



# Art 101 Newsletter

23 Public Square, Suite 11  
Medina, Ohio 44256  
419-709-4747  
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VOLUME 1, ISSUE 4

3RD QUARTER 2010

ART 101 GALLERY

## Our First July Event!

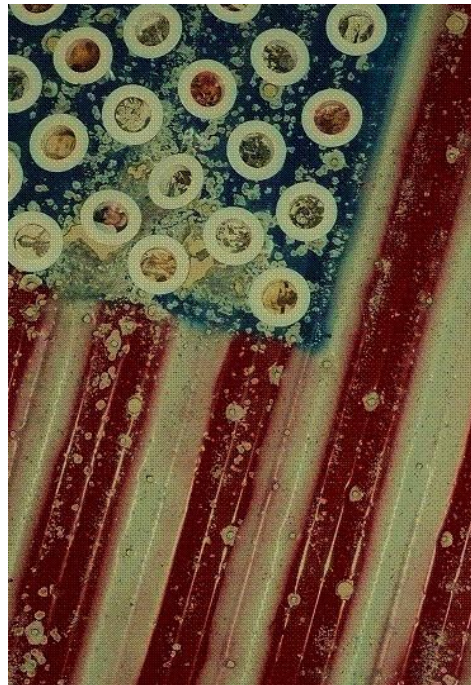
### INSIDE THIS ISSUE:

- Event Images 2
- Creative Corner 4
- New Members 6
- Stuff 6

### Art 101 Gallery Participates in 5 Events in July!

We've been busy! several thousand guests, clients, and potential customers have visited the gallery during the month of July....

Art 101 Gallery has been featured in more than a dozen stories throughout the month, resulting in hundreds of additional website hits! Things are going great!



### ART 101 GALLERY

proudly presents.....

A patriotic exhibit featuring the original works of local artist:

### RON KNIGHT

Meet the artist while enjoying wine & hors d' oeuvres  
Thursday - July 1st, 5 - 8 pm

Join us for refreshments  
Sunday - July 4th, 3 - 5 pm

Or visit the gallery during regular gallery hours to view the display through July 10th, 2010

ART 101 GALLERY  
23 Public Square Suite II  
Medina, Ohio 44256  
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Our Patriotic Show, featuring Ron Knight, was a huge success!! The Gallery was packed and we had lines out the door.

Congratulations to Ron and a Special Thank You to Diane Knight, and all of our members who helped with and attended the show.




**ART 101 GALLERY**  
 is proud to present a collaborative show  
 featuring the original works of our local artists


Friday, July 16th  
 5 til 8 pm

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 23 Public Square - Suite 11  
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 www.Art-101-Gallery.com  
 info@art-101-gallery.com


Meet the artists while  
 enjoying live music,  
 wine, & hors d'oeuvres



Scott Borrer



Pat Werger



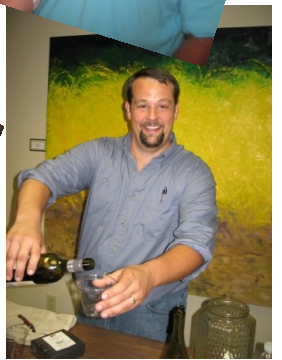
Kevin Busta



July's Collaborative Show was awesome! It was great to watch our featured artists reunite with lots of folks they hadn't seen in years.

Our guests enjoyed seeing their work displayed in a Gallery setting.

**Thanks to all who helped!**



He does exist.  
 Your fearless  
 Newsletter Editor  
 (& event bartender)  
 Rob Heichel

# Our Artists' Good Things

## Mike Guyot



Mike also received 'Judges Selection' at the Cains Park Arts Festival.



## Bill and Lee Beuther

At the Cuyahoga Valley Art Center's annual members' show, Bill received an Honorable Mention for his photograph, "Night Court," and Lee received an Honorable Mention for her encaustic painting, "All that Glitters."

