

FROM THE PRESIDENT



There is no "I" in "TEAMWORK" –
Author Unknown.

Spring is the best time of year to be elected President of the National Association of Women Artists. It is a time of renewal and reflection.

On May 29th, 2008 at the National Arts Club (across from Gramercy Park), N.A.W.A. held its annual business meeting, induction ceremony, and luncheon. What a festive occasion it was. The ambiance of the National Arts Club was wonderful, our guest speaker Margaret Krug did an insightful presentation of her artwork, introduced her

new book and also did a book signing. We thank you Judith Cantor and her co-chairs Arlene Horton and Muriel Sandler, for organizing this event.

Right after the luncheon the N.A.W.A. Office Gallery had their opening entitled, "Spring into Summer." It was an eclectic mixture of members work. Thank you Susan Phillips (the N.A.W.A. Gallery Coordinator) for organizing this exhibition. All in all it was a busy and exhilarating day.

As the new President of N.A.W.A. I want to say hello and introduce myself to you. My husband Garrett and I live in Mansfield, New Jersey, however we are snowbirds. Yes, winter's are spent in Northern New Jersey and summer's are spent in southern New Jersey (Atlantic City).

For the past 23 years I have been a Technical Equipment Illustrator for the Department of Defense. At the end of 2008 I plan on retiring, so I can devote all of my time to my photography work and my dedication to the arts. In 2001, I received a BFA, and in 2005, a MFA from William Paterson University, Wayne, New Jersey, with a concentration in photography. Like many artists I enjoy taking workshops and expressing

myself in various mediums (ceramics, sculpture, stained glass, bookmaking, mixed - media, encaustic). However, my main focus is photography. Right now I am collaborating with a fellow artist and N.A.W.A. member (Alice Harrison) on a book entitled, "Artists' Guidebook - To a New Creative Life". It is an interactive book that offers advice and knowledge on everything from organizing your studio to putting on a successful reception.

In 1993, I was juried into N.A.W.A. and have been working on various committees ever since. Volunteering is such a good way of giving back. Keeping in mind that N.A.W.A. is a team spirit, all the Chairs, Committee Members and Board Members are Volunteers. With our 120th Anniversary approaching in 2009 we need volunteers on the following committees: membership, exhibitions, public relations, fundraising, programs, hospitality, advertising, the N.A.W.A. website, working with our Junior Membership category (which is new), and even office work. Each committee has specific tasks you can sign up for, and some volunteer work can even be done over email. Think about becoming a volunteer and participant and not just a guest at our various events.

We are very excited about planning our new Junior Membership Category. It will encourage Students (18 -35 years old) to join N.A.W.A. We are in the process of creating new applications, additional categories of artwork and also organizing the entire project. If you would like to get involved in a new N.A.W.A. project, please give us a call or even email the office

The National Association of Women Artists is a professional art organization for women. I am sure that the five women who founded N.A.W.A. (Grace Fitz-Randolph, Edith Mitchell Prellwitz, Adele Francis Bedell, Anita C. Ashley, and Elizabeth S. Cheever) are proud of the art organization they formed in 1889. N.A.W.A. definitely has a prestigious list of professional women artists.

Please do not forget the Mission Statement of N.A.W.A. – It is what we are about and it is very important:

"The purpose of the Association is to promote culture and education in the Visual Arts through exhibitions of its member's works, lectures, art demonstrations, scholarships, awards and other education programs.

The Association shall foster public awareness of, and interest, in works of art with emphasis on Fine Art created by women. It will encourage

new emerging artists through all appropriate means."

At this time I would like to say "Thank You" to the Chairs of our Committees (These are the people that volunteer to keep N.A.W.A. a thriving professional woman's art organization): Miranda Cassel and Judith Cantor (exhibitions), Sonia Stark (programs), Carol Bolt (Public Relations), Gloria Spevacek and Priscilla Heep (membership), Susan Phillips (N.A.W.A. Gallery Coordinator), Penny Dell (Nominating/Governance), Alice Harrison (Awards), Harriet Phillips and Nancy Dann (Newsletter) Mildred Kaye (Annual Catalog), Jeffrey Wechsler (Jane Voorhees Zimmerli Art Museum/Archives), Pauline Waller (Fundraising), Marge Duffy (Finance).

