

# The Palette Art League's View

March 1, 2011



## PAL MEMBER ART EXHIBIT

**Call to all members**, an exhibit of member artwork is in progress at the Gallery. PAL members are asked to bring one or two pieces of artwork for sale to the Gallery during regular business hours for exhibited through March. Artwork will not only be on exhibit but will be promoted through the media as an "ORIGINAL ART SALE".

The Palette Art League will also be setting up a number of Mini Exhibits at several local businesses. This is a great opportunity for artists to get acquainted with the community. Be sure to bring an extra piece of artwork for this project.



**PAL 2011 Officers**

President .. Dana Johnson; Vice President.. Beth Ivens  
Secretary .Dorothy Anderson; Treasurer... Keith Probert

### Gallery Hours Changed;

Tuesday thru Friday 10am to 4 pm

Monthly Business Meeting;

Second Friday of each month

**March 11, 5:00 pm followed by**

**"Meet the Artist Reception"**

**2011 Membership dues are now due.** \$15.00 for individuals (\$20 couples.)

Dues may be paid by check or on line at [www.paletteartleague.org](http://www.paletteartleague.org), or send to

**The P.A.L.'s Fine Art Gallery**

**300 HWY 62 W, YELLVILLE, AR 72687**

**870-405-6316;** BY CONTINUING YOUR SUPPORT OF THE

PALETTE ART LEAGUE , YOU RECEIVE A UNIQUE WEB PAGE TO SHOWCASE YOUR ARTWORK ON PAL WEBSITE; SHOPPING CART; SPECIAL INVITATION TO ALL PAL EVENTS; OPPORTUNITY TO BE PART OF THE FASTEST GROWING ART COMMUNITY IN NW ARKANSAS; FRIENDSHIP WITH OTHER ARTISTS; AND MEDIA EXPOSURE FOR YOUR ACCOMPLISHMENTS AS ARTISTS.

*Palette Art League Hosting After Hours Event... Thursday, March 10. Guest of honor... Cotter Chamber of Commerce.....5:00 to 6:30 pm. Membership is encouraged to attend the event to meet business leaders of our community and guest. Refreshments will be served.*

## Workshop Register Now.....

**Marion Yancey, Potter**



Registration now in progress.  
Workshop dates; two sessions, on Saturday, Mar 5, and Mar 19; (9:30 to 4:00) fee includes supplies and materials. \$70.00

Examples of Yancey's art are on exhibit in the Palette Art League Gallery, located at 300 Highway 62 West. For more information about the workshop or other PAL programs call (870)405-6316 , visit the PAL website at [www.paletteartleague.org](http://www.paletteartleague.org), or email the gallery at [palsgallery@live.com](mailto:palsgallery@live.com).

Cost of “Introduction to Hand Building with Clay” is \$70. Each student will receive a hand-out, and be provided with all the clay and use of tools, equipment, and supplies necessary to complete their projects. Each student should bring their own lunch. Classroom space is limited to 10 students.

Yancey has been a clay artist since 1982, and is well versed in hand built and wheel thrown pottery and clay sculpture. She has studied ceramic art with several instructors, but said most of her exploration and growth has been through self-study. “Without benefit of the discipline of college ceramic laboratories and the practice of production work, my work is not focused on any particular style. I make things that appeal to me in the moment.”

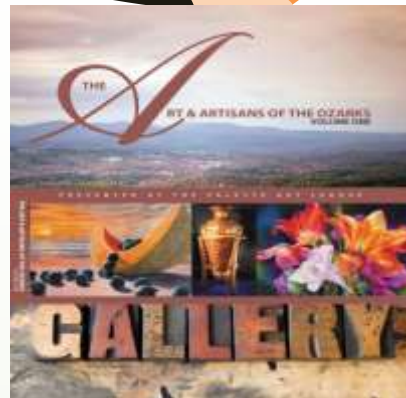
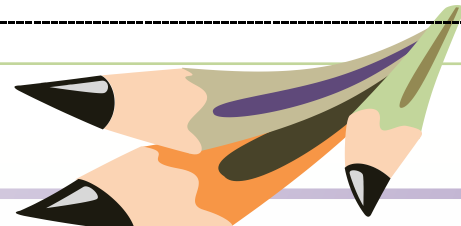
Yancey’s pottery reflects her philosophy toward life and her work as she incorporates her respect for and curiosity about all living things. “I was always drawn to the natural world rather than to the synthetic.” Many of Yancey’s art pottery pieces are incorporated with organic design, with representations of plants and animals that appeal to the artist. The artist’s work also is recognized for her use of earth-tone glazes. Admittedly a born researcher, Yancey said she needs to know how things work and consistently pushes the limits of her abilities. “I often have to modify a project because I try to create things in a way that sometimes defy the law of physics,” she said. “For me, clay offers seemingly infinite possibilities as a creative outlet.” Another aspect of Yancey’s philosophy is the belief that everyone has a talent. “People often lament to me that they don’t know how to do anything creative, but I think a better statement would be that they don’t take the time to explore their interests in a way that would identify their talents and allow them to develop them,” she stated.

