



Bethlehem Art Association

Mar./Apr. 2021
Newsletter



Hello Members:

For the past few months, we met and shared our art in more creative ways. Our monthly Art Challenge began in January and is gaining participants, and our latest sharing meeting with a Mardi Gras theme was fun. I was struck by how much we are learning from each other through these efforts. It seems we don't always need to have established demonstrator to teach us a thing or two!

It strikes me though that we have been missing many members during this period. I am sure there are many reasons for this, but if it is because you are uncertain how to Zoom, please let me or Criss Macaione know. We are here to help you.

We don't want you to miss out on our upcoming activities. In March, we will have the talented Takeyce Walter offer a pastel demonstration. Our April 15th meeting will be devoted to critiques of member submissions by Theresa Samaio, a local artist and art teacher. Remember this can be a work in progress or a finished piece - perhaps something you wish to submit for the Spring show in May? Look for an email with details on submitting your work before April 12. Also, on April 22, we will hold our Annual Planning Meeting via Zoom. This meeting is open to all. Suggestions and ideas for future programs are welcomed and can be sent to me beforehand, or brought to the meeting. Perhaps by then we will know about the probability of meeting in person in the fall.

I hope that, like the Spring season before us, these opportunities will represent change and renewal for your artistic efforts.

Lynda Spielman

BAA Mission Statement

The BAA is a focal point for all kinds of visual art activities in Bethlehem. We promote art, art activities, and artists in Bethlehem.

www.bethlehemartassociation.com

Please welcome new member: Michael Mirsky

President

Lynda Spielman 718-463-5679

lyndaspelman@aol.com

1st Vice President

Peter Keitel

pjkeitel@gmail.com

2nd Vice President

Sal Aiello

salaiello93@gmail.com

Treasurer

Criss Macaione

Corresponding Secretary

Diane Wozniak

Recording Secretary

Laurel Petersen

Community Spaces

Jacqueline Smith

TShock1882@aol.com

Membership Chair

Gary Mehlum: 482-8606

gmehlum@gmail.com

Newsletter

Ellie Prakken: 439-7559

ellieprakken@gmail.com

Exhibitions/Shows

Debbie Shaw

Ellie Prakken

Publicity

Lynne Kaiser

Students Awards

Open

Webmaster

Peter Keitel

Workshops

Jacqueline Smith

Bob Lynk

Refreshments

Diane Wozniak



Meetings

VIA ZOOM!

**Thursday,
March 18, 6:45 p.m.
Pastel Demonstration
Takeyce Walter**



Takeyce Walter is an award winning contemporary American painter (born 1980, Jamaica), and art instructor living and working in beautiful upstate New York. Walter's paintings present that landscape in all its glory – flowing rivers, majestic skies, and picturesque lakes. Her paintings feature the rural landscape of upstate New York, the Adirondacks, Cape Cod, and Vermont. Walter is especially inspired by, and drawn to bodies of water; rivers, lakes, marshes, streams and the ocean.



Takeyce is a member of several esteemed associations including, Associate Member of the American Women Artists, Juried Member The Oakroom Artists, Juried Member Pastel Society of America, Juried Member Adirondack Pastel Society, Art Instructor Saratoga Arts, Art Instructor Arlene's Artist Materials, Board Member Saratoga Arts. To learn more about her work visit her website <http://takeyceart.com>

**Thursday
April 15, 6:45 p.m.**

VIA ZOOM!

Member Critique by Theresa Samaio



At this annual event member artists are invited to show a piece of artwork to be evaluated and commented upon by a professional artist. The critique is scheduled to take place prior the Spring Member Show so that artists will be able to hear suggestions that could be incorporated for the show. Theresa Samaio will conduct the event this year. Theresa is a well known local artist and has appeared before our group several times before. She has conducted many classes through the continuing education program of the Bethlehem School District, local colleges and local museums. Theresa has a Master of Fine Arts degree from SUNY Albany and undergraduate degrees in art and history. Once again this meeting was a ZOOM meeting and the artwork was reviewed online.