At Brunswick Art Works annual members' show, Bill received First Place for his photograph, "Coaster Reflections," and I received Second Place for my pastel, "Another View from the Towpath."

At the Medina County Fair, Bill received the following awards in the Professional Photography division:

- 1st Place - Animals (Color) - Rainbow Crab
- 1st Place - County Focus (B&W) - Chippewa Lake: Stand "A"
- 1st Place - Miscellaneous (B&W) - Encircled
- 2nd Place - Landscapes (Color) - Dave's Barn
- 3rd Place - County Focus (Color) - Bygone Days
- 3rd Place - Miscellaneous (Color) - Compañeros
- 3rd Place - Animals (B&W) - Circle of Life

At the Medina County Fair, I received an award as **Outstanding Artist** in addition to the following awards all in the Professional Art division:

- 1st Place - Oil Abstract, "Fire and Ice"
- 1st Place - Watercolor Landscape, "Allardale"
- 1st Place - Colored Pencil Landscape, "Marblehead Blues"
- 1st Place - Pastel Still Life, "On Display"
- 2nd Place - Oil Landscape, "Springtime in the Park"
- 2nd Place - Pastel Landscape, "Allardale Too!"
- 3rd Place - Other/Encaustic Abstract, "Enigma"

## Pat Werger

Dan Castele (a former student of featured artist Pat Werger) was visiting from Pennsylvania when he saw one of the many articles on her recent show. He stopped in while he was in Medina and selected one of her originals for his own collection. They hadn't seen each other for years and really enjoyed catching up during their reunion at the Gallery.



They say that "imitation is the highest form of flattery" .....looks like these little gallery guests would like to compliment Greg Lewis on his sculpture! We love it when our guests **have fun at Art 101**



## Custom Framing and Now

# Custom Canvas Stretching

The spouse of member artist Katrina Polhamus is a professional canvas stretcher. David Benevegna previously worked as the Woodshop and Facility Manager at a large private art university. He taught classes about how to make stretchers and panels and was often commissioned by the art professors and other professional artists to create their panels. If you need custom panels or any canvas stretched, he is able to do that for you at an affordable price. Check out Katrina's work at the Gallery. Not only is it fantastic, it also is a good example of David's work. Contact information is available through the Gallery and price estimates can be provided upon request.

Our framer has an excellent supply of "in-stock" mouldings and can acquire materials from most of the major manufacturers. They order materials in large quantities, so pricing is about 1/3 of any other framer. The Gallery passes our savings on to our clients, as well as our members.

We have all available "in stock" moulding samples, corner samples of matting, and catalogs for additional moulding selections available in the Gallery. For the convenience of our members, we have designated Thursdays as a specification day.

**Due to limited work space, appointments are required so that we can accommodate each artist in the most efficient manner.** Once selections have been made, pricing can be obtained via email. Items are delivered to our framers every Monday, and usually completed by the following Friday. Large orders require 3 - 4 weeks lead time.

## Creative Corner (For our Artists)

Our membership includes a wide variety of experience levels. We have professional artists who have been around the block a few times, artists who are just starting to stretch their artistic muscles and artists everywhere in between.

Our primary goal is helping our artists sell their work. We do this in the gallery, on our website, through consultation and through our special events. Now, we hope to have information in this area of our Newsletter that will help answer some commonly asked questions.

### Gallery Ready

When galleries display an artist's work, they want to make sure that the pieces look professional. While different galleries may have specific guidelines for the work they display, there are some general rules that apply pretty much across the board:

- Well framed pieces are always acceptable.