### **The 8 principles of fishing and marketing:**

*An Art Marketing Metaphor from B. Eric Rhoa*

#### **1. Fish Don't Bite If Your Line Is Not in the Water**

A funny thing happens when you don't advertise. Nothing. People who believe the world will beat a path to their door if they have great artwork are simply naive. People who believe their customers will remember them because they used to advertise are also naive. If at any time your artwork is not selling, ask yourself if your line is in the water....*more*....

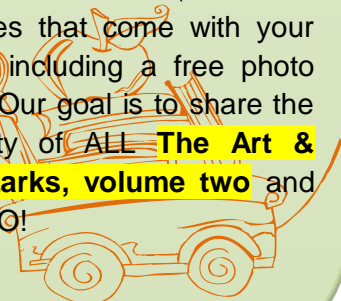


(Volume Two will be similar in design)

### **“ART AND ARTISANS OF THE OZARKS, “volume two. Art and Artisans sought for a new publication begins this week.**

The Palette Art League is excited about the new coffee-table book, **The Art & Artisans of the Ozarks, volume two**. The book is filling up fast with a wonderful mix of artists and artisans throughout the Ozarks – many fine artists, quilters, furniture craftsmen, potters, jewelry crafters and many more! If you haven't already made your reservation, do so NOW. If you have already reserved your spot, welcome to the family!

This book won't be complete without YOUR WORK IN IT! To become a part of this historic opportunity sign-up on-line right now at (<http://paletteartleague.org/shop>). For a very small tax deductible donation (less than the cost of a coke-a-day for 2011) your work will be presented to a global audience AND you will receive more than \$800.00 in FREE bonus goodies that come with your listing in the book, including a free photo shoot of your work! Our goal is to share the diversity and beauty of **ALL The Art & Artisans of the Ozarks, volume two** and that means YOU TOO!



The Palette Art League is sponsoring the production of a full color, hard cover, and coffee - table book. The book is 8.5 X 11 in size with 200 interior, full color pages. The pages are printed on high gloss, museum quality art paper. For additional information feel free to call 870-453-5364 during normal business hours.

As a part of your tax deductible listing in the book, artist will also receive the following FREE bonuses:

1. Your own webpage on the Palette Art League site for a year,
2. Access to their shopping cart so you can sell your work for a year to buyers from all over the globe and
3. You will get a showing of your work in the Palette Art League Gallery in 2011!!
4. These are only 3 of the 8 bonuses you will receive when you participate in **The Art & Artisans of the Ozarks, volume two** book.

So, what are you waiting for, pick up the phone and either call the PAL's today at 870-405-6316 or Whitehall publishing direct at 870-870-453-5364 to make your reservation or visit <http://paletteartleague.org/shop> to secure your reservation on-line immediately.

The finished book will be available to the world through amazon.com and through every bookstore and library in the country. In addition, we have already secured more than a dozen local Ozark businesses and Chambers of Commerce offices that are eager to make the book available to their customers in time for the tourism season of 2011. If you want the rest of the world to see the fabulous Art happening here in the Ozarks and access a global audience for your work in the process, you need to be in this book!

## 2. The More You Cast, the More You Catch

A good fisherman casts the line out and keeps the bait moving at all times, winding the line in, then throwing it back out again. Fishing, like selling, is a numbers game. In marketing, it's repetition. Repetition builds reputation. Repetition has a cumulative effect. Campaigns with repetition work where single ads or e-mails rarely do. Imagine going fishing, casting one time, and going home if you don't catch a fish.....more...

