

## Presidents Report

There is a lot of Pop-up Shop news this month. Lena's son David introduced the barcode system (Vend) to the committee at our meeting the other day. BVAC is trialling this system at the upcoming Pop-up.

The barcode labels will be pre-printed by David and sent to the artists by post prior to the Pop-up. David will also be in attendance at the event to assist participants with the barcode system. It will be possible to reprint labels for artists who wish to add labels for new products or, alternatively, artists who wish to offer a two for one deal. A smaller size label is now available via David. See him at the pop up. David also requested that artists return unused labels at the conclusion of the pop up so that he can obtain correct statistics for his report.

To enable a smooth flow at the sales desk, there will be two EFTPOS machines in action in anticipation of extra sales and the streamlined point of sale system using barcodes.

Bravehearts are also posting information about the pop up on their Facebook page. Our marketing agent has arranged various advertising on radio stations and newspapers. An article will be featured in the Brisbane News this week.

The Pop-up shop has proved to be very popular with our groups and we have really out grown the Mt Coot-tha Auditorium. We are now actively looking for alternate venues. Judy Hamilton and I recently checked out the Table Tennis Centre at Wilston, but we remain unconvinced that it would be suitable as a Pop-up venue.

We have had to change the meeting day for the BVAC Committee. We will now meet on the second Thursday of each month from 9.30 a.m. at the Hub, Tarragindi. Come along in December as a visitor to see how it works.

That's about all for this month,

Peter.



*Meet the Makers  
So Much More to See and Do*



## ARTS & CRAFTS POP-UP SHOP

100% Australian Designed 100% Australian Made

Saturday 2 December 2017, 9am - 5pm  
Sunday 3 December 2017, 9am - 4pm

Auditorium, Mt Coot-tha Botanic Gardens, Toowong


### **Get in early for Christmas!**

Upcycled Fashion Parade at 2pm on Saturday.  
ENTRY Gold Coin donation to BRAVEHEARTS Foundation  
FREE Parking. Refreshments available.



Find us at [bvac.org.au](http://bvac.org.au)

 [facebook.com/BVACOnlineHub](https://facebook.com/BVACOnlineHub)

 [bvac2015@gmail.com](mailto:bvac2015@gmail.com)

### ***Pop-Up is Fast Approaching***

As we approach another of our very successful Pop-Up Shops, don't forget to follow us on **Facebook** for your opportunity to win a **Cow-hide Handbag and Clutch** created by **Cherryl McIntyre**, President of **Leathercrafters Association of Queensland Inc.**

#### ***Remember in our Pop-ups, we are looking for:***

- Creative and original work; independent designs, and products that are handmade.
- Presentation and professionalism with finished product.
- Cohesiveness and consistency with your work as a whole.
- Using traditional crafts, new technologies in art and design, innovative methods of making.
- Lack of similarity to products already in the marketplace. Show us that your work avoids saturated trends.
- Appropriate, suitable and commercially viable items..

