

**Last month's  
Members' Meeting  
– volunteers 'thank  
you' evening**

The lifeblood of OAS lies in the generosity of members who give up their time to volunteer. We are a busy Society and there are always jobs to do, some more obvious than others, but all assistance is greatly appreciated. The meeting gave members a chance to mix and mingle, enjoy a lavish supper, and hopefully feel that they have contributed to helping OAS through a particularly busy cruise ship season and exhibition programme.

During the meeting, members were given a preview of the new OAS website. Thank you to Mike & David Corballis for all their time spent attending to the previous website, and to Reid Baldock for his major input in designing the new one. It is certainly handy that OAS members have clever sons!!



At last month's meeting **Brian Miller** gave a presentation explaining aspects of the revised Otago Art Society website. Check it out – we are interested to hear any feedback on how you can navigate it to find information.



**HOPE & SONS  
ART AWARDS  
People's Choice**



**Ness Kerr** (pictured) and Jackie Ryder, Sales Gallery co-ordinators, have been very busy lately, undertaking the demanding job of packing and posting in the aftermath of the Hope & Sons Art Awards. This year 56 works were sold.

OAS is most grateful for the generous sponsorship provided by Hope & Sons for their biennial art awards exhibition.



**Winner:** Phillip Edwards acrylic painting *A Walk in the Sea Mist*.

- 2: Murray Ayson, oil, *West Arm, Lake Manapouri*.
- 3: Geoff Williams, acrylic, *This Must be The Place*.
- 4: Philip Markham, oil, *Above the Dart*.
- 5: Ricky Drew, acrylic, *Togetherness*.
- =6: Robert Ireland, oil, *Sea Clouds* and Don McAra, oil, *Staithes, Yorkshire*.
- =7: Anita De Soto, oil on aluminium, *Untitled*, and Rachel Sutton, mixed, *Revered Memoir*.
- 8: Jason Low, oil, *St Clair Poles*.
- 9: Karen Smith, oil, *Wanaka Reflections*.
- 10: Jasmine Middlebrook, oil, *One Eye Open*.

**MEMBERS' MEETING**

**Thursday 16th June,  
7.00pm**

**Members' meetings will begin at 7.00pm until daylight saving time recommences.**

**Guest speaker : Antony Deaker**

Antony has spent the past 15 years mentoring local artists on the path to self-employment. He has recently taken on a part-time position with Enterprise Dunedin to assist in the DCC's Ara Toi project, with a focus on integrating arts & culture with economic development.

**Next month's guest speaker (21st July)**

**Dudley Benson:** innovative Dunedin-based composer, producer and performer, will explain **Boosted** to us (it's a crowdfunding platform, backed by the Arts Foundation, helping artists access funding).

**JUNE 2016**

*Newsletter*

*140th  
Anniversary  
Year*

**Otago  
Art  
Society**

INCORPORATED

**First Floor  
Dunedin Railway Station  
22 Anzac Avenue  
DUNEDIN**

Open daily 10am to 4pm

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Dunedin 9058, New Zealand

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**'A4 Anonymous' Exhibition**  
**Celebrating OAS 140th Anniversary**  
**300 works for sale at \$140 each**  
**Gala opening night Friday 10th June**  
**(for contributing artists, invited**  
**guests and OAS members)**

Doors open 5.30pm  
 Opening speeches 6.00pm  
 Sales start at 6.30pm

**Exhibition opens to public 11th June**  
**TELL ALL YOUR FRIENDS!!**

We have been thrilled and humbled by the good will and generosity shown to OAS by artists contributing their work for this fundraising exhibition. The wider creative community has really stepped up to support this initiative (suggested by Nic Dempster), the proceeds from which will go towards setting up a new Dunedin-based and OAS-run national Art Awards exhibition, catering to all media. Currently, our two locally-based Art Awards exhibitions only allow entries of 2-dimensional art, which means many other art practitioners can't enter their work. The new art awards will bridge this gap.

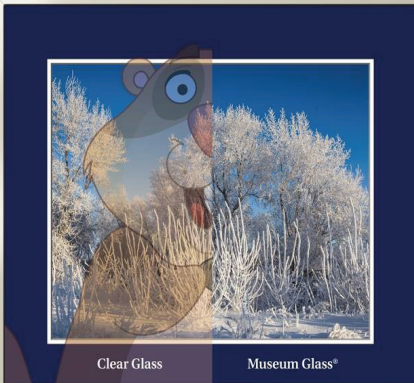


Above: **Denise Benwell and Nic Dempster** preparing the A4 panels for exhibition.

Below: Some of the donated artworks. We anticipate a feeding frenzy of interest – amazing value to be had for \$140 each.



Stockists of Tru Vue  
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10% Discount for all  
 O.A.S members

the framers  
 ROOM

Level 2, 2 Dowling Street, Dunedin.  
 03 474 1112,  
 cath@theartistsroom.co.nz

**FOR  
 SALE**

Watercolour paper  
 Quantity of Saunders  
 HP 300gsm, \$10 a sheet.

Contact

Robyn Armstrong  
 021 161 3858.

Selling on behalf of the  
 Wakari Art Group,  
 proceeds to go to  
 Group Funds.

