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MAG Board Meeting, Tuesday March 18..... 10

Co-Presidents: Sue Lewis & Kris Kellor

Vice - President: David Carpenter

Secretary: Ruth Manning

Treasurer: Tom Kuchenbecker

Past President: Pam Andros



Important Upcoming Dates

- May 10: Deadline for Salon Information Sheets
- May 10: MAG Annual Membership Fees Due
- May 20: MAG Board meeting 6:30 pm
- May 22: Brainstorming Session 6:30 pm

Life Drawing or Painting – Are you Interested?

A few MAG members have expressed an interest in Life Drawing or Painting. We would like to determine if enough members would be interested to make a program practical. We would need 6 to 10 artists for each session. We’re considering a Tuesday or Thursday evening from 6:00 to 9:00, with breaks for the model. The estimated cost per artist per session would be \$15 to \$20. Evolution Arts Collective would provide the studio and model. It is located at 202 S. Dickinson St. in Madison, two blocks north of Williamson St. There is parking on site and on the street.

If you would be interested in joining this group, please contact David Carpenter at dcarpenter3@charter.net, or at (608) 442-6958. Indicate your preference for Tuesday or Thursday and for a two or three hour session.

Brainstorming Session

We had an informative brainstorming session at Sherry Klinkner's home on Friday April 25th. Artists in attendance expressed a desire to connect more often with peers in order to support, learn from, inspire and get feedback from one another. We thought we would try to schedule regular gatherings and are planning our first 'Art Date Night' on Thursday May 22! You are invited to bring a piece you are working on or would like to share, or just bring yourself and socialize with other artists. These will be informal gatherings offering a chance to get together with other artists. Bring a bottle of wine or a finger food to share.

Thursday May 22nd 6:30-8:30

Christine Echtner's home

6621 Montclair Ln., Madison

608-278-2961

100th year MAG Exhibit at Absolutely Art Madison

A wonderful opportunity for 25 of our MAG members will be held throughout the month of October 2014 at Absolutely Art. In order to be a part of this wonderful art show you must act soon. Select or complete your work in order that Absolutely Art may use your images for magazine articles, advertisements and on their Facebook page. June is coming up soon and that is the deadline to send in your application and digital photographs of the work you would like to have juried. The owner will be happy to talk to you personally if you have any questions or concerns about how or where your work would be displayed.

There is space in cabinets for jewelry, shelving for sculpture, areas to hang textiles, wall space for paintings, photography, and any item you can display by hanging on a wall. There is also the front window box display which is seen from the street. Stained glass and items that will not be faded by the sun would be wonderful in this window area.

- June 30 Bio and images due to Absolutely Art
- September 25 Pricing information due for catalogue
- September 29 Work due to gallery
- October 1 Show opens
- October 3 Reception night
- October 31 Show closes
- November 15 Deadline to pick up unsold work

If you are interested please read the show requirements listed below.

If you need assistance in navigating the application process please feel free to contact Louise Joyce, MAG member and coordinator of this exhibit at 608-825-3016.