**The Embroiderers' Guild,  
Queensland Inc.**



Patron: Ms Janet De Boer, OAM

**invites you to its**

**Christmas Craft Fair**

**Sunday, 26 November 2017**

**8 am – 12 noon**

**149 Brunswick Street, Fortitude Valley**

**Free entry**

**Two floors of handmade gifts**

**Devonshire tea available  
in the Guild's traditional tearoom**

**Keep these dates in 2018 free:**

**29 April Mother's Day Craft Fair**

**16 – 23 June Celebrate! 50<sup>th</sup> Anniversary Exhibition**

**Start Stitching classes – check our website for dates**

**Contact details: Tel: (07) 3252 8629**

**Email: [info@embroiderersguildqld.org.au](mailto:info@embroiderersguildqld.org.au)**

**Web: [www.embroiderersguildqld.org.au](http://www.embroiderersguildqld.org.au)**

**Post: PO Box 150, Fortitude Valley, Qld. 4006**





*Julie's Art*

*Gallery*

# *Grand Opening*

*Come and join the celebration with Julie Her gallery is finally open*

*See her porcelain vases, jewellery, paintings, and more*

*Christmas is around the corner so pick up some special Christmas presents*

*4pm to 6pm*

*Saturday  
December 9<sup>th</sup>*

*16 Jacob St Dinmore.*

*Contact Julie on 0408 158 356  
for more information*



## Gerhard Richter—What you Thought!

Hi Judy

I went to see the exhibition. I liked it. I didn't know anything about him so it was a surprise. I think he reinvented photo, material, art in his own way and he shows it in a very clear way. For me, it tells about how the way we perceive art is so individual and global at the same time and how art is not static at all, it changes, transform in new ways.

Liz

I enjoyed this exhibition so much, I am quite emotional about it. Richter's stylistic movements back and forth throughout his long career - from finding creative inspiration in a postcard to "vanitas" realism to abstraction to landscape.

Judy H.

Blown away by this exceptionally large and diverse exhibit. Richter doesn't shy away from his German heritage, he was only 7 years old when WWII broke out which had a profound effect in his life and art. Photography, digital artwork, large Abstracts, oil painting, tapestries. Truly inspirational work. Tracy Spalding Art

This response was very disappointing but I don't know why I am surprised. Fifty years ago, the president of The Contemporary Art Society, Queensland—Roy Churcher—tried the same thing with a similar response. Then of course you had to write it on paper, pay for a stamp for the envelope and go to a post box. He eventually gave up trying and did his own thing. However, if you don't try something—you'll never know if it was one of the world's great ideas or a real fizzer..

# Handmade Christmas Markets

by local craftspersons and artists

*Handmade Crafts - Ceramics - Jewellery  
for Unique and Original Christmas Gifts*



**Wednesday to Sunday  
7<sup>th</sup> to 24<sup>th</sup> December  
from 10am**



**at Art West Community Gallery  
Mount Ommaney Shopping Centre  
(find us just outside the Kmart exit next to  
Kmart Tyre & Auto)**

# What is Art Marketing, and Why Bother?

All good conversations start with careful observation and perceptive listening. If you leave those out, all you are doing is broadcasting—and that doesn't build bridges between anyone. It's what you *see* and *hear* that will help you choose the words you need to have a series of engaging conversations.

Why bring up conversations? Because I define marketing (specifically art marketing) as a **series of conversations designed to build a bridge between you, your art, and your audience.** These conversations take place in person, by telephone, on the Internet and via surface mail, and no matter what the medium is, they all require the same two things: careful observation, and perceptive listening.

Let's break that explanation down into a few applicable steps.

When I make art, I observe the thoughts that run through my head about the art pieces I create. I keep a notebook in my studio beside my work and write down words that will help me explain both my process AND finished creation. That way I'm ready to answer the inevitable questions like, "How did you make this?" "What gave you the idea?" and "What does it mean?"

When someone looks at my art, they have thoughts and feelings about what they see; how they interpret my visual message; and whether or not they like it enough to buy it.

I can't get inside people's heads, so I ask them to tell me what they see, feel, and think about what I have created. I watch their facial expressions and listen carefully. As soon as I can, I write their words down in my notebook, for future reference. Their words help me when I need to create marketing messages for future buyers.

*That's* how I approach art marketing, and trust me, it's worth the effort. I do it this way because I've found that artists who market their art correctly end up with three very important things—credibility, visibility, and desirability.

## Credibility

Credibility inspires belief and trust. Your audience has to believe that your art is worth collecting, and that your prices are fair. Trust is the glue of relationships, and relationships lead to sales. You don't build your credibility directly – other people do that for you. Your job is to inspire collectors to talk about the quality of your art, excite viewers to enthuse about meeting you at exhibits, and get the attention of influential arts writers and art professionals. Credibility increases the reach of your reputation, expands the market for your art and influences the prices you will be paid.

