



THOMPSON VALLEY ART LEAGUE

429 N. Lincoln Avenue ~ Loveland, CO ~ 80537
970-663-2407

August 2018 Newsletter

- Message from the President
- Director's Update
- Art in the Park Update
- Members' News
 - Members News
 - Starving Artists Sale – September 8, 2018
 - Loveland Art Studio Tour Studio Tour - October
 - Regional Fine Art Show - November
- Next Members' Meeting - September 27 @6:30pm

Message from the President

Are you ready for the upcoming fun Art Weekend in Loveland? Each of you will be attending the Art in the Park event as part of your membership requirement. While there, make a point to look at what others are doing. How do they display their art? What are they doing that is unique? – Then go ahead and go across the street and pay your \$8 to see the Sculpture in the Park Show. You may not be a sculptor and you might not be able to afford the tens of thousands of dollars to purchase a sculpture piece, but you can learn about art there! How are the artists presenting themselves? What are the customers asking them? Open your eyes and your ears and hear the business of art around you! There are surely concepts that you can apply to your own art marketing and presentation.

That will get us through August – then we'll have another Starving Artist Sale in September! The last event was extremely successful for the artists, our gallery and our customers – not to mention the wonder visibility we got for our Gallery. This sale will be in conjunction with Pastels on 5th – so we have another captive audience. Here's your chance to sell more items at a discounted price.

October will be the Studio Tour – stay tuned for further details about that ... then it's time for our Regional Show already in November!

Our Members' Meeting at Deskchair/5 Tables was a big success. We had a wonderful turn out! Deskchair has it's own extensive art collection. Art is everywhere – paintings, photographs, tables, lighting, signs – just everywhere! Even though Deskchair is not a place we can show our art, members got a first hand look at what emerging enterprises are doing in the area of art – to decorate and make a statement with a wide variety of art. Hopefully members got some ideas regarding where and how to display their own art!

Our next Members' Meeting will be on September 27. I am arranging another 'field trip' on my quest to get the membership familiar with downtown, the businesses and the people. We want to get to know our neighbors and we want them to get to know us – we want to be the center of art for our community!

Lastly, I finished (phew!) the first pass of our new website. It is updated, uniquely features each artist and promotes our social media! We are still adding content and pictures to fill it out. If you have any comments for me, please send email them to me at: bon@dandeliongroup.com . Thanks for everyone's contribution on this project!

– *Bonnie Stählin*, 2018 TVAL President

Director's Update - Lenina Olivas

Videos

Videos, videos, VIDEOS! While I was on vacations there was a film crew in the gallery shooting video. #LiveLoveland shot a 5 video series; two of the videos were shot inside the Lincoln Gallery. Miss Loveland was filmed in the South East corner of the gallery in the video titled We LiveLoveland through the Arts. Lisa, Trudy, Richard, Melanie, Don, & my art are prominently displayed behind Miss Loveland in the beginning and end of the 3 minute video. Click the link to view the Art video <https://vimeo.com/281512036>

Then Miss Loveland was filmed in the North West corner of the gallery in the video titled We LiveLoveland through our Students. Kayo, Susan, Carol, Pat, Don, and Tanielle's art is prominently displayed behind Miss Loveland in the beginning and end of the 3 minute video. The video series was then show during Dancing with the Stars, Loveland. Click the link to view the Student video <https://vimeo.com/280276254>

There's some discussion about the Lincoln Gallery doing a professionally shot promotional video as well as one on one with participating artists. More details to come as the roll out!

Speaking of videos Alex Prochaska, the super star intern, and I are going to shoot videos inside the gallery using iMovie. I've spoken to a handful of you who are interested in shooting little 30 second to two minute videos. Alex is working on the script and we'll be setting up shooting in mid to late September.

Ads

Aside from videos we've rolled out our first print ad of the year in the Val-U-Ads book that is distributed throughout Loveland. The ad came out on Thursday, July 26th and was share on our Facebook page. We will also have an ad in the Loveland Art Studio Tour booklet that will be coming out next week. I encourage ALL of you to invite your friends and family to the gallery that week, mail out post cards, and hand out booklets to them. Even if they are out of town let them know you are part of a very exciting event!

