

# art avenue

A Federation of Canadian Artists Publication – NOVEMBER/DECEMBER 2011 \$5

DR. LAWREN HARRIS, A MEMBER OF THE *GROUP OF SEVEN*: ONE OF THE FOUNDING MEMBERS OF THE FCA AND THE FIRST CHAIRMAN OF THE FCA BRITISH COLUMBIA REGION IN 1941

70<sup>th</sup>  
ANNIVERSARY  
— OF THE FCA —



# Still Life

SEPTEMBER 6 TO 18



Veronica Funk **A SETTING SUN**  
6" x 8", Acrylic on Panel, \$150



Norma Jackson **GOLDEN TRUMPETS**  
30" x 24", Acrylic, \$1500



Jill Charuk **ORANGE TRIO**  
30" x 24", Acrylic, \$1750  
AWARD OF EXCELLENCE



Melodie Douglas  
**CLASSIC FORD HOOD ORNAMENT**  
24" x 18", Acrylic, \$800



Christine Yurchuk **PAINT TOPS**  
8" x 11", Watercolour, \$325  
AWARD OF EXCELLENCE



Larry Tillyer **AFCA RED APPLE AND A CUP**  
11" x 14", Acrylic on Board, \$350  
FCA SECOND PRIZE AWARD



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NOVEMBER/DECEMBER 2011

## EXHIBITIONS



**STILL LIFE**  
September 6 to 18  
-2-



**AIRS**  
October 4 to 23  
-10-



**AUTUMN SALON**  
September 20 to October 2  
-19-

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## ON THE COVER

### LAWREN HARRIS

PAINTER GROUP OF SEVEN



Lawren Stewart Harris, painter (born at Brantford, Ontario on October 23, 1885; died in Vancouver on January 29, 1970). Catalyst and leader in the creation of the Group of Seven, founding member and first president of the Canadian Group of Painters. 1st President of the Federation of Canadian Artists, BC Region in 1941, and the painter who influenced Jock MacDonald, and through him other Toronto painters, to paint abstractly. Harris had a profound influence on 3 generations of art in Canada.

# art avenue

a Federation of Canadian  
Artists Publication

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## NEW MEMBERS

### BRITISH COLUMBIA

#### LOWER MAINLAND

Eileen Harder	Coquitlam
Catherine Janusz	North Vancouver
Debbie Halyk	Coquitlam
Eileen Mackenzie	Burnaby
Michiko Egawa	Vancouver
Anita Baker	Surrey
Sheryl Walker	Surrey
Helen Ruddell	Fort St. John

#### VANCOUVER ISLAND & GULF ISLAND & SUNSHINE COAST

Kathleen McPhail	Victoria
Jaya Malaviarachchi	Victoria
Darlene Young	Victoria
Lynda Colbeck	Nanaimo

#### THOMPSON-OKANAGAN

Frank Lively	Kamloops
David Gourlay	Kelowna
Vallee Leyden	Kelowna
Jeannette Ardern	Kamloops
Ann Diehl	Kamloops
Linda Franklenn	Tappen
Dawn Renee Matheson	Naramata
Kirsten Chapman	Blind Bay

#### ALBERTA

Dan Arberry	Clairmont
Carmen Miller	Calgary
Jean Whitley	Calgary
Jennifer Blair	Calgary
Anne McGilvery	Calgary

#### ONTARIO

Jaan Teng	Peterborough
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## In the news

**MARNEY WARD SFCA** will be featured in the October/November issue of International Artist magazine, in the Still Life and Floral Competition.



Trophy named after Errington Artist, **DAN GRAY** The first place trophy at the Steveston Grand Prix of Art this year has been rededicated as the 'Gray Cup' after D. F. Gray, the inaugural winner from 2010, for his dedication to plein air painting in British Columbia. The trophy is given to the winner of the plein air event modelled after the Grand Prix d' Art held in Qualicum Beach, to hold for a year, then the winner's name goes on the trophy which will be up for grabs the next year.



65 artists competed on September 17 painting along the waterfront and downtown Steveston. The winner for 2011 was Kerry Erickson. The plans for next year include a circuit of events on Vancouver Island and the mainland and the trophy to go to the champion determined by a point system. Dan is hoping that we do not have a repeat of the 'other cup' riots we have just come through! Dan has an exhibit of pastels painted plein air during the 2011 Herring Spawn on now until October 8th at The Old School House Arts Centre in Qualicum Beach.

**CHRISTINE CAMILLERI** is pleased to announce she has received her Signature status with Pastel Artists Canada.



## Current Exhibitions

**KATHLEEN SUSAN YOUNG** has a solo show "From My Sketch Book" at The Creative Framing Company in Vancouver from November 19 to December 24, 2011. Opening reception: November 19, 1 pm – 4 pm.