An email will be sent out prior to the meeting with instructions on how to submit artwork



Art Associates Gallery Exhibit

Many of our women member artists are exhibiting two pieces of artwork each at the Art Associates Gallery for The Women's Show - Artworks by Women in the Capital Region. This is an annual exhibit in support of Women's Month. The show is running from March 5 to April 24, with a Meet the Artist Reception, following Covid 19 protocols, scheduled for March 5 from 4 - 9 p.m. The Gallery is located at 21 Railroad Avenue in Albany.



"Outbound" by Kristine Kelly

Abstract artist, **Kristine Kelly** will have her mixed media abstract, "Outbound" in The Woodstock School of Art, 2021 Student Exhibition 1, online from March 1-May 31, 2021.

Longtime member **Virginia Acquario** passed away January 21 after a two-year battle with lung cancer. She is greatly missed.

A very interesting request!

Wanted to Hire Artist for a Living Room Mural

Chris Ortel at The Spinney Group apartments on Van Dyke Rd. in Delmar is looking to hire an artist to paint a mural on a living room wall inside one of their apartment units. They have no specific design in mind and would like to work with the artist on ideas and concepts.

Please contact Chris at this email address if you are interested. (coertel@thespinneygroup.com)

April 22, 2021 Annual Planning Meeting

There will be a Zoom meeting to plan next years programs, and anyone who is interested in helping with programs is welcome to join! Lynda Spielman will be send out an invitation, so please let her know if you would like to participate. lyndaspelman@aol.com
If you cannot attend the meeting, but have any ideas, please send them to Lynda before April 22.

The **Links to See BAA Members' Work** subsection is being revised to include an online artist profile for any BAA member who wants one. The profile includes a short bio and up to six images of work. Check the links for Ellie Prakken and Peter Keitel to see examples of the profile format. If you want your own link, just email me, Peter Keitel at pjkeitel@gmail.com. I will send you a set of specs on next steps to get you online as soon as possible.



Meeting Recaps

January Meeting Palette Knife Oil Demonstration Cynthia Rosen

Cynthia gave a very interesting demonstration on palette knife painting. She starts out with an orange, with some red and yellow, background on an Ampersand gesso board. She uses Gamblein oil paints and swears by Great Art Gloves to protect her hands. She uses a 46 or 50 palette knife, which has a fairly fine point that she can put paint on the edge of to apply to the canvas. She loves color and taught herself about color by experimenting with the palette knife, and found it very freeing. The subject of her painting gives her an excuse to use color. She commented that she is constantly learning and points out that we can't expect all paintings to be successful. She is greatly influenced by the Fauve's. She recommends that all action should be in the middle of the canvas and not to worry about the corners. Also, "make the painting understandable to the viewer" She is currently giving on-line workshops and information can be found on her website cynthiarosen.com



Tea Cups

February Meeting Mardi Gras Celebration!

Members were asked to create images that have a Mardi Gras theme, using Mardi Gras colors, masks, beads, parades, etc. Members talked about their creations as they were shown on screen at the meeting and many members wore Mardi Gras attire to enliven the festivities. All the pieces submitted can be seen in the Mardi Gras Gallery at www.bethlehemartassociation.com/gallery

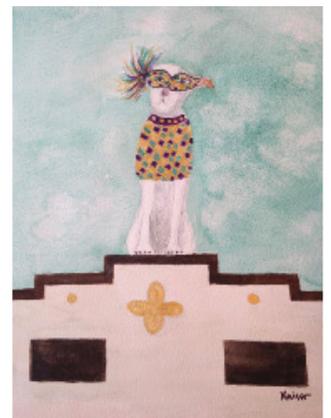


Pam Agin-Smith
Recreated a poster she purchased in New Orleans using Mardi Gras Colors.