**Life Drawing at Olveston**

Wednesday evenings, 6pm-8:30pm,  
 Next 5 week course commencing: 29 June 2016  
 Bookings essential: \$140

OLVESTON HISTORIC HOME  
 42 Royal Terrace, Dunedin t: 03-477-3320  
 e: reception@olveston.co.nz  
 w: www.olveston.co.nz

**ANIMAL PORTRAIT PASTEL CLASS**

**Saturday 25th June, 9am to 4pm**  
 at the Custom House, Tyne Street, Oamaru.  
 North Otago Art Society members: \$35  
 Non-members: \$45  
 Phone Barrie White 03-434 2181

Some advice from our April members' meeting discussion:

## Guidelines for Pricing Your Artwork

The following article supplied by Richelle Byers, Gallery de Novo

Running a gallery we see many new artists come through our doors with artwork they would like us to sell, and when we think it may be the right feel for the gallery one of the key questions is "how much do you want to sell it for?". Obviously for artists who have sold before the answer is easier and a great guide line, but anyone who hasn't sold their work (other than to family members/friends) it can be tricky – for both the artist and the gallery. So some guidelines we suggest and go by...

- Have a look at what other work is selling for. This is a good starting point but remember, there are many factors that may affect an artworks price ... how long the artist has been showing for, have they had sell out shows or is their work in high demand, have they won lots of awards and sometimes what qualifications they have. This last point doesn't necessarily determine the value of an artwork. For example – we have artists who have completed a master in fine arts being exhibited alongside self taught artists and we wouldn't say the qualification necessarily affects the value.

What does affect the value however is:

- Quality. It is really important your work is done with quality materials. Ensure your boards are primed, oil paint is fully dry before varnishing etc. Purchasing a work of art is a big investment for people and like anything they want to make sure it will last. This also includes how it is framed/displayed. A beautiful work of art fitted in to a cheap ready-made frame can very quickly minimise the worth of the work in one look. Equally we have some artists' work that we cannot sell unless the work is framed. Framing can be expensive, but most framers can show you a number of options with something that will hopefully fit your budget while also doing the work justice.

- Most artists and galleries will have a gut instinct to the value of a work – in some cases if this is similar then that is brilliant and a great place to start. If an artist who is about to show with us has a value in mind for their work that we think is quite high, we suggest lowering the price to start off with. When your works continue to sell then you can put prices up. It looks much better to potential clients to see works by an artist selling and the price slowly increasing, as opposed to artworks sitting around for a long time. The more you can sell, the more people's homes your work will be in and seen by more people/potential buyers. Word of mouth is very powerful.

- Put yourself in the buyer's position. Ask yourself what would you be willing to pay for your work. You can try this with friends too (although some may feel uncomfortable about being put on the spot).

- Talk to other artists / gallery owners. If you see yourself being able to ask say \$2000 like another exhibiting artist, see what price point they started off at.

All the best, Richelle

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Check out the competition: if you are too expensive or too cheap you will lose out. your price tells a story about where you want to position yourself, who your dream clients are, what your profile is, what the value of your work is.

Are you able to charge more because you are more exclusive, not so prolific, have a higher public profile? To be able to charge higher prices, you will need to work with the finest materials, and need to be able to show your creativity and expertise to achieve these higher prices.

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**Find the base price for your work.** Calculate the time it takes to make the object; add the operating costs / overheads such as power, heating, insurance; remember to add the current market value of your raw materials, also packing and postage, to arrive at a base price for your work. You can increase this price based on your reputation or profile and based on quality of work, design and technical skill. **"How much extra you decide to charge is between you and your ego."**

**Materials + Labour + Expenses + Profit = Wholesale x 2 = Retail**

At last, in our own premises....  
Night drawing classes!

## TUTORED LIFE DRAWING CLASSES

Tutor: Louisa Baillie

Two series of six Tuesday evening classes,  
6.15 pm to 8.45 pm.

Good for all persons, beginners to advanced.  
Easels and boards will be provided.

During each class you will learn about the anatomy of the skeleton and muscles beneath the model's skin, and be given some exercises to help your drawing skills.

First series: August 16th to September 20th

Second series: October 4th to November 8th

Venue: OAS, 1st floor, Dunedin Railway Station.

**\$190.00 per series.** Advance bookings essential, as places are strictly limited.

**Contact:** Louisa at [loubaille@gmail.com](mailto:loubaille@gmail.com) or text 0272704353 with your name and contact details to request an enrolment form.

*The Otago Art Society is generously offering an exhibition of your drawings, where works can be sold, at the conclusion of the series (November date to be advised).*

**Update from tutor, Louisa Baillie:**

*Some places still available for the August class. I intend the classes to be **vigorous but fun**. I can guarantee each participant will produce at least one work that they'll be proud to exhibit in November at the Art Society! Of course at the classes the students will be mostly drawing the model, but they'll have the chance to try different styles and media, which will help them deepen their drawing practice.*

## Basic art pricing fundamentals:

**Step 1:** Define your market. Where do you sell your art? Do you sell locally, regionally, nationally, or internationally? The art, artists and prices in your market are the ones you should pay attention to.