**ALDA SAUNDERS** displayed her "Arizona Studies," at Art 10 Gallery, North Town Centre, Nanaimo in September, 2011. (see images below)



**JUDI PEDDER** has been invited to show her work at The Gallery @ Qualicum Art Supply in Qualicum Beach, Vancouver Island from November 14, 2011 to February 20, 2012 At the request of the gallery Judi will show her flowers on Masa paper on Canvas - a technique she developed. [www.judipedder.com](http://www.judipedder.com)



**JIM WALSH** is having a solo exhibit of landscape paintings at the Kay Meek Centre in West Vancouver from December until early January. "My acrylic painting "Dock" has been selected to be shown in the Sidney Fine Art Show, a world-class juried art show featuring work by artists primarily from around British Columbia. It is a show for serious artists and patrons of the arts." The exhibition is held at WINSPEAR CENTRE, Sidney, Vancouver Island Opening celebration is Thursday October 13, 7 -9 PM. The balance of this exhibition is open Friday October 14 and Saturday, October 15, open 9 AM – 9PM, Sunday October 16 from 9 – 5PM.



**TATJANA MIRKOV-POPOVICKI, SFCA** will have a solo exhibition of Landscape Paintings in Lando Gallery in Edmonton from November 12 to 26 (reception on November 19). Tatjana's web site address is [www.mirkov-popovicki.com](http://www.mirkov-popovicki.com)

## Message from the President

BY ANDREW MCDERMOTT SFCA

I hope everyone has had a great 2011 and enjoyed their art making.

As many of you know it's a special year for us at the FCA, because it's our 70th anniversary year. To celebrate we held a special 70th anniversary show in which we integrated an extra Student/Emerging Artist category, with its own set of awards.

I would like to remind everyone how important it is for us to pay our membership dues; we depend on these to run our organization. Remember that the FCA is owned by each one of you. Let's continue building and make the Federation flourish well into the next 70 years. I also urge and ask you to kindly think about giving a donation. Even if each of our members gave \$1 we could raise a substantial amount for awards that attract emerging artists and art students to our organization. We all need to think ahead and remember how important it is to pass this wonderful organization to a future generation of artists. It's a blessing to have art in our lives and to have the honour of sharing it with other artists and our communities.

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# Chapter Events Calendar

## VICTORIA CHAPTER

UPCOMING MEETINGS: All meetings are held at the Windsor Park Pavilion in Oak Bay, 7-9pm on Thursday evenings, usually the third Thursday of the month.

NOV 17, 2011

Harold Allanson SFCA will demonstrate "Boats and Reflections" in watercolour.

DEC 15, 2011

Christmas Potluck and small painting exchange

NOV 11-14, 2011

FALL WORKSHOP: Harold Allanson SFCA will be giving a 4-day workshop on "Techniques to create realistic cityscapes in watercolour." Cost is \$360 for FCA members and \$380 for non-members, lunch included. Held at Saanich Fairgrounds on Stellys Road. For more info contact sam@samboehner.com .

SEPT 30, 2011

FALL EXHIBITION:



Our Fall Exhibition will be at the Morris Gallery, 428 Burnside Rd. E, on Alpha, for the month of October. Drop-off for jurying is Tuesday Sept. 27th at the Gallery. Opening Reception is the evening of Friday Sept. 30.

The Victoria Chapter's 70th Anniversary Exhibition at Morris Gallery got coverage on CTV Vancouver Island's news hour and also had a video of the opening reception taken by Efren Quiroz at exhibit-v.ca. To view the video go to: <http://www.youtube.com/watch?v=Sx1q8THFSMY>

### AWARDS OF EXCELLENCE



ARAQUEL ED PATRIA  
24" x 30", Oil, \$2500



Phillipa Hudson  
COLOURS OF ARBUTUS  
18" x 24", Acrylic, \$1095



Sandy Terry  
MAGNOLIA PIROUETTE  
30" x 40", Acrylic, Mixed, \$1400

### HONOURABLE MENTIONS



Kristi Bridgeman  
MEDITATION IN BLUE AND GOLD  
25" x 26", Mixed Media, \$1200



Sandhu Singh DRY DOCKS  
16" x 20", Watercolour, \$650



Lisa Riehl A PLACE OF WISDOM  
40" x 30", Acrylic, \$1895

## CALGARY CHAPTER

NOV 15, 2011

(3RD TUESDAY OF MONTH)  
Chapter meeting, 7 pm Haysboro Community Centre  
1204 89 Avenue SW, Calgary. All Welcome.

JAN 17, 2012

(3RD TUESDAY OF MONTH)  
Chapter meeting, 7 pm Haysboro Community Centre  
1204 89 Avenue SW, Calgary. All Welcome.

NOV 19 & 20, 2011

WORKSHOP:  
RICK BERG - "THE ESSENCE OF LIGHT" – CROSSFIELD  
For more information on our workshops please check our

website ([fcalgary.ca](http://fcalgary.ca)) or contact:  
Tami Hort (403) 668-4118, [tamigvh@yahoo.com](mailto:tamigvh@yahoo.com)

## CHAPTER AWARD WINNERS

Also here are the award winners from our 30th Anniversary exhibition and sale "A 30 Year Journey in Art" Exhibition and Sale which ran on September 16th to 18th.