- A canvas, if it's unframed, should be at least 1 1/2" deep.
- If it isn't that deep, the work should be framed with lattice board to provide depth and give it a finished look.
- Canvases that meet the depth requirement, but aren't framed, should be wrapped. In other words, the painting should cover the edges or the edges should be painted a solid color.
- Make certain that if you use a wire for hanging, the wire is strong enough, and well anchored, so it will hold the weight of the work.
- For oddly shaped or heavier pieces, make sure you've worked out how the piece will be hung or displayed and have the appropriate hardware available.
- Make sure to read through any guidelines the gallery gives you and don't be afraid to ask questions (just be certain to adhere to the Gallery's

communications policies - for Art 101 Gallery, the most efficient method is email).

### 4 Suggestions to Help with Success in Art

Of course, all artists want to be more successful and are constantly looking for ways to increase their income. As in all businesses, simply raising the price isn't always the right or best answer. Here are a few low-cost/no-cost suggestions:

*1. Be positively involved.* There are many different art organizations you can be involved with. We're talking here, though, specifically about Galleries. We have seen time and again that artists who are involved with our Gallery sell more art.

Art creates an emotional connection with a potential customer. When that connection is reinforced by the artist, sales happen more frequently.

2. *Network.* This goes hand-in-hand with being involved. Make sure to introduce yourself to people; have business cards with an example of your work on it; be involved with people. You never know where your next recommendation may come from.

3. *Look for creative sales opportunities.* Yes, you should have prints made of some of your work. A client's budget may not allow for an original, but a print on their wall will still let them enjoy your art and brings you into contact with that many more potential customers.

Where else might your art 'work'? There's a market for artists who are able to do book and CD cover art. Marketers are also always looking for images that evoke specific emotions.

The internet provides limitless opportunities to introduce your work to folks. As one example, there are a variety of websites that will take a digital image and put it on just about anything you want. Mugs, T-shirts, key chains, etc. are usually available. You don't have to order a whole shipment either, a lot of these sites will create the product and then 'drop-ship' it straight to your customer. You make money AND get exposure.

4. *Be a Professional.* Any artist who sells his or her work is, essentially, a business. You have expenses, budgets, marketing, contractors and a large (hopefully) income. You also have clients and customers.

Always err on the side of

professionalism and courtesy, especially when first meeting someone new. You'll be working with fellow artists, interior designers, gallery owners, etc. for a long time. My Granny always says, "You'll get more flies with honey than with vinegar" (I don't know why you'd *want* flies, but there you go).

Basically, artists who are professional, easy to work with, willing to lend a hand, offering constructive suggestions, and doing their best to stay involved and informed are more likely to create positive relationships that are healthy, and pay off over and over again.

## 'On-site' Member Collections (Right here with us at 23 Public Square.)

The Potomac Bead Company Dream, Design, Create

330-722-2555

[www.potomacbeads.com](http://www.potomacbeads.com)

Featuring:

Terry Bishop, Ryan Burdzinski, Deanna Lucas, Lucette Johnson, Barbara Moats, Katrina Polhamus, Tom Radca, Paul Rowntree, Pam Schlichenmayer, Mary Williams, Wade Young, Lisa Zook

EASTWOOD  
AMISH CRAFT  
FURNITURE

330-723-0014

[www.eastwoodfurniture.com](http://www.eastwoodfurniture.com)

Featuring:  
Fred Graff



330-722-4714

[www.medina-ohio.net/](http://www.medina-ohio.net/)

[medinagem](http://medinagem.com)  
Featuring:  
Bill Beuther



330-725-0912

Featuring:

Dorothy Chandler, Lynn Hagstrom,  
Paul Jira, Judy Maruszan

**Secureach Systems** 330-721-8255

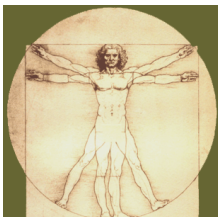
[www.secureachsystems.com](http://www.secureachsystems.com)

Featuring:

Marita Bitans, Fred Graff

\*These Collections viewable by appointment.\*

## Off-site collections



**Davinci Granite and Marble**

229 S. Court St

Medina, Ohio

330-764-3232

[Davincifloors.net](http://Davincifloors.net)

