



ClayFolk

eNEWSLETTER September – December 2007

**CLAYFOLK
P.O. Box 274
TALENT, OR 97540**

The Clayfolk Newsletter is published five times a year.

Deadlines for submissions are :

DEC 1 -----FOR ----- JAN/FEB

FEB 1 -----FOR ----- MARCH/APRIL

APRIL 1 -----FOR ----- MAY/JUNE

JULY 1 -----FOR ----- JULY/AUGUST

SEPT 1 -----FOR ----- SEPT/DEC

Newsletter Editor Roxanne Hunnicutt

newsletter@clayfolk.org

eNewsletter publisher Don Clarke

enews@clayfolk.org

Clayfolk Officers

President Lynita Zajack

president@clayfolk.org

Vice President Carol Heisel

vicepresident@clayfolk.org

Secretary Jenny Harkins

secretary@clayfolk.org

Treasurer (Organization) Tish Manley

Treasurer (Show) Ray Foster

treasurer@clayfolk.org

Members at Large _____

Irene Stephens

Shirley Huft

Bonnie Morgan

Committee Chairs

Newsletter C. J. June

Membership Marylee Bombick

membership@clayfolk.org

Empty Bowls Donna Marie

emptybowls@clayfolk.org

Show Chair Penelope Dews

showchair@clayfolk.org

Points Cheryl Kempner

points@clayfolk.org

Workshops _____

Julia Janeway

Penelope Dews

workshops@clayfolk.org

Scholarship Bonnie Morgan

scholarship@clayfolk.org

Program Shirley Huft

program@clayfolk.org

Library Kazuko Young

library@clayfolk.org

Glaze Study Group Shirley Huft

glazegroup@clayfolk.org

32nd Annual Clayfolk Show

NOVEMBER 16 - 17 - 18, 2007 at the Medford Armory

Friday 4PM - 9PM, Saturday 10AM - 7PM and Sunday 10AM - 4PM

Admission (as always) FREE

Set up Thursday

Important SHOW Note

Committee members - this year all chairs will be handing in a notebook describing the activities of their committees. This is mandatory and points will be given when the notebooks are received at the January meeting. Included will be budgets, timelines, items covered, committee members, and meetings. If you are on a committee, please support your chair by showing up to meetings, and taking notes describing your part in the process. Thank you! Next mandatory Committee chair meeting – Tuesday, September 25 at Bonnie Morgan's Studio.

This year there won't be pizza before the show. However, there will be snacks and coffee served upstairs on Saturday and Sunday. You are invited to bring something to add to the snacks. All participants in this year's Annual Clayfolk Show please read all materials sent to you. Don't wait till the last moment, call me (Penelope) if you have any questions regarding the show.

Empty Bowls Has Empty Position

We are looking for interested parties to be the Empty Bowls contact person. This person will need to work with Sally Jones at Empty Bowls coordinating dates, drop off areas for bowls and newsletter reminders. This person will also need to help with pricing and arrangements. Once a month reminders are ideal. Sally would also like some special events for bowl making. Anything to do with getting lots of bowls is appreciated.

Interested parties are encouraged to submit written letters of interest to the board prior to the next board meeting October 8, 2007. The board will review all letters and call the person who is chosen so they can contact Sally and get up to speed before the next General Meeting.

Empty Bowls - we are participating in empty bowls again. People will be coming around to collect bowls (and other items) at the end of the show this year. A big thank you to all who participated last year.

ELLICE T. JOHNSTON SCHOLARSHIP

Congratulations to our two award winners this year. After much deliberation the committee chose this year to split the \$1500 scholarship between two clay artists; Steven Allen a graduate student at San Francisco State University received \$1000 and Rodolfo Salgado a BFA student at California State University received \$500.

Digital Photography Service by Stuart Gray

Stuart Gray is offering high resolution digital photography services to three-dimensional artists. After studying at the Art Center College of Design in LA and starting his career in New York City over 20 years ago, Stuart Gray has photographed many hundreds of commercial products for clients like Revlon, Macy's, and Glamour Magazine. Today he also shoots the work of local clay, glass, wood and metal artists for uses such as juried art shows, gallery announcements, portfolio documentation and magazines. His own on-line commercial portfolio is at www.stuartgraystudio.com. The Stuart Gray Studio is located at 240 East Hersey Street (17), Ashland. If you call (541) 973-8820, he'll send you some samples of his work he's done for local artists and galleries.