### AWARD PAINTINGS - A 30 YEAR JOURNEY IN ART QUALIFYING



Dawn Heinemeyer  
EVERYDAY ORDINARY  
20" x 12", Watercolour, \$795



Kathy Hildebrandt  
FROM SOUP 2 NUT  
16" x 20", Pastel, \$895



Tami Hort TONSILS  
11" x 14", Pastel, \$450

## THOMPSON NICOLA SHUSWAP CHAPTER

NOV 17, 2011

CHAPTER GENERAL MEETING FEATURING ACRYLICS DEMO  
BY DONNA HOUSTON  
10:00 am – 4:00 pm Yacht Club, 1140 River Street, Kamloops, BC  
For more info contact Cathie Peters [jb.peters@shaw.ca](mailto:jb.peters@shaw.ca) or Deb Swain [deb\\_swain@yahoo.ca](mailto:deb_swain@yahoo.ca)

FEB 2, 2012

CHAPTER GENERAL MEETING  
10:00 am – 3:00 pm  
Chase Community Hall, 547 Shuswap, Chase, BC  
(Basement meeting room)  
For more info contact Cathie Peters [jb.peters@shaw.ca](mailto:jb.peters@shaw.ca) or Deb Swain [deb\\_swain@yahoo.ca](mailto:deb_swain@yahoo.ca)

### CALL FOR ENTRIES

THOMPSON NICOLA SHUSWAP CHAPTER 2012 OPEN SHOW  
Open Juried Exhibition or original paintings, prints and drawings  
April 17 – 29, 2012  
Open daily 10 – 5 pm, closes at 3:00 on last day  
Kamloops Courthouse Centre for the Arts  
100 Seymour Street, Kamloops, BC

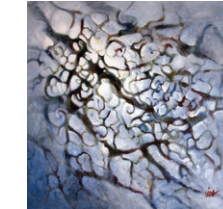
Entry deadline Feb. 22, 2012  
Watch the TNS Chapter website and next Art Avenue for  
submission entry details.

## ARROWSMITH CHAPTER

OCT 11-NOV 5, 2011

FALL JURIED SHOW  
The Old School House Arts Centre, Qualicum Beach, BC

### AWARDS OF EXCELLENCE



Lisa Danesin SKYLIGHT NO.3  
36" x 36", Acrylic, \$1200



Allan Dunfield AN AFTERNOON  
MARSH 16" x 20", Acrylic, \$900



Laura Hilts  
SOLOMAN'S SEAL  
24" x 30", Acrylic, \$800



Patt Scrivener RED HOT  
AND COOL BLUE 3  
20" x 20", Encaustic,  
\$500

Leslie Gregory COMMANDER  
28" x 16", Mixed Media, \$1200

JUNE 13-27, 2011

SUMMER JURIED SHOW  
The Old School House Arts Center, Qualicum Beach, BC



Deborah Daffe PEARS  
14" x 28", Acrylic, \$575



Allan Dunfield QUIET PLACE  
11"x14", Acrylic, \$600



Leslie Gregory SOU'WESTER  
12" x 19", Mixed, \$675

AWARDS OF EXCELLENCE  
(Pictured to left)

### HONOURABLE MENTIONS

- Marilyn Cooney AFCA - Reflection of Life, 12"x12", dye on silk, \$450
- Leslie Gregory - Guiding Light, 20"x16", mixed, \$975
- Thea Kovach - Prairie Parallax, 9"x14", watercolour and ink, \$350
- Donna McDonnell - Stained Glass Window, 15"x16", pastel, \$900
- Ros Ross - Contemplation, 16"x20" - oil - \$400
- Jacqueline Smith - The Quiet Place, 20"x16", collage mixed, \$400

# AIRS

OCTOBER 4 TO 23



**Karen Martin Sampson**  
TO TELL A STORY  
40" x 16", Oil, \$1950  
BEST FIGURATIVE/PORTRAIT  
ANNE HUDEC AWARD



**Leanne M Christie**  
MONDAY AFTERNOON  
48" x 24", Oil, \$1800  
BEST LANDSCAPE AWARD



**Marko Lubonic** SPRING ONCORHYNCHUS MYKISS  
36" x 30", Oil, \$2500



**Sherry L Mitchell SFCA** VANILLA LEAF  
20" x 28", Watercolour, \$6500  
BEST STILL LIFE AWARD



**Claudia Segovia** TWOHEAD DODO  
25" x 49", Mixed Media, SOLD  
STILL LIFE AWARD OF EXCELLENCE



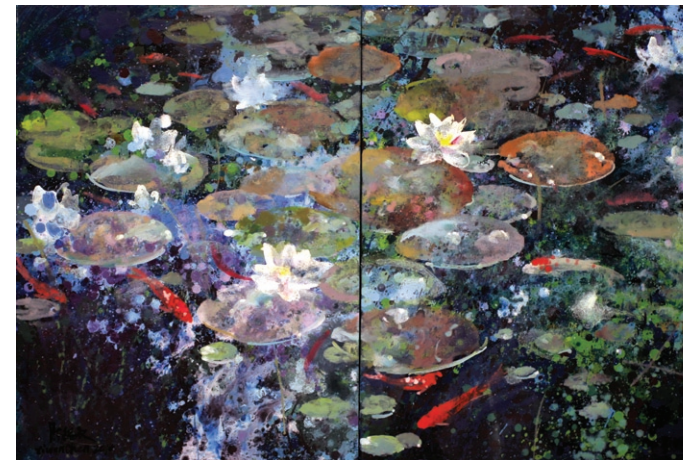
**Annie Tsai** BEHIND YOU  
22" x 30", Watercolour, \$650