Peter Keitel
Created this Fleur de Lis with his favorite paints, Golden Open Acrylics.

Lynne Kaiser
used her dog Frankie as a model for her Mardi Gras take on Nipper.





The Art of Pricing

Knowing how to price your artwork and keeping track of your prices was the subject of a recent webinar by Bob Burrige, a notable artist and teacher. The following summarizes some of Burrige's key points which were shared by Lynda Spielman at our February meeting.

- Know your market based on your skill level and medium and price per square inch - not too high, nor too low. When pricing, do not include the cost of a frame. Ex. 10" x 10" = \$300; then a 12" x 16" = \$575. It's math. Keep a chart if necessary.
- There is a "perceived value" in the art market, with the highest going to oil on canvas (or board), then acrylic on substrate; paper on graphite has the lowest value.
- Your price list is called your **Retail Price**. An art piece should have the same price regardless of where sold, even for a gallery. The cost of a frame goes on top of your retail price. Be aware, "how much do you want?" is a trick question.
- It is illegal to charge a customer a different price for the same product. **Your price is your price.**
- You can always raise your prices. Never lower them. 10% every 3 years given the economy is suggested.
- Do not discount. Can discount for cash, for second pieces.
- You should add 25% above your retail price for commissions.
- Giclee prints are in between 10-25% of any original.

Join the Art Challenge

The Art Challenge on the BAA website is entering its third month. A new reference photo is provided each month and members are invited to interpret its subject in any way they choose. This is a wonderful incentive to fuel the creative spirit. Participants have been enjoying themselves with this opportunity to create work and to show it online. Join the fun. Go to www.bethlehemartassociation.com/baa-art-challenge for instructions on how to participate, or just to see how different artists have interpreted a given subject

Below is the March Challenge photo:





Tips and Quotes

Care for Oil Painting Brushes

Not sure this is an unknown tip to keep your oil brushes in good health but it's something I picked up years ago and used when I was teaching oil painting. After using your brushes all day in your painting I did a final cleaning in odorless mineral spirits, cleaned the residue off with a clean cloth then put the brush, hair side down, to soak in a jar of baby oil until their next use. The baby oil neutralizes the mineral spirits and I find that this keeps the brush hairs pliable and ready for their next onslaught. The soaking also allows the residual oil paint that has become stuck between the fibers to loosen and float to the bottom of the jar. It's a quick wipe with a clean cloth and they're ready to use once again.

Sal Aiello

“If your artwork includes structures, or is a scenic subject, check your perspective in a mirror. Remember all parallel lines meet at the horizon if they are extended.”

Lynda Spielman

Get Inspired!

During the pandemic, I've noticed a lot of artists are feeling unmotivated to create. The well known art teacher, Bob Burridge recently caught my attention with this advice. “During the times when your feeling unmotivated to create, this is the time should go to art galleries, watch art videos, or read an inspirational art book such as Robert Henri’s ‘THE ART SPIRIT’ “.

I will also add, that for me, sometimes just 10 minutes of sketching or doodling is all it takes to get motivated to come up with a new idea. And yes indeed, by all means, keep those brushes wet!

Pat Viglucci



Photographing Artwork

What do the BAA Art Challenge, Mardi Gras Party, Critique, Virtual Shows, BAA Member Profiles, Facebook, Instagram, etc. all have in common? More and more opportunities to show artwork which have shifted from physical sites to virtual sites and to social media. Taking good photographs of your artwork for online placement has become a necessity. The BAA website has been updated with an excellent short (8 minutes)

YouTube video just for this purpose. It explains how to use your phone to take clear, undistorted, well lit, cropped, photographs of your artwork that will display the art to its greatest advantage on the web or social media. Go to www.bethlehemartassociation.com/useful-links and click on the Photographing Artwork button near the top of the page.