Featuring:

Taha Benadada, Ryan Burdzinski,  
Annette Poitau



**Cana Wine and Martini Bar**

113 W Smith Rd

Medina, Ohio

330-722-1919

<http://canamedina.com/>

Featuring:

Ryan Burdzinski, Karen Martin,  
Tina Pennington

## Welcome to our New Members

**Kevin Busta**  
**Bernie D'ettore**  
**Richard Doyle**  
**Bernice Ferry**  
**Matthew Kidney**  
**Ron Knight**  
**Leonard Marty**  
**Mary Mooney**  
**Connie Morrison**  
**Steve Morrison**

**Greg Ponomarenko**  
**Pam Schlichenmayer**  
**Eileen Steitz**  
**Dale Warren**  
**Meghan Wilder**  
**Rebecca Wilding**  
**Wade Young**

### Recommendations?

We are constantly on the lookout for talented local artists. Do you know a fellow artist that needs representation? We would love the opportunity to consider their work and the time is now. **We are now accepting New Members on a Limited basis.**

### Website

There are several pages on our website that are incomplete and we need some help. When you have a chance, please check out your page to see how complete the info is. [www.art-101-gallery.com](http://www.art-101-gallery.com)

Along with the images, we try to include the following:

- Photo of the artist.
- Short bio or artist's statement.
- The title, media, size and price of each piece.

If there are changes you need made (i.e. sold pieces or price changes), let us know.

If you send us changes, please give some time to get them in. Plus, don't forget to include 'website' in the subject line of the email.

Thanks!

## Stuff - Special Events, Shows, Etc.

**January - December** - Rosemarie Bloch has received a Special Recognition Merit Award in the "12th Annual All Media Juried Online International Art Exhibition and will be featured through 2010 at [www.upstreampeoplegallery.com](http://www.upstreampeoplegallery.com). Congratulations!

**August 28th** - The 2nd Medina International Fest, the Square in Medina. [www.mainstreetmedina.com](http://www.mainstreetmedina.com)

**October 7th** - Ladies Night Out. 5:30pm-8:30 pm, Downtown Medina

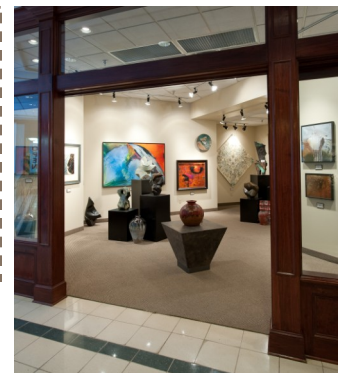
**October 10th** - Party Bus Trip to see The Blue Man Group at the Palace Theatre at 2pm. Sponsored by Main Street Medina contact [info@mainstreetmedina.com](mailto:info@mainstreetmedina.com) or call 330-952-0910

**November 6th** - World Tour of Music Concert Featuring N'Dias (The Mix) [www.mainstreetmedina.com](http://www.mainstreetmedina.com)

**Services Available** - The Gallery works with a wide variety of people and businesses and, often, these vendor partners are willing to provide services to our members at discounted rates (at the providers discretion). Rob Heichel (your friendly neighborhood Newsletter editor) can help with bios and other writing services. For members, Rob can develop a 350 to 700 word bio for \$10. Bill Beuther is an excellent photographer and will take professional photos of your work. And, if you have framing needs, contact the Gallery for discount and acct. info. Willing to offer discounted services for the Gallery's members? Let us know.

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 Newsletter @art-101-gallery.com — *When communicating via email, please include "Newsletter" in the subject line.*

**Current Staff:**  
 David Benevegna  
 Rob Heichel  
 Tina Pennington  
 Katrina Polhamus  
 Liz Speers  
 Lisa Warner-Bond  
 Meg Wilder  
 Wade Young



Bill Beuther's photo of Art 101 Gallery