**Sandhu Varinder Singh** CHINA TOWN, VICTORIA, BC  
10" x 13", Watercolour, \$750



**Wolf Schenke** BROMLEY ROCK-SIMILKAMEEN RIVER  
12" x 16", Acrylic, SOLD



**Xiwen Chen** LIFE IN WATER  
24" x 36", Oil, SOLD  
EMERGING ARTIST AWARD



**Harold Allanson SFCA** HALIBUT CATCHER  
26.5" x 36.5", Watercolour, \$5500  
FCA GRAND PRIZE AWARD



**Mark Heine** SWIFTSURE BREEZE  
36" x 60", Oil, \$7300



**Si Pei Teng** TOFINO DINNER  
10" x 10", Oil, \$600

# AIRS – Award Winners



Mila Kostic – Gallery Director,  
Bev Rushworth – Executive Director,  
and Andrew McDermott – President  
give the AIRS award winners their prizes.



**THE AIRS 2011 AWARD WINNERS WERE:**

Harold Allanson SFCA  
(FCA Grand Prize)

Karen Martin Sampson (Anne  
Hudec Figurative Award)



Leanne Christie  
(Best Landscape Award)

Sherry Mitchell SFCA  
(Best Still Life Award)

Mark Heine  
(Figurative Award of Excellence)



Ken Nash  
(Landscape Award of Excellence)

Claudia Segovia  
(Still Life Award of Excellence)

Xiwen Chen  
(Emerging Artist Award)

TRAVEL CONCEPTS in conjunction with the FEDERATION OF CANADIAN ARTISTS,  
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Escorted by Kiff Holland & Andrew McDermott

April 23-29, 2012

Join **Kiff Holland** and **Andrew McDermott** as they return to New York and experience this intoxicating city through the eyes of an artist. The Big Apple sizzles day and night and with our carefully balanced itinerary you will have the chance to see the major highlights and still have some free time to visit the galleries in Chelsea with Kiff & Andrew, or explore on your own.

This tour is perfect for anyone who wants to learn more about art. Come and see how onsite lectures and years of experience make this tour the ultimate New York experience.

### Monday, April 23rd

Welcome to the Big Apple! Make your way to our hotel - the **Holiday Inn Midtown**. Ideally located at the entrance to Central Park and close to lots of affordable restaurants, this is home base for the next 6 nights. We'll rendezvous in the late afternoon.

### Tuesday, April 24th

Metropolitan Museum of Art - Behind-the-scenes privately guided tour of some of the world's great treasures - subject to availability, we will view works by Winslow Homer, Singer Sargeant and Andrew Wyeth.

### Wednesday, April 25th

We make our way to the Brooklyn Museum this morning. Second largest museum in NYC, the Brooklyn houses an outstanding collection of American, African, and Egyptian & classical art. Afterwards, you may choose to walk back into Manhattan with Kiff or explore this eclectic community on your own.

### Thursday, April 26th

From the world's largest museum to one of the smallest, most pre-eminent, our visit to the **Frick** is a chance to view masterpieces and fine furniture once owned by mansion owner Henry Clay Frick. Afterward, we are off to the Society of Illustrators for lunch and a tour. Housed in a beautiful brownstone, Society's mission is to promote the art and appreciation of illustration.

### Friday, April 27th

**MOMA** - The flip side of art! Today we will experience outstanding modern and contemporary pieces. After experiencing MOMA you will have time to take in more of the Big Apple. After our group tour, feel free to linger at MOMA, or join Kiff for lunch at the most famous deli of all - Carnegie Deli! Afternoon free, a perfect chance to a cruise around Manhattan or do some serious shopping.

### Saturday, April 28th

Our hidden gem - the Spanish Historical Society is home to Sorolla's original panels depicting the provinces of Spain, as well as the much revered Oxen and Sailboat.

### Sunday, April 29th

Last chance to revisit your favourite haunts, or make some new memories in New York.



### PRICING:

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For more information please contact

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[liz@trvlconcepts.com](mailto:liz@trvlconcepts.com)

# FCA HIGHLIGHTS OF THE DECADES

Highlights were gathered from the archives compiled by historian, Ellen Poole.

# 1941 - 2011

## BEGINNINGS

The Federation of Canadian Artists was founded as a result of the Arts Conference in Kingston, Ontario in 1941. It was to be a national organization that aimed to advance the growth of Canadian culture and provide recognition and professional standing of practicing artists in the community of each region of the country. The membership was open to practitioners of painting, sculpture, architecture, graphic arts, designing and instruction.

The Council appointed heads of each region across Canada to advance the arts nationwide.

The first Chairman of the British Columbia Region of the FCA was Lawren Harris, a founding member of our famous Canadian Group of Seven, whose paintings of the Canadian wilderness had been a strong influence on Canadian art. The Group of Seven lasted for around 11 years until 1932. Then 28 painters from across Canada formed the Canadian Group of Painters. The membership included many members of the Group of Seven, as well as Emily Carr. Lawren Harris together with Dr. James MacCallum, built the Studio Building in the Rosedale to serve as a meeting and working place for the new Canadian art movement.