**Step 2:** Define your type of art. What kind of art do you make? What are its physical characteristics? In what ways is it similar to other art? How do you categorise it? This is the type of art that you want to generally focus on for comparison purposes.

**Step 3:** Determine which artists make art similar to yours either by researching online or visiting galleries, studios etc. and seeing their work in person. pay particular attention to those artists who also have career accomplishments similar to yours, who've been making art about as long as you have, selling about as long as you have and so on.

**Step 4:** See how much these similar artists charge for their art. Their prices will be good initial estimates of the prices you should charge for your art.

**Comparative pricing:** The people who buy art do it – you should too.

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Price by piece, not by hour, and find the right people who value your work. Be confident in your pricing:

**"If you like what I do, this is what I charge. if you don't want to pay it, you don't have to buy it."**



Above: the display shelving in the shop has been modified to a uniform height. Paintings can be seen better.

Below: jewellery attractively laid out on a white background.



**Kaori Jackson** as artist-in-residence. Her colourful wildlife paintings are popular with visitors.



### ANOTHER CHORUS CABINET

**Jenny Longstaff's** recent addition to the street art scene in Mosgiel: "River Mist Rising".

## News from the Sales Gallery

by Anne Baldock

If any artists have their own business card please leave some with the Sales Gallery staff. They often get asked for information on an artist when making a purchase. It would also be a good idea to supply the shop with an Artist Profile about you and your work to keep on hand. You can ask Jackie or Ness to send you a template to complete, making it a simple job.

If you are an artist coming in to speak to staff about any problems or bringing in new stock please be mindful that they can often be busy serving customers which is most important because this is how the artists earn money. When you come in please check that it is a good time to have a conversation with staff, preferably when there are not customers requiring assistance. If you need to wait, why not pop along the hallway and enjoy viewing the OAS Permanent Collection.

I hope you are all remembering to tell your friends and family members to do their gift shopping at OAS. People always appreciate getting a quality, locally-made, original piece of art or jewellery etc.

# ART ZONE

ART MATERIALS  
PICTURE FRAMING

## JUNE 25% off

ART SPECTRUM AND  
WINSOR & NEWTON BRUSHES

57 HANOVER STREET,  
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EMAIL [andii@es.co.nz](mailto:andii@es.co.nz)  
PH/FAX (03) 477 0211  
[www.art-zone.co.nz](http://www.art-zone.co.nz)

**Keeping in touch with members:** OAS artist member **Ruth Reid**, Christchurch, is busy gearing up for the NZ Art Show and the Christchurch Art Show – both in June. Her 'Join Us in June 30:30' Facebook group is hard at it through the month, with artists creating a work each day of the month and posting their efforts. It makes for interesting viewing. Ruth was thrilled to be informed that Manhattan Arts International is featuring her work. [www.manhattanarts.com/ruth-reid-painting](http://www.manhattanarts.com/ruth-reid-painting)

Another OAS artist member from Christchurch, **Maxine Burney**, is also exhibiting in the Chch Art Show and has been conducting workshops. I have persuaded her to run a workshop in Dunedin later in the year, probably something to do with pastels or creative colour.

\* \* \*

**Paul Wheeler** has lots of art catalogues and books that belonged to his father, artist **Colin Wheeler**. Any interest from anyone? Paul needs to find a home for them sometime, no immediate rush. There's bound to be some really interesting items there.

## Events Calendar

### A4 ANONYMOUS EXHIBITION Celebrating OAS 140th Anniversary

- **Gala opening 10th June.**  
For contributing artists, invited guests and OAS members. Doors open 5.30pm; speeches 6.00pm; sales start 6.30pm. Open to the public from 11th June to 10th July. (Each artwork priced at \$140.)

### JUNE MEMBERS' MEETING

- **Thursday 16th June, 7.00pm**  
(Please note starting time – until daylight saving recommences, members' meetings will begin at 7.00pm)

**Guest speaker: ANTONY DEAKER**

See front page of newsletter.

### HEART FOUNDATION ART AUCTION

- **15th July 7.00pm**

### NZ INTERNATIONAL SCIENCE FESTIVAL

- **11th–18th July: Otago School of Medical Sciences: Exhibition of Photographs in OAS Hope Gallery**

### JULY MEMBERS' MEETING

- **Thursday 21st July, 7.00pm**

**Guest speaker: DUDLEY BENSON**

See front page of newsletter.

### EDINBURGH REALTY

#### PREMIER ART AWARDS 2016

- **Friday 15th July** entry form and fee due
- **Fri 22nd & Sat 23rd July** receiving works
- **Friday 29th July** Awards announced at opening function, 6.00pm
- **30th July – 28th August** open to public

#### TUTORED LIFE DRAWING CLASSES

- **First series commencing 16th August**  
Email for details: [loubaille@gmail.com](mailto:loubaille@gmail.com)

### Bellamys Gallery Macandrew Bay

Caselberg Creative Connections  
resident 2016

### THE HERWEKA PROJECT

**Becky Cameron**

Opening Sunday June 12th  
from 3pm, film screening at 4pm.  
exhibition runs till July 3rd