Absolutely Art Show RequirementsShow Month/Year: **October 2014**

Location: Café Zoma / Absolutely Art

1. Shows are up for the entire month.
2. All show items are on consignment (60% for the artist and 40% for Absolutely Art).
3. All work in the show should be available for sale.
4. The Opening Reception for the show will be **October 3, 2014 from 5p-9p.** **You are required to attend this event.** On the day of the show please arrive to Absolutely Art by 4:30p. This allows enough time to make sure we have all of the wall cards correct or if you notice something you may have questions or concerns about we can take care of them before the guests arrive.
5. A short bio (This can be taken off the website if you would like) and 2-3 images that will be in the show are due to Meghan by **6/30/14**. Please email the information to [Meghan@absolutelyartllc.com](mailto: Meghan@absolutelyartllc.com) or you may drop off a CD with the information. The images you provide should be in your show. This information will be used for press releases and the postcard.
6. Absolutely Art will send a catalogue price sheet for you to insert the image, title, medium and retail price (the price we will sell it for, the artist will receive 60% of the total sale) for each piece in the show, due by the 25th of the month before the show. If you have any stories that you would like to describe the piece you may include these as well. Each Artist will have their own catalogue.
7. We will need, on a CD or flash drive, .jpeg for each image in the show. The images will be added to our publicity and Absolutely Art's website for the run of the show (we cannot take the images from the catalogue; it is in a different format once you put it into the document).
8. Please include a full bio that can be put up with the show.
9. Artists may also include greeting cards and prints of their work for the show. Please include quantities and retail prices for each title by the 25th of the month prior to the show. If your prints are limited edition please include those as individual entries with the edition.
10. Work should be delivered to Absolutely Art on **9/29/14**. Please contact Meghan to set up a delivery time.
11. Artists will receive postcards to send out to their mailing list and hand out to friends and family. Each artist usually receives between 50-100 postcards, but more can be arranged if needed. A PDF of the post card will also be sent to the artist for proofing and then will be available for the artist to send out via email to their mailing list.
12. Artist may link their website to Absolutely Art's website. The website is www.absolutelyartllc.com
13. Absolutely Art staff will hang the work.
14. Absolutely Art staff will create all signage for the show.
15. Absolutely Art will provide food and drinks for the opening reception.

16. Absolutely Art will distribute postcards, send an email newsletter to our e-mail list, and send out over 40 press releases to publicize the show. The show will be listed on our website and Facebook. Absolutely Art will create an event for the show. Please DO NOT create your own event. Please go to Absolutely Art's Facebook page and LIKE us. Then you can go to the event and invite your friends. A link will also be sent to you.
17. Pick-up of work not sold should be by the 15th of month after the show. Payment for sold work will be paid by that date. Contact Meghan to schedule a pick-up time.
18. Some work not sold during the show may be purchased by Absolutely Art at the discretion of the Manager. Purchasing any remaining work at the end of a show will be at wholesale prices (half the retail price).

Madison Art Guild 2014 Salon

University Hospital - C5/2 Skylight Lounge, 600 Highland Avenue

Attached at the end of this article are the guidelines and the registration form for the 2014 MAG Salon, June 7- August 2. Participation is required of all members. The membership renewal form is included with the registration form due by May 10. Please read the information carefully.

If you have any questions, please call Karen Watson-Newlin at 608-827-6180.

Salon Dates

- May 10 Return of registration materials deadline
- June 7, 9-11 am Show drop-off
- June 8-August 1 Show
- June 8 Judging can begin
- June 15 Judging deadline
- June 22 6:30-8pm Reception
- August 2, 9-11 am Pickup

Salon News

The Salon committee has met for the second time and is preparing for the intake, pickup, and reception. We have four volunteers: Yongjing Li, Christina Thomas-Virrig, Alicia Rheel, and Christine Echtner. But there is much to do, and we find we need a minimum of six more volunteers, more would be better.

Choose positions from intake, pickup, or reception.

June 7	9-11am	Art intake
June 22	6:30-8pm	Reception help before and after
August 2	9-11am	Art pickup

For reception help, contact Sherry Klinkner, sherry.klinkner@gmail.com or 608-274-0888.

For art intake or pickup contact Donna Cutler-Landsman, cutlerlandsman@gmail.com, 608-712-9141, or 608-833-9141.

Be sure and let your guests know about the Madison Art Guild Salon Show, June 8-August 1, University Hospital Surgical Waiting Area, 600 Highland Ave. Reception for MAG members and family June 22, 6:30-8 pm.

Hope to see you there.

The Salon Committee

The following is a reprint of Salon Guidelines and the Registration information from the March Newsletter:

Participation in the Madison Art Guild Annual Salon is a membership requirement. If you are not able to participate, please provide an explanation to one of our Co-Presidents, Sue Lewis (848-1497, suelewisart@gmail.com) or Kris Kellor (275-1053, kskellor@ameritech.net). Members who fail to participate or provide a reason will be considered inactive and will not be allowed to participate in other MAG exhibits for the rest of the year. For those members who for health/aging conditions cannot produce art, MAG offers an honorary membership, which can be discussed with either of the co-presidents.

Salon Advance Registration: (Required)

Each MAG member is responsible for printing out his/her Salon materials and will send the completed information by the May 10 deadline. This procedural step is essential for the typing of identification cards for the show installation.