The first meeting of the FCA, British Columbia Region was held in June 1942, with 23 members at the Vancouver Art Gallery. By December 1942 there were 81 members. The National Executive Council was led by Andre Bieler.

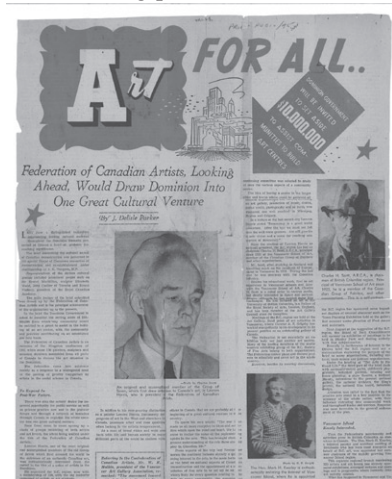
In 1944 the honourable Mark Kearley assembled a small committee to create a Vancouver Island Branch of the FCA. Before long this group became the largest in Canada with the support of more than 300 members. In 1945 under the guiding hand of Mr. Kearley, the Art Gallery called The Little Centre opened on Yates Street.

The resurgence in the 1950's in Vancouver began with the introduction of new programs including the Children's Painting in the Park program in 1952. In the 1960's the program flourished and spread to other parks of BC and beyond. It served an average of a thousand children a year with painting instruction in the months of July and August. The art supplies were donated by the FCA. In 1978 this programming was handed over to the individual communities with the blessing of the FCA.

The FCA was an integral contributor to the formation of the Canada Council for the Arts, created as a national arm's length agency by an Act of Parliament in 1957.



Group of Seven, Toronto, c. 1920 - Founding Members of the FCA included - F.H. Varley, A.Y. Jackson, Lawren Harris, F.H. Johnston, Arthur Lismer and J.E.H. MacDonald.



Article from The Province Newspaper, February 10, 1945 about the FCA as a major contributing force in forming the Arts Council of Canada as well as their grants program.

## FCA HIGHLIGHTS, THROUGH THE DECADES (1941 TO 2011)

**1943** Travelling Exhibition for the FCA BC Region was inaugurated, touring smaller centres of the province. The event started in a modest way and grew beyond the capacity of the FCA to support. Representations were made to the Provincial Government who provided a grant to extend this work by the Vancouver Art Gallery, with the assistance of an FCA selection committee.

**1945** The Canadian Arts Council was formed with professional societies of artists. The Massey Commission held hearings across the country over two years to explore, discuss and submit points they wished to present for consideration in the national brief. The Royal Commissioners admitted the FCA was instrumental in producing a large number of briefs that made hearings for the Massey Commission the most significant event that had yet occurred in Canada's cultural life.



First gathering of the Conference of Canadian Artists, Kingston, ON, 1941

**1947** Membership totalled 640, 120 of which were BC residents.

**1950's** Board meetings were held in the Vancouver Art Gallery. Amongst the attendants was prominent BC artist, Jack Shadbolt who was an FCA board member. In 1952, he motioned to send a letter to the CBC radio recommending they include a discussion called "What is Modern Art?"

**1960** Travelling Exhibition, showing art exhibits in the many communities within Western Canada

**1963** A committee formed of prominent BC and Alberta artist to assist any new regions who wished to create chapters in smaller towns.

**1965** Fifth Annual Exhibition held in the Woodward's Oakridge Auditorium for a week featuring painting, sculpture, ceramics and contemporary textiles.

**1960's** Vancouver and the Calgary chapter registered under the Provincial and Federal Not-for-profit Society Act. At this point there were few branches across Canada and Vancouver emerged as the national headquarters.

**1958-1976** The FCA received an annual grant from Government of Canada of \$7000 per year.

**1970's** The FCA hosted more travelling exhibitions, some extending as far as Eastern Canada and the USA.

**1978** Studio and headquarters established on 367 Water Street in Gastown.

**1980** Summer Workshops on Salt Spring and in Victoria began in 1980, continuing for 15 years.

**1986** During Expo 86 the FCA had a joint exhibition with the Royal Institute of Painters and Watercolours from Britain including one work by Prince Charles.

**1989** Jeane Duffey curated an FCA exhibition of 100 paintings by internationally recognized artists from New Zealand, Mexico, America, Australia and Canada shown in Vancouver and elsewhere.

**1993** Under Jeane Duffey the FCA successfully persuaded Canada Mortgage and Housing to allow the FCA to take possession of a gallery space on Granville Island. The grand opening was held in 1994.

**1993** Rick McDairmid outlined his vision for an ongoing workshop to start in January. It was to open with a drawing course together with four other basics courses and would lead to an Art Foundation Diploma. To start this initiative, Rick, Alan Wylie and the Executive Director planned the educational program, which was soon launched was a great success.