THE ART SHOW ARTISTS' SURVIVAL GUIDE : This book, brought to you by the National Association of Independent Artists (NAIA), has over 200 tips for artists who do shows. It covers guerilla marketing techniques, tips on digital photography, booth lighting, and more. To preview a copy, go to the print-on-demand publisher <http://www.lulu.com/content/849798>

Call For Entries

"Kirkland Art Center Ceramic Exhibition" Deadline September 29

Show February - March 2008, jurors Doug Jeck, Akio Takamori, Jamie Walker.

\$25 fee for 3 digital images, awards \$2000

www.Kirklandartscenter.org/clayapp.htm

Kirkland arts Center, Clay II

620 Market Street

Kirkland WA 98033

"Big Fish, Small Pot" Small teapot competition. Deadline December 30

Show February - March 2008, \$40 for 3 slides or digitals

Send SASE to Art Gallery

Saddleback College

28000 Marguerite Pkwy

Mission Viejo, CA 92692

<http://gallery.saddleback.edu>

CALL FOR PROPOSALS : Oregon College of Art & Craft Hoffman Gallery is accepting exhibition proposals for the 2008 - 2009 exhibition season. Deadline December 31. Contact Arthur DeBow, OCAC, 8254 SW Barnes Road, Portland, OR 97225, email : adebow@ocac.edu

Featured Artist At SOPS

Our featured artist for September and October is Penelope Dews. Penelope is showing both her majolica and woodfired work along with favorite tools, books, and glaze formula. She readily admits to having a split personality when it comes to exploring the world of clay. Her interest in majolica came from her travels and seeing the many countries where it is found. For Penelope it is intriguing to understand the history of majolica and its relationship to world history. It also is so colorful, playful and fantastical that it inspired her to come up with her own designs. Stop by and see Penelope's work, and pick up a copy of her majolica glaze recipe.

NEW ITEMS At SOPS

New shapes from PURE and SIMPLE MOLDS

We are very excited about 2 new SlumpHump molds : one is an Oval with a curved bottom and the other is an Ellipse with a curved bottom. Designed like the other SlumpHump molds they are reversible, so you can work both right side up or upside down, plus don't forget you can work shallow or deep.

Curved Bottom Ellipse 3" x 7" x 18" \$65

Curved Bottom Oval 4" x 10" x 18" \$65

DECALCOMANIA

Make your own DECALS. Yes you can do this with a special decal paper for laser Printers. This decal paper allows you to make decals of images, type, photos, drawings, etc, using a laser printer or copier (not an ink jet). You can then transfer the the decal image to your glazed or unglazed pottery and fire it on permanently. The decal sheets are 8 1/2" x 11" and the images you print are cut out from the paper so you don't have to use the full sheet all at once. We hope to have a display up soon. Ask to see our fired samples. Prices are : 1 Sheet – \$2 ea, 5+ Sheets – \$1.65 ea and 10+ Sheets – \$1.25 ea.

BARGAIN TABLE

Don't forget when you stop by to check out our bargain table. We just finished our yearly inventory and have a full table of "sell it cheap/move it out the door" sale items.

USED EQUIPMENT

We currently have a used Electronic Skutt kiln for sale and an electric kick wheel. Give us a call for details. 535-6700

How to Survive & Prosper as an Artist

Selling Yourself - Without Selling Your Soul

By Carol Michels - 5th Edition

Recommended Reading for the how-to's on pricing, marketing and negotiating with buyers and galleries.

From the Wall Street Journal, July 21, 2007

How One Pro Gets Ready to Buy

By Lauren A. E. Schuker

Lisa Hunter began buying student art in college and today is one of the top collectors of affordable art. Over 20 years, she has amassed a stockpile of crafts, prints, painting and photographs centered on theater and film – never spending more that \$7,000 on an item. We asked her to walk us through how she prepares for shows and spots likely bargains well before she walks in the door. Here's how she would prepare for the upcoming American Craft Show in San Francisco, one of the most important events for collectors of craft art.