## Current Workshops...

Jones workshop, each Wednesday, 10 am to 12; illustration techniques using pen & ink with a dry watercolor technique.

Hand Building with Clay, Yancey; Mar 5 & 19;  
See Front page; Sign up now

## Coming up.....event listings;

Pastel Techniques 101, TBA Basic Drawing, TBA

Worster Working In Clay, Apr 2 & 16

Pal's Host After Hours for Cotter Chamber of Commerce at Gallery; Mar 10. 5 to 6:30.

PAL Member, Vaughn Johnson speaks to Arkansas Young Artists Association Spring Convention: Mar 15. <http://www.ayaainfo.com>

Pal begins "Paint the Town Project"; Thursday mornings beginning March 3<sup>rd</sup>.

HAL Photography Show; Mar 7, thru April 1; [kajon@inreach.com](mailto:kajon@inreach.com) for details.

Indian Hills Arkansas Heritage Art Show; May2 -28 [gkellyar@artelco.com](mailto:gkellyar@artelco.com) for details.

"White River Artists" exhibiting at Hill Country Gallery, Mountain Home, Month of March.

Young Artist of Arkansas Competition; May 9-13; [www.paletteartleague.org](http://www.paletteartleague.org).

1<sup>st</sup> Annual Northwest Heritage Photography Show; June 1 thru 10. Details TBA [www.paletteartleague.org](http://www.paletteartleague.org).

"Plein Air on the White River," May 19-21; [whiteriverartist@gmail.com](mailto:whiteriverartist@gmail.com)

Workshop in Batiking; Beth Ivens; July TBA; [www.paletteartleague.org](http://www.paletteartleague.org)

Art Expo @ Gallery; July 6-15 details TBA

Release of "Art and Artisans of the Ozarks" vol. 2; August 2011 Book Signing Gala; Details TBA;

[www.paletteartleague.org](http://www.paletteartleague.org) "Paint the Town Exhibit," Plein Air; Sept TBA

Annual Turkey Trot Art Show; Oct 6-7 & 8; [www.paletteartleague.org](http://www.paletteartleague.org)

## How Do You Make Art When You Feel Blocked?



I hit a wall trying to write today. I wanted to write about the importance of expressing strong feelings in your work, but I couldn't figure out how to tie it all together. It was frustrating, but I knew I could get through it because I'd experienced it before, as a writer and as an artist. "Artist's block" is just like writer's block: ideas are half-formed but none of them can be fully realized. When I get ready to paint or draw I want so much to take advantage of the time I have to work on art that my urgency can feel like pressure, causing me to freeze up. Luckily, the solution for writer's and artist's block is the same—get out of my own head and look around!

So I pushed myself away from my computer and went over to my bookshelf and picked up my stack of *American Artist* issues. I let my mind wander as I flipped through the pages, wanting to just react to images visually. This is sometimes what I do at the start of an art project too. To get myself thinking, I'll browse through my favorite magazines looking for design ideas and images that ignite my imagination. Turns out I didn't have to look very hard—the work of J.M.W Turner immediately caught my eye in the [January 2008](#) issue. His ability to use color to create a sense of light and space before he even settles on a subject was what caught my eye.

Then I pulled out my copy of [Drawing Spring 2010](#). Going back to previous issues makes me see the featured works, techniques, and artists in a new light. It is a great way to remind myself of things I've forgotten or pick up new information that I didn't catch on my first read.

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Anthony Ryder recommends approaching a drawing across the whole work, knitting the individual forms into a cohesive whole.

A tip that I caught this time around was from draftsman Anthony Ryder. He urges artists not to work in one spot on a drawing for long. Instead, he recommends working across the form "like a weather system sweeping across the country." What a great way to think about drawing! I immediately wanted to pick up a pencil and storm across the page!

The time you make for art is precious, so don't waste it being blocked. It is a state of mind, and having resources—such as *American Artist* and *Drawing*—that can recharge your interests and pique your curiosity makes all the difference. Enjoy! And how do you get over "artist's block"? Share your strategies for all of us to learn from.

*Courtney*

Courtney Jordan  
is the editor of  
*Artist Daily*.

Join fellow artists, with the beginning of "Paint the Town" Plein Air Project.

Objective is to paint the historical building about town(Yellville), creating an exhibition of plein air artists with finished artwork being presented in a special exhibit at the PAL Gallery to the community.