Lawren Harris, Old Stump, Lake Superior

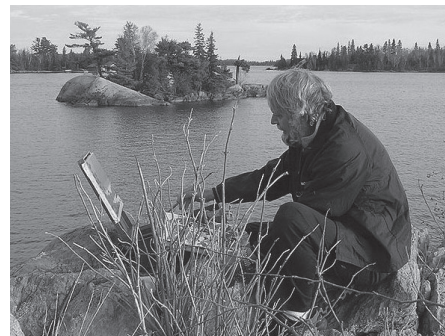


- 2000** The Millenium Project exhibition called Aim for the Arts and became established, giving out over \$50 000 worth of prizes. This exhibition later birthed what we now know as Painting on the Edge.
- 2002** The FCA worked together with the Consulate of the Republic of Korea to produce an exhibition of 58 artists (22 Korean and 36 FCA members from rural and urban areas across Canada).
- 2010** Capturing the Canadian Spirit was an exhibition with 141 paintings that was focussed around the 2010 Olympic Games. The Federation Gallery had around 400 visitors per day at this exhibition and the gallery hours were extended until 10pm each night for the duration of the two week celebration on Granville Island.
- 2010** The FCA collaborated with the Cystic Fibrosis Foundation by donating a collage of 65 small paintings on a panel that is now hanging at the entrance to Children's Hospital in Vancouver.
- 2011** The 70th Anniversary Show celebrating the FCA's history of promoting artists and including a special category for student and emerging artists was held at the Federation Gallery.

## THE FCA TODAY:

Membership has flourished in the last decade and now the FCA has 11 Chapters and almost 2000 members (531 Supporting, 1227 Active, 120 AFCA, and 49 SFCA). The Federation Gallery receives up to 9000 visitors a month (in summer months) and had nineteen exhibitions in 2011, including three open international shows and a collaborative exhibition with the Chinese Canadian Artists Federation. We also host an elaborate education program, including a yearly week long workshop package on Gabriola Island. In 2012 this Island workshop will take place on Saltspring Island. In the next decade we would like our educational programs to extend beyond the lower mainland. Most importantly the FCA would like to encourage and attract a new generation of youthful membership that will carry the FCA to new heights.

## BEHIND THE EASEL



with Robert Genn, SFCA

## THE BUSINESS OF SELLING ART

Recently I met with five of the 17 million artists who currently need to sell more of their art.

Two of my visitors came originally from a sales background. Two were students at Emily Carr and disliked the subject of selling but were eager to get on with it. The other one had read a lot and taken courses--online, on the phone and in

person. These courses included art marketing, eBay sales, art blogging, selling yourself and your art, the business of art, licensing art, portfolio building, CV writing, direct selling without a gallery, use of art consultants, corporate art sales, generating buzz and PR, working with museums, art fairs and biennales, Tweeting and Facebooking, finding private patrons, approaching and developing relationships with commercial galleries.

This lady was a walking encyclopedia of art entrepreneurship who hadn't sold one of her paintings in seven months. We could've spent the whole evening listening to her.

All of them felt selling was key to a happy life. They thought more cash flow would probably make more creativity flow.

I quoted an old friend: "Paintings are sold when they're painted, not when they're sold." This brought out some shouting. My thought was that all the suits on Madison Avenue couldn't sell standard art. It was pointed out to me that a sliced cow with enough bull will get someone to call it art and another to pay for it.

One of the sales guys put in that he had sold used cars that weren't going to run

more than a couple of blocks, and that he felt bad about it. Everybody agreed it's best to feel good. The other sales guy let it drop that he had more paintings than the Louvre. He said he had made them, they were good paintings and everybody, including his wife, thought they were good paintings, and he was entitled to sell them.

Everyone left with more questions than they brought. Which is better--feeling good or getting good? Should I be in school? Should I take workshops? Should I take a course in art marketing?

"Take it easy," I put in. "Why not just take the time to make what you think is better art?" With all the talk about marketing I wasn't even sure painting was worth mentioning. "A conversation," said Ambrose Bierce, "is a vocal competition in which the one who is catching his breath is called the listener." I cleaned up my studio. It's a nice quiet place.

PS: "Money is better than poverty, if only for financial reasons." (Woody Allen)

Robert Genn writes a free twice-weekly email letter that goes out to artists all over the world. You can find out about it at [www.painterskeys.com](http://www.painterskeys.com)

## OIL PRIMING

BY DAVID LANGEVIN



Hello David,

Is it worthwhile to apply lead white oil ground to sized hardboard (masonite), or would it be better to use

the lead ground on canvas? I do have some spare boards available, but didn't know if the end product is good, or as good as the quality of canvas w/lead ground. And what drying time would I allow between the lead ground coats on hardboard? And what drying time would I allow between the lead ground coats on canvas? Should I size the back side of the hardboard as well?

Thanks! Sara

Hi Sara,

I would use acrylic gesso on the hardboard

and save the lead white ground for the canvas, and you don't need to size the back of the panel, though it may help to keep it from warping too much. If you find the acrylic gesso too absorbent for the oil paint you can apply a size layer or "Imprimatura", made of alkylid medium and some color.

Wait a day or two before applying a second coat of lead primer on the canvas. Make sure that your canvas is properly sized before you apply the oil primer though, use a PVA primer, Golden's GAC 100 medium, or good even good old fashioned animal hide glue (Rabbit Skin Glue) if you must, otherwise the oil paint will 'eat' your canvas (cause it to rot and break down) in a few short years.