Send all Salon materials to Karen Watson-Newlin, 7699 Almor Drive, Verona, WI 53593.

The only business conducted at Intake will be the delivery of properly identified artwork and distribution of membership cards.

1. Dues and the Salon Fee will not be collected at the Salon Intake. Please mail MAG annual dues (\$30) and the Salon Fee (\$15), along with the Salon Registration Materials (separate sheet), to Karen Watson-Newlin (address above) by May 10, 2014.
2. One check (\$45) to cover both the Annual Dues (\$30) and the Salon Fee (\$15) is preferable. Members who have moved into the "Honorary Membership" status are not required to pay annual membership dues or Salon fees. Honorary Members do not receive a Salon packet.
3. Members who have received Board approval to not participate in the 2014 Salon will still be required to mail annual MAG dues (\$30) to Karen Watson-Newlin by May 10, 2014 (along with the "Excused from Salon Participation" form included in the Salon Packet.)

Preparation of Art Work:

- Only a small percentage of the show can be framed in wood. If you can use metal frames, please do so. We realize oil painters may need to use wood frames.
- All works must have a wire for hanging except items to be placed in the display cases. Sawtooth hangers are not acceptable, because they do not lock on the wall system at UW Hospital.

Entry Requirements:

The 2014 Salon will be held at the University of Wisconsin Hospital and Clinics - C5/2 Skylight Lounge, June 7 to August 1, 2014.

- Participant must be a MAG member with 2014-15 membership dues (\$30) and Salon Entry Fee (\$15) paid. Both Fees may be paid with one check of \$45.
- Each artist should enter one work of art.
- Art must be: 1) original, (2) must be completed since May 2012, (3) not previously shown in any local juried exhibition, or (4) not previously submitted to a MAG Salon.
- Art containing nudity, representations of violence, dark, depressing, or stressful images will not be exhibited in consideration that the Salon is held in a hospital setting.
- NOTE: All accepted work must remain on display for the entire length of the show. UW Hospital and MAG will not be responsible for any unclaimed work after the show. If you cannot pick up your work, please make arrangements for someone else to do so.

Media Categories*:

- A. Painting or Drawing not under glass or Plexiglas:** oil, acrylic, encaustic, varnished/sealed watercolor paintings and other durable painting or drawing media, including minimal mixtures of painting media such as acrylics with archival ink.
- B. Paintings or Drawing under glass or Plexiglas:** acrylic, watercolor, egg tempera, ink painting, Sumi-e or Oriental brush painting, pastel painting, oil, encaustic and other painting media including minimal mixtures of painting media such as acrylics or watercolor with ink details, pencil, pen and ink, colored pencil, markers and other types or mixtures of mark-making. Fiber-based 2D art. This also includes traditional printmaking, such as, lithography, relief, intaglio, monoprint, screen-printing, reduction block printing and other forms of very limited edition (less than 10 prints) of fine art printing. This does not include an archival giclee print of an original artwork in another medium.
- C. Mixed Media:** 2D artwork displaying two or more types of media, including assemblage, collage, acrylic or watercolor painting on scratchboard drawings (beyond minimal treatment), and other mixed media.
- D. Photography and all types of Digital Imaging:** digital and film photography which may or may not have been altered through technology using standard darkroom (like dodging and burning, etc.) and other photographic editing techniques.
- E. Studio Fine Arts:** strictly original fine art created in a studio environment such as sculpture, glass blowing, stained glass, pottery, woodwork, fiber art, and metal work.

*NOTE: Each artist must declare the category on the registration form obtained in your electronic mailing. The category will be changed only if the artist and the Salon Coordinators agree that an artwork belongs in a different category. The Judge will not make category changes.

Drop off art work on Saturday, June 7th between 9:00am and 11:00am at the UW Hospital entrance.

Before arriving, complete the Identification Card (found below) and tape it to the back, upper right corner of your artwork. Indicate the price of the artwork. If not for sale (NFS), indicate the value for insurance purposes. Build into your price the 20% donation to UW Hospital plus the 5% donation to MAG, should your artwork sell.

Salon Reception

The reception and Awards ceremony is Sunday, June 22, 6:30 to 8:00 pm. It is held in the Skylight Lounge, University Hospital & Clinics.