### How are you doing on credibility?

- Do you have market-based proof that your art is worth collecting?
- Does your art and your reputation have "street cred" with other artists, collectors, artist representatives, museum curators or gallery dealers?
- Do you offer a certificate of authenticity, warranties, and/or guarantees with your art?

## Visibility

Visibility is *required* to gain the public's attention. No one is going to discover you and all the amazing artwork in your studio unless they happen to stumble in. (This happened to me exactly once in my entire art career. One hot summer day I had my studio doors and windows open to get a cross breeze. A passerby on the way to another unit stopped to ask if she could come in to see my work.)

You're in charge of building your own visibility in the real world and in cyberspace. Make a point to regularly exhibit your art at appealing events in your studio, galleries, museums and alternative spaces. When you're there, start lots of conversations. You have to get the word out more than once in person, in print and online to be noticed.

Visibility attracts attention and relationships that lead to referrals, representation and purchases.

### Are you and your art visible?

- Does your art have a recognizable and distinct signature style?
- Do you demonstrate natural talents, have an art school education, or training by modern masters?
- Does your public profile indicate to others that you are an artist in high demand?

## Desirability

Desirability builds allure and appeal...and that's very important because people buy art based on emotion. They purchase it with their disposable income (i.e., money not needed for basic living expenses or savings). This is the same money they would use for vacations and entertainment. To hand over this money to you, buyers have to feel good about the price of your work, and may feel a need justify their purchase.

You need to make your work more desirable than any other artwork on the market. You need to make YOU more interesting than other artists. Bear in mind that you will always be competing for that attention with your audience's work, family, health and leisure pursuits, let alone with other artists and artwork.

### How desirable are you and your work?

- Does your art stand out with a "wow" factor?
- Is your art professionally presented and ready to display?
- Do you have that "IT" quality that makes people "have to have" your art?
- Does your art (and your reputation) have more perceived value than other art or artists?

When the right people see your work in the right places at the right time and in the right way, you may become credible and desirable. *You may have the best art in the world, but if you're talking to the wrong people, you won't have a business. Conversations with the right people at the right time, in the right place, about the right things can lead to relationships.*

***It's those relationships, carefully nurtured, that lead to sales.***

## The 11th Hour

"Aliens began to take over, prompting Morgan Freeman to step up during the eleventh hour to save the world." That's just one instance where you'll hear someone use "the eleventh hour" in reference to a just-in-the-nick-of-time, last possible moment before the result of some often-dire event. But just where did the phrase come from?

The cliché might originate from the Bible, specifically Matthew 20:9: "And when they came that were hired about the eleventh hour they received every man a denarius." The passage is a reference to the fact that the workers who took over at the eleventh hour of a 12-hour workday received just as much pay as those who had already been working all day.

But in *Cliches: Over 1500 Phrases Explored and Explained*, author Betty Kirkpatrick writes that other than the wording, there's "no obvious connection" to the Bible entry. Even Eric Partridge, in 1940's *A Dictionary of Cliches*, writes that the phrase is "no longer apprehended as an allusion to the parable of the labourers, of whom the last 'were hired at the eleventh hour.'"

The phrase really started to take off in the 19th century, but was used earlier than that, and some scholars have even narrowed a specific time for the eleventh hour down to the time between 5 and 6 p.m., because the typical workday was from 6 a.m. to 6 p.m.—or sunrise to sunset.

Whether or not the Bible housed the phrase's original meaning, it is now an allusion to something that happens at the last possible moment.

So what is the relevance of this article to BVAC? Can anyone think of a dire event that is about to overtake our group?

I can. Just like a lot of our politicians at the moment (remember laughing at them as one by one they were found to be ineligible to serve in the Australian parliament?), Sandra Evans is no longer in a position to be BVAC's treasurer. She has an Australian conference to organise for APAT in the new year and she is not only ineligible, but also unavailable.

It is now the 11th hour to fill this position.

## BVAC Committee

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