Have fun! David

As I mentioned in a previous article, and it is worth repeating, the Golden Acrylics company has formulated special mediums (GAC 100 and GAC 400) that are ideal for preparing cotton canvas for oil paintings. You can even modify an already primed canvas to create a very durable painting surface for oils. No more need to use the traditional linen canvas with Rabbit Skin Glue Size and Lead White Ground. Read on.

Hi David,

I just read your article regarding preparing canvases for oils and wanted to be sure that I understand fully before applying the Golden GAC 100 & 400 to my canvas as I just purchased a large canvas that I don't want to ruin...and I use regular oil paint, not water soluble.

The canvas is pre-gessoed by Classic Gallery. So my understanding is that I apply GAC 400 direct to the back of the canvas to stiffen it. Do I use it straight from the bottle or thin it a little? Then I coat the front of the canvas (over the initial gesso) with two coats of GAC 100, then I re-gesso.

Is this good?

Sandy

That is correct Sandy, and yes you can add a little water, up to about 20% by volume, to the GAC mediums if you like.

David

## PAINTINGS BY NUMBERS

Thank you to everyone who attended our Paintings by Numbers fundraiser! It was a great success!



## EXHIBITION CALLS

### SPILSBURY MEDAL SHOW – ANNUAL SIGNATURE MEMBERS SHOW

December 6 – 24, 2011

ENTRY DEADLINE: NOVEMBER 11, 2011

### STUDENT SHOW

January 10 – 22, 2012

**\*NOTE: NOT A JURIED SHOW. OPEN TO ALL STUDENTS WHO COMPLETED AN FCA COURSE IN 2011.**

**\$15 HANGING FEE.**

**ONE OR TWO SUBMISSIONS PER STUDENT.**

**PAINTING DROP-OFF: JANUARY 4-6**

### WORKS ON PAPER

January 24 – February 5, 2012

ENTRY DEADLINE DECEMBER 1, 2011

OPEN TO ACTIVE AND SIGNATURE MEMBERS.

Entry regulations and submissions online at [www.artists.ca](http://www.artists.ca).

For any questions on submissions or if you are having problems with the online system call:

Mila Kostic, Gallery Director at 604-681-8534

**IMAGES:** Please name your jpg as follows: Last Name, First Name, Title, Size, Medium, Price.

**EXAMPLE:** Smith, Joe, After the Rain, 12 x 18, acrylic, \$400.00.

**ENTRY FORMS AND FEES:** Submission of up to 3 images per person for a non-refundable fee of \$25 for members and \$30 for non-members.

**EXHIBITION REGULATIONS:** Environmentally sensitive artwork, such as watercolour and pastel are required to be framed under glass or Plexi-glass. Artwork must be submitted with a conventional hanging device attached and the work must be framed or prepared in a professional way for display in the gallery. Unframed canvases must have all sides wrapped in canvas with no staples showing. The FCA reserves the right of refusal to hang any artwork that is deemed to be not suitably prepared. It is understood by the applicant of any show submission that the FCA abides by the Canadian Copyright laws and therefore all work must be declared to be the original work of the submitting artist. No artwork will be accepted that is found to be a copy or derivative of another artist's work, nor can works produced in class or workshops be submitted. All paintings submitted and accepted into a juried show must be for sale in order to hang in the gallery. The gallery will take a 35% commission on all sales. Your HST number should be made available to the office. The FCA has limited insurance coverage, and while it is the priority to ensure the safety of paintings held in the gallery, the FCA cannot take responsibility for any damage or loss incurred during the time the work is in transit to or from the gallery or while in the gallery. Artists submitting work for exhibition in the gallery must agree to allow the FCA publishing privileges of that work.

## ART CLASSIFIEDS

DEADLINE: AUGUST 5, 2011

Classified Ad Rates - The rate for classified ad rates place in Art Avenue will be 40 cents per word no HST, per issue, starting with the July/August 2011 issue. There is a 100 word maximum. To place a classified ad, please email [artavenue@artists.ca](mailto:artavenue@artists.ca).

### DVDS AND CDS FOR SALE AT FEDERATION GALLERY

RICHARD NELSON'S LESSONS CD AND RICHARD NELSON IN RETROSPECT DVD

The CD features more than 200 pages of lessons, discoveries and ideas from the beloved teacher and the inventor of the Tri-Hue Method. Full copyright reserved. \$38 each, taxes included. \$70 for both. Shipping and handling \$5.00

### PICTURE THIS WAY DVDS

Watercolour & Mixed Media: painting demos by Mike Svob SFCA and Joyce Kamikura SFCA, or Acrylic & Oil: painting demos by Robert Genn SFCA and Alan Wylie SFCA. Each video has two 30 minute technique tutorials. Full copyright reserved. \$20 each, tax included. \$40 for the hour-long video featuring all 4 artists. Shipping and handling \$5.00

### JEAN PEDERSON'S WET GLAZING WATERCOLOUR PORTRAIT DVD

Jean Pederson's gradual glazing process keeps portraits under control. You learn to build smooth facial contours with thin, deliberate layers of transparent paint. Jean's in-depth discussions of anatomy, lighting and color provide all the tools you'll need to capture the nuances of the human face. \$40, tax included. Shipping and handling, \$5.00

To purchase any of these DVDs or CDs, please phone 604-681-8534, or visit Federation Gallery.