Art Work Pick-Up

Please Pick up your art work and the end of the show: Saturday, August 2nd, between 9:00 and 11:00 am.

Artwork sold during the show:

If your artwork is sold during the Salon show, you are responsible for paying:

1. 5% of the sale price to the Madison Art Guild (sent to Tom Kuchenbecker, treasurer, Madison Art Guild, P.O. Box 45442, Madison, WI 53744) and
2. 20% to the UW Hospital Art Fund.

If your artwork is sold, you will receive a letter from Sarah Grimes, UWHC Art Coordinator, outlining the details of the sale. Be sure to factor these donations into the price of your artwork.

IDENTIFICATION CARD
(To be affixed to artwork)

NAME _____

TITLE of ARTWORK _____

MEDIUM _____

JUDGING CATEGORY _____
(Check the Instruction Sheet to determine category)

PRICE _____

_____ For Sale _____ Not for Sale



REGISTRATION CARD

(Mail to Karen Watson-Newlin, 7699 Almor Drive, Verona, WI 53593. Complete form carefully for Yearbook Directory)

NAME _____

EMAIL ADDRESS _____

STREET ADDRESS _____

CITY _____ ZIP _____

PHONE# _____

TITLE of ARTWORK _____

MEDIUM _____

JUDGING CATEGORY _____

PRICE _____

_____ FOR SALE _____ NOT FOR SALE



TREASURER'S RECORD

(Return with Membership & Salon Payment)

NAME _____

EMAIL ADDRESS _____

PHONE# _____

MEMBERSHIP FEE \$30
SALON FEE \$15
TOTAL \$45 *(paid with one check)*

CHECK # _____

EXCUSED FROM SALON PARTICIPATION

(MAG members excused from Salon Participation should summarize the reason for not participating in the 2014 Salon. Members who want to remain active in MAC should submit only the \$30 Membership Fee.)

I am not participating in the 2014 Salon, because

Please cut the four sections of this form and return the Registration Form and the Treasurer's Form to Karen Watson-Newlin, 7699 Almor Drive, Verona, WI 53593 before May 10. Affix the Identification Form to the top left corner of your 2D artwork and attach/include with 3D work.

Those MAG members unable to participate will return the Registration Form (needed for updating the Yearbook), Treasurer's Form and the Excuse Form.

PLEASE PRINT INFORMATION CLEARLY.

MAG Board Minutes for Tuesday, April 15, 2014

Fitchburg Library, 6:30 PM, Room C

Present: Sue Lewis, Kris Kellor, Ruth Manning, David Carpenter, Tom Kuchenbecker, Chris Echtner, Ruth Hansen, Aileen Musa

Call to Order:

1. Treasurer's Report: Tom K. reported \$11,546 on balance as of April 1.
2. Centennial Committee:
 - a. MOWA show update – pieces are still needed for the show and entries are due on April 27. Cindy Koshalek has offered to transport the work to the museum for members. A reminder will be sent out to the membership.
 - b. Coffee Galleria update – David shared an article that appeared in the Northside News about the current MAG show at the gallery. The show will close April 30.
3. Communications Committee: Ruth H and Louise Joyce will be creating a timeline of due dates for the upcoming Absolutely Art show in the fall. Information will be published in the newsletter.
4. AFOS update: The group is meeting the first week of May. Judi and Aileen will be going to the storage locker to locate the tent that needs repair.
5. 2014 Summer Salon Committee: Merikay reports that plans for the Salon are underway. Sue will ask Merikay to contact Sarah regarding the process needed to create wall labels for the artwork. Volunteers are still needed for drop off and pick up of the artwork.

Continuing and New Business:

1. April 25th Ideas Sharing Meeting update – an e-bulletin will be sent to the members about this opportunity.
2. Salon: Registration materials were sent in the March Newsletter.
3. David C. reports Evolutions Art Collective on Dickinson Street in Madison has expressed interest in scheduling live figure-drawing sessions for the membership. David will write an article for the newsletter to gauge interest in this opportunity.

Meeting Adjourned: 7:20pm

Next Meeting: Tuesday, May 20th, 2014, Fitchburg Library, 6:30 PM, Room C