissue papered substrate." (Submitted by Pat Wilund)



Pat Wilund's Watercolor Weaving

SoBA is Lookin' Good!

Big thank yous to all of the hard working member volunteers who put in their precious time to help polish up SoBA's gallery building with power washing, painting and new signage.



2016-2017 SoBA Board of Directors:

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Art Walks
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Newsletter information is welcomed for submission by the 25th of each month for inclusion in the following month's "The Eclectic."
Send submissions to:

info@sobagallery.com

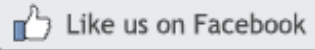
Be sure to follow SOBA on



FACEBOOK and like our page!

Facebook is a fun and easy way to keep up with SOBA happenings.

It's easy to sign up!



Society of Bluffton Artists
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STAY CONNECTED:

