



Newsletter

March 2017

March Meeting:

**Thursday,
March 9**

Carolyn Pierotti

will be presenting
“How to Market Your
Artwork”

Georgia O’Keeffe
Artists Trading Cards



Next Meeting:

Thursday,
April 6

Ron Thurston

will be
demonstrating
Watercolors



*Complimentary
snacks for our
March meeting
provided by:*

Lorraine Ship &
Laurie Fillinger



Welcome **Carolyn Pierotti** to the **BVA!**
Enjoy an exciting presentation on getting
out there and marketing your art!

Carolyn is:

Owner/Director Purple Room Fine Art.

LLC Director/Gallery Manager

Percolate Art Space.

VP Pittsburgh Society of Artists.

Teacher/Mentor/Writer/Speaker.

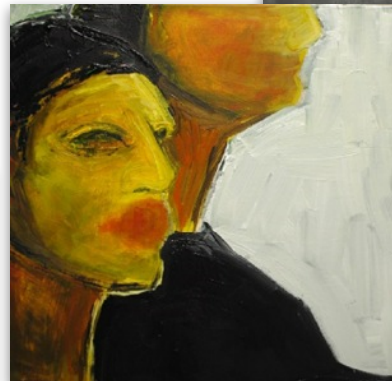
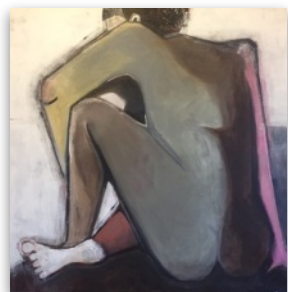
Curator, consultant, and gallery owner

describe Carolyn’s many talents. She is an exhibiting artist in the city of Pittsburgh as well. She graduated from Carlow University *magna cum laude*, BFA specialization in painting. (Wow!) Carolyn will talk about her art practice, Purple Room Fine Art LLC, and Percolate. She will also discuss the exhibition she will be curating in May – “DIGS – Sexism in the Arts” and how it intersects with age and race.

Carolyn will discuss **how to market and promote your work**, including free platforms (social media), creating events, Instagram, Twitter and the demographics that it reaches. She will also talk about various guilds that are located in Pittsburgh, who they are and how to join them! Carolyn will discuss various resources that she has found incredibly helpful to her as a gallery owner and business woman in the arts. Some of these resources include, but are not limited to the Greater Pittsburgh Arts Council and Pittsburgh Artist Registry.

Bring a pen and paper!

Lots of good information
will be coming your way!



Member News

Don't forget! Whip up a mini Georgia O'Keeffe Artist Trading Card for the March 9 meeting!

Participate in a fun exchange of small

(2.5 in x 3.5 in) hand-painted

ATCs. Please make **one**

miniature art work of one

of her famous paintings to

bring in to trade. It's easy!

1. Google O'Keeffe's paintings.

2. Pick one you'd like to copy.

3. Use whatever medium you like!

4. Keep it simple! **The more cards...the more fun!**



Cranberry Artists Network is having a Members Show, "From Dark to Light". Opening reception is

Wednesday, March 8 from 6 - 8 pm. The show

remains at the Municipal Building in Cranberry

Township at 2525 Rochester Road until Wednesday,

March 29. CAN members can submit art by February

19, 11:59 pm.

Cranberry Artists Network - Open Studio Life

Drawing resumes on **Tuesday, March 7, 2017**

from **6 - 8 pm.** It's held the first Tuesday of every

month at the Cranberry Township Municipal center.

A \$10 fee pays for the clothed model. Bring your choice

of art supplies. Members and non-members are

welcome. CAN provides the model, snacks, and music.



Only 4 weeks to get ready for the

Beaver Valley Artists Spring Juried Exhibition

April 9 - May 11, 2017

at the Merrick Art Gallery

Opening Reception:

Sunday, April 9, 1:00 - 4:00 pm

Drop off date:

Saturday, April 1, 10:00 - 12:00 pm

Katherine Mickle of Slippery Rock is our juror for the show. She will arrive at 12:15 pm and hanging of the show will start after her jurying.

Juror's Critique & take down of art night:

Thursday, May 11

The West Hills Art League's next meeting on **Thursday, March 16** will feature **Leslie Fehling.** Her presentation will be Journaling, "Everyday Artist Brings Art to Life."

Mary Mason's brass enameled jewelry pendant "It's just a Bee" has been accepted in the **2017 Hoyt Regional Juried Art Exhibition.** Reception: **Sunday, April 2, 2 - 4 pm.** Refreshments served. The exhibit will be on display March 28 - May 18, 2017.

Mary Mason also has a rocking "Heavy Metal" wall piece (wear it or hang it) in the **Girls Rock Exhibition and Benefit.** Reception: **March 10, 6 - 8:30 pm.** Exhibition runs until March 31 at Percolate Art Space and Gallery, 317 Trenton Ave., Wilkinsburg, PA. Come support and rock out with the 63 women from the Pittsburgh area exhibiting. **GIRLS ROCK!** www.girlsrockpittsburgh.org.

Elizabeth Asche Douglas upcoming events:

March 3: As M.C. for **Franklin Center's** closing program for Black History Month and opening program for Women's History Month, her remarks will include tributes to painter Henry O. Tanner and sculptor Edmonia Lewis, both of whom achieved international acclaim in the late 19th and early 20th centuries. Tanner, who grew up in Pittsburgh, was the son of an AME minister who once pastored Wayman Chapel, the church just across the way from the Merrick.

March 17: Elizabeth will be guest lecturer/performer "Evolution of Jazz" for **Geneva College Humanities** students at 11 am in the Chapel. (Visitors welcome with advance notice.)

March 24-25: Elizabeth will also be a presenter and panelist at the **23rd Annual National Black Women's Conference** at the University of Kentucky, Lexington. This year's theme is the visual arts.

Art Equipment/Supplies for Sale!

Great bargain! Contact Kathy Bishak at 724-728-4658 if you are interested:

- Professional Easel - Wood 92" high,
- 2 ft, 3 ft, 4 ft stretcher bars - lots, new
- 54 in x 6 yd primed canvas roll - new
- primed canvas pieces • canvas pliers • drawing tablets
- misc. supplies • All for \$100.

Artist's Quote:

*"The key to a successful creative life
is a **commitment** to make things,
and in so doing, make something
better of ourselves and our world."
Julia Cameron*



Plein Air painters: Netflix has a great plein air oil painting video series by **Heiner Hertling**. It's called "Your Brush With Nature".

<https://www.netflix.com/title/80156707>

Membership Dues:

Individual: \$25 - Family: \$30

Make checks payable to: Beaver Valley Artists.

Mail to:

Mary Jane Hadley
124 Crossing Ridge Trail
Cranberry TWP, PA 16066

Bio of the Month: Camille Stevenson.

*(Note: We are featuring Bios from our
40th Anniversary Show.)*

When I paint I often struggle with what I **see** and what I **feel**. I often paint the same scene several times until I can do away with my reference picture and paint how the image makes me feel. My favorite paintings are a result of being able to go "somewhere" in my head that does not allow me to paint every detail; instead I am able to use the paint to capture an image. As I tend to be detail oriented, forcing myself to **think beyond the details** is very meditative for me.

Send Newsletter submissions to:

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Send Website submissions to:

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