



## President's Message

By the time you read this we will have arrived in December and the Festive Season is only about 3 weeks away. Where has this year disappeared to? It seems no time at all since we were looking hopefully for Spring to arrive and now we're all getting our snow tires installed and looking for the snow shovel.

Our AGM was held on 28<sup>th</sup> November and a new slate of officers was elected to serve as your Board for the coming year. If you didn't get a chance to attend the meeting I hope you will find an opportunity to come out to some of the events planned for next year and meet your Directors. And on that note....

**WE NEED A TREASURER!** Volunteers have stepped forward for most of the leadership roles in our organization but there is a major gap – no-one seems willing to take on the role of Treasurer for 2020. Can you help? If you do not have the time, inclination or expertise yourself do you know someone who might be able to volunteer? Each of us has a different circle of friends and acquaintances so surely somewhere out there is someone who could step into this function. The individual must be a member (or be willing to join) and should have some financial/accounting knowledge but the position is not onerous. I am asking each of our members to help in the search for our new Treasurer!!

Thank you!

Best regards - Maggie

### **Quote of the month:**

"We make a living by what we get, but we make a life by what we give."  
— Winston Churchill



# Oakville Art Society

putting a little art in your life since 1965

At A Glance

December, 2019

## What's Next at OAS?

### In the Gallery

#### ON THE TRAIL FALL AND WINTER

Vibrant Landscape paintings of the Bruce Trail by Heidi Rohde on until December 19. Coming soon Cards and Unframed Artwork by our members in the Gallery. Perfect for the Holiday Season. All available during regular office hours.



Coming in January, a show featuring our Friday Painters. Watch for announcement of dates.

Give the Gift of Creativity this Holiday Season



*Gift certificates make the perfect gift for the artist in your life*



The OAS offers a variety of art classes and workshops that will appeal to everyone's artistic nature. Treat the art lovers in your life to an artistic learning experience with a gift of creativity and inspiration.

#### December Office Hours

Mondays,  
10 a.m to 3 p.m.

**PLEASE NOTE: THE OFFICE WILL  
BE CLOSED**

**FROM DEC. 23rd REOPENING ON  
JAN 6th**

#### Welcome New Members

James Walker  
Christine McDonald  
Irena Fedchun  
Gerda Wolker

#### Winter Classes are now on-line

Check them out at:

[http://www.oakvilleartsociety.com/  
art\\_classes.html](http://www.oakvilleartsociety.com/art_classes.html)



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<b>Friday Morning Painters</b>	Fridays, 9:30 – 12:30 in Studio 1	<b>Plein Air Painters</b>	3 <sup>rd</sup> Tues each month, 10 am Meet at Sovereign House 7 West River St Bronte
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<b>Tuesday Evening Painters</b>	Please Note: This venue has been discontinued due to lack of interest, effective immediately
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## From the Editor's Desk

An excerpt from an article by Jason Horejs is the Owner of [Xanadu Gallery](#), author of [Dad was an Artist | A Survivor's Story](#) and best selling books ["Starving" to Successful](#) & [How to Sell Art](#), publisher of [reddotblog.com](#), and founder of [ARTsala](#).

So what are galleries looking for when they review submissions? In brief, they are looking for artwork that will show successfully in their gallery space. Remember, success can mean different things to different galleries. An academic gallery is looking for community interest and publicity, while a commercial gallery is looking for sales. Make sure your goals align with the goals of the gallery!

We are primarily interested in commercial galleries in this discussion, so let's think about what factors a commercial gallery would take into consideration during a review.

First and foremost, the question a commercial gallery is asking when they look at your work is "will this artwork sell?" Speaking from personal experience, this can be very difficult to predict, and so a gallery owner is left to try and presage saleability by looking at proxy indicators.

**Has the artist established a track record of sales?** While they are no guarantee, past sales can be a good indicator of future sales.

**Is the work striking? Do I love it?** If the artist doesn't have a sales history, an owner will often try to judge the work by her own reaction to it. "If I like it a lot, other people might too."

Owners also take into consideration the price point of the work. A gallery is unlikely to take on an artist whose work is dramatically more or less expensive than other artists' work in the gallery.

An owner must also weigh whether or not the work brings something new to the gallery. If your work

From the Editor's Desk (cont'd)

**Things you Should Keep in Mind When Seeking Representation**

**Treat gallery submissions like a marketing campaign** - Let's face it, because of the fluid nature of the review process, acceptance is, to an extent, a matter of serendipity. In order to get "lucky" and have a gallery agree to represent you, you are going to need to make a lot of submissions. This, like any marketing effort, is a numbers game. You may have to submit your portfolio to hundreds of galleries in order to find representation. Okay, many artists find success before submitting to hundreds of galleries, but you should be prepared to be persistent.

Realize that as a gallery owner, I can expect to receive dozens of submissions from artists every month. Your chances of finding success with any one gallery are small, but if you submit to many galleries you dramatically increase your odds of success.

**Exceptions** - Even in galleries that offer a formal submission process, there are times when a gallery will make an exception to that process if they see something spectacular in a portfolio. I know of many instances where artists found representation in galleries after having circumvented the formal review process. Some have done this by leveraging introductions to the owner by a mutual acquaintance, and others by boldly ignoring submission guidelines.

**Don't Take Rejections Personally** - Knowing what you now know about the review process, I hope I can encourage you not to take rejection personally. As mentioned, galleries reject most artists who submit, so you are in good company! Think of a rejection as a favor. A gallery, by rejecting you, is saying "We don't feel we would be able to do a good job of selling your work." You might feel that they are wrong, but if they don't believe they're going to do a good job of selling your work, it's better to keep searching until you find a gallery that is confident in their ability to sell your work.

