Focusing on…

Exhibiting Your Photography
by Sharon Feissel

That first step into exhibiting your photography outside of your close circle or beyond the photo club can be somewhat daunting. My own silent prayer has always been: “Please, just don’t let me embarrass myself too badly.” To minimize personal embarrassment and maximize personal success, let me suggest the following:

1. Selecting your entries. Be very discerning in looking at the quality of your photograph, as well as of the print itself. Remember that it is not the best but the worst image you present that tells the viewer (judge/potential buyer) what you consider to be superior work. Set your standards high, so your cumulative reputation will be high.

   You are the initial juror. The hardest skill to acquire is to look objectively at your own work. At the beginning, you might find it helpful to list all the things you have learned that make an image weak or strong and use that as a checklist for evaluating each potential exhibition image.

2. Where to get started. The easiest first step is the Sonoma County Fair, the Sonoma-Marin Fair, and the Harvest Fair and, in Napa County, the Mustard Festival and Napa County Fair. The fairs are broadly accepting of work at all levels. There is good experience to be gained in learning to follow venue requirements, seeing how your own work looks in comparison to the rest of the exhibition, and testing the waters as far as gaining awards. This is where we all got started. You gain experience and confidence in these settings. And the cost is minimal.

Try Sebastopol Center for the Arts, Plaza Arts in Healdsburg, Artisans Art Gallery in San Rafael, Gualala Arts in Gualala. The Marin Fair is very competitive. Just getting into the Marin Fair is confirmation of your work.

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~ EXHIBITIONS AND ONGOING CALLS TO ARTISTS ~

EXHIBITIONS, ETC.

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ONGOING CALLS TO ARTISTS

Santa Rosa Recreation and Parks Department: Exhibits at Finley and Steele Lane Community Centers and City Hall. To apply, go to Finley Community Center, 2060 West College Avenue, Santa Rosa, to pick up an application. Community Center hours are Monday - Friday, 8:00 am - 7:00 pm and on Saturday 9:00 am - 1:00 pm. For further information, call 707-543-4512; contact is Tara Matheny-Schuster, email tmatheny_schuster@srcity.org

The Atrium Gallery at Marin General Hospital mounts four shows a year of “healing art.” The gallery is looking for local artists for future shows. Previous artists have included Ernest Braun. Send slides and SASE to Wende Heath, Institute for Health and Healing, PO Box 8010, San Rafael, CA 94912.

Open deadline: SHOWCASE 2008. Plaza Arts Center is now taking applications for the Showcase 2008 season. Showcase exhibits are juried and run for a period of four weeks - including weekends, a reception and promotional postcards. Each artist is allocated 8 linear feet of display space except for the January Showcase which allocates 12 linear feet. All media are considered. The fee is $125 for a 4-week event. Showcase guidelines at: http://www.plazaartscenter.org/artistShowcaseGuidelines.htm

EXHIBITING YOUR PHOTOGRAPHY (continued from Page 1)

3. Approaching venues. You may want to approach galleries, frame shops, wineries, restaurants, and other places that exhibit artwork, including the city of Santa Rosa. You will have to be certain that you can provide not just an image or two but a body of quality work to fill the space available. You will need a well-selected portfolio—remember that the portfolio is your “exhibition on paper.” It shows people what could be on their walls. A nice binder with your best images in clear sleeves will serve for this purpose. Since there aren’t many venues, the waiting list can be a year or more.

4. Costs and pricing. A real tough one. Just accept the fact that you probably will not have massive sales, and you will not cover all your photography costs. Costs per image include not only paper, inks, test prints, matting, frame, and glass, but also the entry fee and commission that will be subtracted from a sale. So be certain that these things are covered in your price, and add a bit for yourself.

Good luck!
GOOD NEWS!

Greg Gorsiski has sold an 80 page book of photographs taken on Alcatraz Island during the last 2+ years. It is being published by the Golden Gate National Parks Conservancy and will be available in the six bookstores they operate as well as through their online store. It should be out Winter 2008.

~ APRIL PROGRAM ~

An Evening with ArtQuest Photography and the Brook Hill Photography Club

Come join us for an evening with the ArtQuest Photography students from Santa Rosa High School and the students from the Brook Hill Photography Club as they share their photographic vision. Students from Santa Rosa High will offer their interpretation of a group of images to open our eyes to a totally different perspective. The students from Brook Hill would like to say, “Thanks!” for making their club happen and share a little of what they have learned. Come and share in an evening sure to open your eyes to a new perspective.

April 24, 2008, at 7:00 pm

Capture the Magic of Wildflowers: A Photographer’s Workshop

Do your photos of wildflowers emote the beauty and feeling you experienced when you clicked the shutter? Would you like to have your images “speak” to people? Join Reny Parker, author of *Wildflowers of Northern California’s Wine Country & North Coast Ranges*, for a day-long workshop. Great for anyone wanting to improve their photographs of wildflowers or other small objects of nature.

Locations/Dates:
Mendocino Coast Botanical Garden – April 19
Pepperwood Preserve – April 27
Fort Ross State Historical Park – May 17

Hours: 9:00 to 4:30
Workshop fee: $59.00

For more details:
Renywildflowers.com/workshop.html

Results of the March 2008 PSA Electronic Image Competition

Awards of Merit went to:
Joe Simons - Graceful Landing - 12 points
Marcia Hart - Almost Home - 11 points

Honorable Mention went to:
David Wallace - Sonoma Coast Display - 10 points

Other scores were:
Tania Amochaev - Waiting for a Ride - 7 points
David Henneman - Dark Timbers - 9 points
Diane Miller - Unbearable - 8 points

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MARCH COMPETITION RESULTS

GENERAL

Level B
1st Adele Wikner  Surfboarder
2nd Phil Wright  Sunlight and Shadows
3rd Deborah Hepper  Jockeying for Position

Level A
1st Kathie Kameoka  Wagon Wheel
2nd XXX
3rd XXX

Level AA
1st Bobbi Chamberlain  Sierra Gold
2nd Drew Jackson  Merlot
3rd David Henneman  Street Vendor Guatemala

Level M
1st Howard Bruensteiner  Rockaway Beach Moonset
2nd Jerry Meshulam  Antigua Arch Reflection
3rd Howard Bruensteiner  Icy Falls

CREATIVE

Level B
1st XXX
2nd XXX
3rd XXX

Level A
1st Marilyn Caven  Spring Flowers
2nd XXX
3rd XXX

Level AA
1st Larry Mackie  Big and Little
2nd Katherine Woodford  Iris Show
3rd Cris Gondak  Lavender in Motion

Level M
1st Art Butterfield  Soccer Ball and Grandkids
2nd Diane Miller  Abstraction Number 5 Rust
3rd Tania Amochaev  Magic Mushrooms

NATURE

Level B
1st Anne Abrams  Chickadee
2nd Harold Moore  Sea Lions
3rd Kevin O’Conner  Blind Beach

Level A
1st Marcia Hart  Pelicans Evening Flight Ritual
2nd XXX
3rd XXX

Level AA
1st David Wallace  Coasts Evening Radiance
2nd Bobbi Chamberlain  Incoming Tide Strawberry Hill
3rd XXX

Level M
1st Alan Glazier  Sandhill Cranes in Motion
2nd Alan Glazier  Half Dome from Sentinel Bridge
3rd Marilyn Brooner  Snowy Egret

2007 End of Year Winners
B—General

"PEARS" BY PHIL WRIGHT