1. As far in advance as possible, Ms. Hunter reads targeted art publications to get more conversant about the particular genre. For this fair, she would scan magazines like American Craft, Fiberarts, and Ceramics Monthly.
2. A week before the fair, she will check the Web site (<http://www.craftcouncil.org/sf>) to see which art she likes on a purely aesthetic level, bookmarking those pages so she can easily find them again. In the case of the SF fair, 12 of the show's 250 artists catch her eye.
3. She takes that list of artists and begins looking into their professional backgrounds – as well as viewing more of their work – to get a better feel for their investment potential. Ms. Hunter quickly eliminates some of the 12 artists when she sees that their other crafts – including some decorated with bunnies and other animals - are too cutesy and commercial.

4. While researching, she finds that one of the artists she likes, Andrea Tucker-Hody, who makes collages with handmade paper, graduated from the Pratt Institute, a top art school in the "crafts" sector – a good sign. But then Ms. Hunter sees that Ms. Tucker-Hody doesn't have her own Web site, and the only price Ms. Hunter finds for her on the Web, \$2,300, seems much higher than those of many better-known artists. On a closer glance at the artist's resume, Ms. Hunter also discovers that Ms. Tucker-Hody hasn't exhibited at either of the three top fairs for craft art, the Smithsonian Craft Show and the Two SFA fairs. Based on that information, Ms. Hunter concludes that Ms. Tucker-Hody is more of a local artist to track than a national artist to buy immediately.

5. At this point, Ms. Hunter has eliminated nine of her initial picks, leaving her with a short list of three artists: Masuo Ojima, Myra Berg, and Elaine Hyde. To find more detail on their pricing, she goes to artnet.com, which lists auction results. Because most emerging artists haven't sold at auction, she browses the site for prices of artists who have similar backgrounds or are working in a comparable medium.

6. After doing that, Ms. Hunter knows that all three artists are in her affordable range - \$150 to \$2,500 - and she can shoot off an email to them and their dealers, announcing her interest and intention to buy at the fair. She might also use the opportunity to ask if the artist has anything smaller or cheaper than the prices than she found online.

ECONOMIC IMPACT OF THE ARTS

Arts & Economic Prosperity III is available online at www.racc.org/aep3 It is the results of a survey of the economic impact of the arts in the Portland Metro region. They found that the arts generate \$318 million in the local economy, or the equivalent of 10,300 full time jobs. This income was divided about equally between money that is generated directly (wages, purchase of supplies or assets) and indirectly (money that was incidental: commerce with restaurants, hotels, parking fees). The local governments derived \$27 million in taxes and fees from local arts non-profits. These art organizations also are important to the local tourism economy. One of the points of this report was that much of the money and jobs that are created in the arts are local-oriented and cannot be exported.

View Property FOR SALE

Three Acres in Ruch, 10 minutes from Jacksonville, on Hwy 238 in Southern Oregon's Applegate Valley. The land is at the end of a lane that dead-ends at a vineyard. A 3 bdrm/2 bth double -wide manufactured home with a large sunroom added and oversized two car garage has served as a rental. The home is sited below what we think is the ideal site, but from both sites the view is lovely across the grapevines to the hills beyond. This has just been listed with a price to sell at \$280,000. Contact Jeanne Schattler at Ramsay Realty for the details. jschattler@starband.net 541-621-2480

Kiln For Sale

Cone 10 down draft kiln \$2,000 : 4 eclipse burners, fiber door hangs/glides from rail. Includes working safety shut off system, regulator, insulated pipe (to code), gauge, arch form (for the rebuild), and 4 kiln shelves. Purchaser has option to buy 18 Kristar kiln shelves 12 x 24's (\$110 each), Axner Oxy Probe (\$?), and kiln vent. About 22 sq feet loading space. Email me for pictures or call. Holly, Prosperos@charter.net 541-512-0161