Venues

BAA Community Exhibit Schedule Mar. 2021 through June 2021

Sign up at a monthly meeting to schedule a showing of your work
or contact Jacqueline Smith at 518-489-1882 or TShock1882@aol.com

Please sign up!

VENUES RESERVED FOR BAA MEMBERS

	MARCH	APRIL	MAY	JUNE
BANK OF COXSACKIE Rte. 9W, Glenmont - 13 spaces	OPEN			OPEN
MOHAWK HUDSON LAND CONSERVANCY Kenwood Ave., Delmar 6-8 hangers	TEMPORARILY CLOSED			

VENUES FREQUENTLY AVAILABLE FOR BAA MEMBERS

The Massry Residence at the Daughters of Sarah Senior Community:

Contact Antoinette Guenette at 724-3406 or guenette@dosscc.org. Space for 15 pictures

Merriman and Pfister, An Artisan's Marketplace. Located behind the Perfect Blend at the Four Corners.

Contact Kathy Agneta at 588-7268

Big Eye Gallery Fine Arts and Crafts, 270 County Route 405, South Westerlo, NY

Contact Hope Konecny at 966-5833

Capital Bank, Slingerlands Price Chopper Plaza:

Contact Greg Bruno at 694-5625 or email gbruno@capitalbank.com

Bethlehem Public Library, Delaware Ave., Delmar:

Contact Michael Farley, 439-9314. Ask for the Information desk. Space is available on a 24 month cycle and requests are handled on a first-come-first-serve basis. Early on the first business day of the month appears to be the best time to submit requests for one of the two corridors.

Beverwyck Independent Retirement & Assisted Living:

Contact Jessica Newman, 451-2111. Beverwyck Lane/Autumn Drive, Slingerlands, 15 spaces, availability. Please call.

Greenville Public Library, Rte. 32, Greenville:

Contact Stanley Maltzman, 634-7386. Two month showings. Space for up to 50 pieces.

Uncommon Grounds Coffee & Bagels,

1235 Western Ave., Albany and 9 Clifton Country Rd., Clifton Park:

Contact Marcia Murphy at 6inthewoods@gmail.com.

Voorheesville Public Library: 51 School Rd., Voorheesville

Contact Lynn Kohler at 765-2791 to schedule a show and reception.

National Bank of Coxsackie, Rte. 81 near Rte. 32, Greenville: Contact Rita Buttiker, 634-2272

Greene County Bank, Rte. 32 near Bryant's Plaza, Greenville: Contact Rita Buttiker, 634-2272



This Year's Main Events

All Monthly Meetings begin at 6:45PM

Until further notice, all meetings will be by Zoom

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| Wednesday, September 16 ~ | Art Historian Presentation on Impressionism by
Melody Davis |
| Thursday, October 15 ~ | Huelitic Code demonstration by Michelle Bowen |
| Friday, October 30 ~ | Fall Show Submissions ~ through the BAA website
Same as last Spring |
| Saturday, November 14 ~ | Workshop with Michelle Bowen ~ Acrylic Abstracts |
| Thursday, November 19 ~ | Fall Show Virtual Reception ~ Comments by Jon Gernon |
| Thursday, December 17 ~ | Holiday Party ~ Member Demonstration ~
Mixed Media by Michael Joyce |
| Thursday, January 21 ~ | Palette Knife Oil Demonstration by Cynthia Rosen |
| Thursday, February 18 ~ | TBD |
| Thursday, March 18 ~ | Pastel Demonstration by Takeyce Walter |
| Saturday, April 10 ~ | Workshop has been cancelled |
| Thursday, April 15 ~ | Member Critique by Theresa Samaio |
| Thursday, April 22 ~ | Annual Planning Meeting ~
Via Zoom, 7pm |
| Saturday, May 1 ~ | Spring Show Submissions ~ thru BAA website
Virtual Show |
| Thursday, May 20 ~ | Spring Show Reception ~ Comments by Eden Compton |
| Thursday, June 24 ~ | Picnic cancelled |