I'd like to start a "Show Us Your Loveland Art Studio Tour booklet" (I have to think of a shorter more catching name) where we can mail out booklets or postcards and have friends or members of our family take pictures of themselves with the LAST booklet in various locations. For example I can mail a LAST booklet to my mother in California and she can take a selfie with the LAST booklet in Venice Beach. We can post them on our Facebook page, Instagram, our website, and the Your Loveland Art Studio Tour Facebook page! Pointing to our ad or YOUR studio picture is preferable of course ;-)

Display in Other Locations

During the Cherry Pie Starving Artists Sale I was introduced to a Barbara from Front Range Family Health and Chiropractic. They were interested in displaying some of our artists work in their location. Barbara came into the gallery and looked through the bins and chose three of her favorite artists work. They decided to go with prints to keep cost down and planed on providing framing while they are displayed in the office. The art will rotate every 30 days so don't be surprised if I send you an email asking if you would be willing to have a print on display at their location.

Signup Genius

I'll be signing up all of the gallery artists in Signup Genius. YOU, the artists, will have to create a profile. The reason for this is so artist can see who is participating in what event, you will receive an automatic reminder email, and the gallery can track which artists is participating in what event. My hope is to have Signup Genius set up by Wednesday, August 15th.

Important Dates

Change-out dates are as follows:

- Saturday, September 1st from 12:30-5:30,
- Saturday, October 6th from 12:30-5:30
- *Friday, November 2nd from 12:30-5:30

Art in the Gallery

As a reminder all art can stay up for 60 days, you may choose to change your art every 30 days. Your Art will be rotated every 30 days by Gallery Director or the Assistant Gallery Director. All members are asked to bring in 3-4 pieces to hang and 3-5 pieces for the shared bins.

Art in the Park Update

The Annual Art in the Park event is THIS weekend! -- August 11 & 12. The actual event times are 10am - 5pm on Saturday and 10am to 4pm on Saturday.

This event will be the best ever with main stage entertainment, an interactive painter and an extensive beer garden.

Member volunteers will be marking the booth spaces on Thursday and the early Friday crew will be helping the vendors register, park, unload and setup their spaces. Members will manage the Information Booth and Beer Garden on Saturday and Sunday and a clean-up crew will spring into action after the event on Sunday.

If you have not signed up for your volunteer slot -- you should do so immediately online at:
<https://www.volunteersignup.org/PFDKQ>

If you are no able to access the online signup, please call Olivia Lowe at 970-366-9688 to sign up for an open spot. If for any reason you cannot sign up for a volunteer spot, please contact Lenina at lenina@lincolngallery.com or call the gallery at 970-663-2407 and discuss a possible alternative.

Members' News

- **News from Our Members**

- J.R. Schnelzer a photographer exhibiting at the Lincoln Gallery has been selected to exhibit an image in the International Exhibition of Photographers in Rabat, Morocco.

- **Starving Artist**

- Our Starving Artist Sale was so successful that we will have another sale on Saturday, September 8 in conjunction with the Pastels on 5th event. We need volunteers to help with event. Contact Lenina to help us with this event.

- **Loveland Studio Tour**

- The Loveland Art Studio Tour will be held for 2 weekends during October -- October 13-14 and October 20-21 from 10am to 5pm each day.. Participating Lincoln/TVAL artists will have their art predominately featured in the Gallery and will be featured in our ads and signage. Contact Lenina if you want to participate.
- There is no cost to participating but participating artists will be in the gallery during the 2 weekends, bring refreshments and possibly be asked to do a demo during the event.

- **Regional Fine Art Show**

The Regional Fine Art Show will be held in November. The committee will be having their initial meeting this month with a follow up meeting in September. More details will follow after the initial meeting in August.

September Members' Meeting

The next TVAL *Members' Meeting* will be on *Thursday, September 27 at 6:30pm. Location and agenda coming soon.*

2018 TVAL/Lincoln Gallery Board of Directors:

- × Bonnie Stählin, President
- × Pat Saunders-White, Vice President
- × Kathi Kline, Secretary
- × Bonnie Stahlin, Treasurer (Acting)
- × Kayo Peeler, Member at Large
- × TBD, Member at Large
- × Lenina Olivas, Gallery Director