### 70th Anniversary FCA Show

OCTOBER 25 – NOVEMBER 13

*Small, Smaller, Smallest*

NOVEMBER 15 – DECEMBER 4

*Spilsbury Medal Show*

DECEMBER 6 – 24

*FCA Christmas Party!*

DECEMBER 8, 6 – 9PM



Lucy Collings AFCA VISTA  
16" x 20", Acrylic, \$650

## Autumn Salon

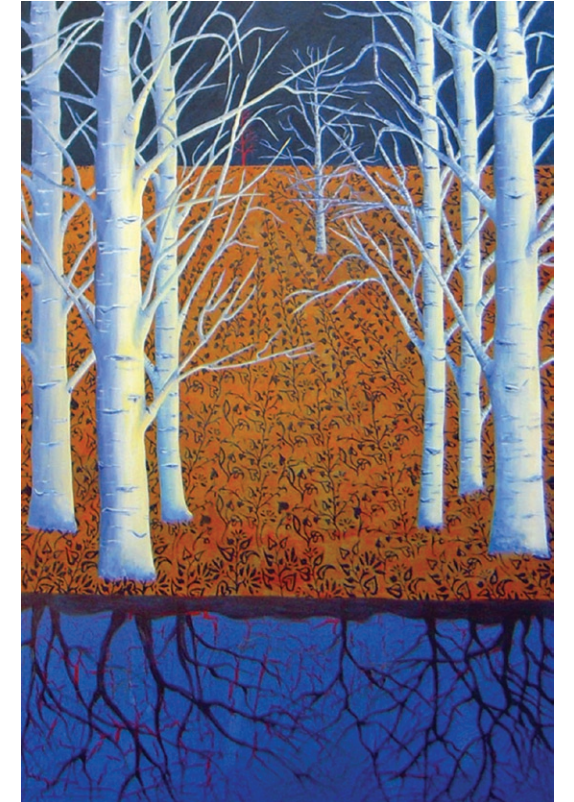
SEPTEMBER 20 TO OCTOBER 2



Christine Yurchuk FIRE BIRCH  
12" x 24", Acrylic, \$375



Tetiana Zakharova RAY OF LIGHT  
36" X 48", OIL, \$2700



Denise Cormier Mahoney  
SISTERING, RELATIONSHIPS THAT SUSTAIN US  
42" x 26", Acrylic & Lino Block, \$1800



Nancy Dean FANTASY ISLAND  
24" x 30", Acrylic, \$850



Enda Bardell LAST LIGHT  
10" x 14", Watercolour, \$450

# Autumn Salon

Continued...

SEPT 20 TO OCT 2



**Alison Watt** HELICONIAS  
48" x 36", Acrylic, \$1200  
FCA SECOND PRIZE AWARD



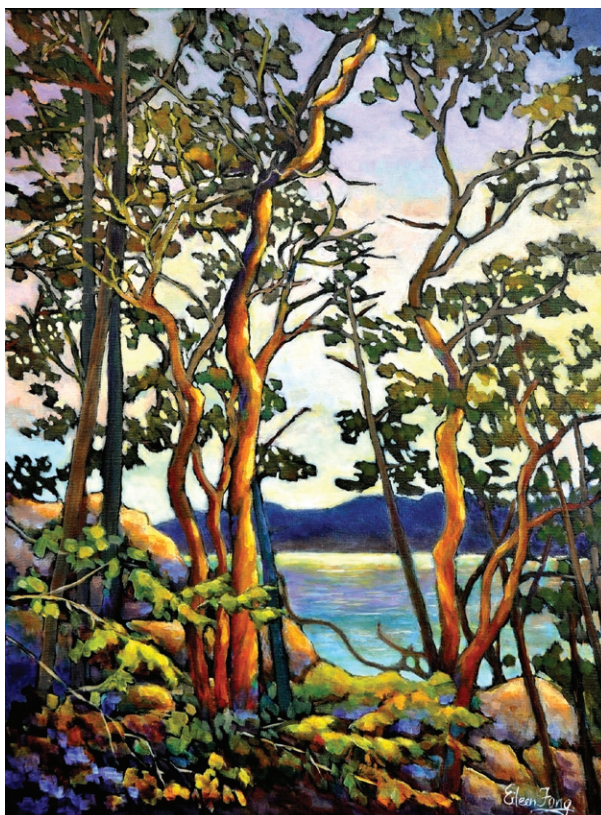
**Eileen Harder** AFTER THE RAIN  
24" x 30", Pastel, \$850



**Bob Araki** AFCA AUTUMN COLOUR #2  
22" x 33", Oil, \$700



**Susie Cipolla** PART OF THE LANDSCAPE  
24" x 30", Acrylic, \$1800



**Eileen Fong** ARBUTUS TREES BY THE SHORE  
24" x 18", Acrylic, \$750