Thank you to our Business and Office Manager, Leona Schuler and harriet regina marion (graphic designer and exhibitions coordinator). Welcome aboard Georgia Hodge, bookkeeper/accounting, and Jasmine Del Valle, Administrative Specialist.

These are the people that tend to the business aspect of N.A.W.A. and we couldn't do without them. I hope I didn't leave anyone out – but if I did you will be remembered in our next newsletter.

We look forward to the upcoming 2008 and 2009 art exhibitions in the N.A.W.A. Office Gallery and also the shows at various outside venues. We are very excited about our Fall Art Festival and Fundraiser. It will start with a raffle over the summer – and prizes will be announced at the celebration party, then an open studio tour, then an art auction and party. This event will be held on the week-end of 10/18/08 and 10/19/08. SAVE THE DATE.

We even have events and exhibitions planned for our 120th Anniversary celebration in 2009 (and the list keeps growing).

We also have plans for a salon, demo's and lectures, and a holiday get together in our office gallery. Networking is a great way to keep in touch with fellow artists, to learn and also celebrate the gift of creativity.

Thank you N.A.W.A. members for making 2008 a successful year, and we look forward to celebrating our 120th Anniversary in 2009. Let us hear from you.....

Please keep in mind: "The achievements of an organization are the results of the combined effort of each individual."
(Vincent Lombardi, football coach).

Yours in Creativity and Friendship,

Susan G. Hammond, President

DIGITAL
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Good slides and CD images are important factors in being a professional artist. The reason you need professional slides and photographs of your work is to generate interest in your work for exhibitions, gallery shows, artistic venues, employment, teaching, a personal portfolio and also a visual record of your work.

Jurors, curators, exhibition and gallery owners will rarely see original work, they will judge you according to your slides and CD images - and eventually only CD images, as slides will become obsolete.

Your slides and CDs must adequately and accurately reflect the color, detail, texture and size of your artwork. You can have this work done professionally, however, accomplishing this task on your own will save money and enable you to get it done in your own time frame.

Remember that the photo will never be identical to the original artwork, and it should never be better either.

IMPORTANT NOTES

1. If your painting or artwork is light - Use a dark background.
2. If your painting or artwork is dark - Use a light background. Some people feel it's better to use black because viewers, curators, jurors etc., focus on the art. Do not include the mat or frame, this will make the image appear larger.
3. If photographing 3D work you can use a neutral gray background. Avoid bright colors or black when shooting light, metallic or otherwise reflective art.
4. If photographing translucent art, like glass, film or sheer material, photograph it with the light passing through it from the back (but not visible to camera).
5. Do not mix lighting sources (natural/studio).
6. Always use a tripod, and if possible a shutter release, and a level for 2D art.
7. Indoors, light the art through the

glass obliquely from the sides and shoot straight into the image while hiding the camera (everything but the lens) behind something soft, non-reflective.

8. Outside make sure color from green grass or a red brick wall is not reflected on the subject. Be careful of clouds and tree limbs that might block out full light. Put small objects on a table, and do not lean over your artwork. A nice sunny day or bright overcast day is best for shooting artwork outside (in the middle of the day between 10am and 2pm). With 3D artwork avoid direct sunlight as it may produce black shadows with no detail, unless you can orient your art so sunlight falls on the top. DO NOT USE A FLASH.... It can create hotspots and glare marks that resemble light reflecting on your artwork. Sunlight literally has all the colors (hues and tints) of the rainbow and any other light source is somewhat deficient. The sun should be 45 degrees to the painting.

8. PHOTOGRAPHING INDOORS
OR OUTDOORS ...

● Try to shoot artwork prior to framing - as this will avoid problems with glare.

● Crop your work as tight as you can around your artwork and FOCUS, FOCUS, FOCUS. Make sure that your camera is parallel with and on level with your piece of art.

● Name your image and save (as a JPEG, TIFF, PSD or RAW file). Properly stored digital images will last centuries. A copy of a copy of a copy of a copy is identical to its original. The first and every subsequent analog copy of your color slide, print or negative will be different. At first there will be slight differences but over time the slide will be unrecognizable.

Susan Hammond

