Manchester Artists Association

https://www.manchesterartists.com (secure website)

CORONAVIRUS CANCELLATION and POSTPONEMENTS
Manchester Artists Association Monthly Meeting and
Manchester Artists Association Annual Banquet
JUNE 1, 2020
HAS BEEN CANCELLED

Manchester Artists Association activities: Audubon Exhibit and North End Fine Art Gallery Show are still postponed until further notice, as these venues remain closed.
Artist of the Year Award and MAA Scholarship Award are still postponed until further notice.

MAA will continue to monitor the situation and advise accordingly. All of these events will be rescheduled when it is considered safe to do so.

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**HAVE TIME? PARTICIPATE IN SOME ONLINE EDUCATION**

**Business of Art Online Education Series | Demystifying the Business of Art**  
Thursday, June 4, 2020  
12:00 PM - 1:30 PM  

**Business of Art Online Education Series | Hands-On Social Media 1 For Beginners**  
Tuesday, June 9, 2020  
4:30 PM - 6:00 PM  

**Business of Art Online Education Series | Marketing Yourself as an Artist**  
Tuesday, June 16, 2020  
4:00 PM - 6:00 PM  

**Business of Art Online Education Series | Hands-On Social Media Marketing 2**  
Tuesday, June 23, 2020  
4:30 PM - 6:00 PM  
Sell Art Successfully in Tough Times

Now is a difficult time for artist here and around the world. The current situation has weakened our economy as unemployment rises and recession appears likely. None of these trends bode well for the art market. Selling art is never easy, even in the most robust of economies, and at times like this, it can seem nearly impossible. But confronting adversities is a fact of life and any artist who expects to be successful must adjust to prevailing conditions in order to survive.

The number one recommendation for any artist trying to ride out a slow art market is to be flexible, particularly with respect to selling prices. Realize that art prices fluctuate according to supply and demand just like those of gasoline, electricity, and other commodities. You can't expect your price structure to stay the same when people all around you are taking salary cuts, losing their jobs, watching their stock portfolios deteriorate, or worrying about their security. So above all, be willing to drop your selling prices, and drop them substantially, if necessary.

This doesn't mean you immediately announce to the world that you're having a "fire sale", but rather that you monitor the health of the art market on an ongoing basis in order to respond appropriately to changes as they occur. In terms of lowering selling prices, watch for indications that your potential buyers are making more than the usual amount of excuses for not buying art. Decreasing sales volumes and general pessimism regarding financial issues are also key indicators.

When news is not good, be prepared to make your art more attractive to buyers. Offer price reductions, time payments, or other incentives that would encourage people to buy your art in spite of what is going on.

For example, noted Portland Oregon artist, Clyde Leon Keller (1872-1962), took drastic measures to keep his career afloat throughout the Great Depression of the 1930's. During the 1920's, when times were good, his best paintings were selling for as much as $600 each. At the height of the Depression, he had reduced his selling prices to $30-$50 per painting, payable at the rate of a dollar a week. Keller had enough people paying him that dollar a week to support his family and stay employed as a full-time artist.

You most likely won't have to follow in Clyde Keller's footsteps, but his example illustrates the level of resolve and the drastic measures that must sometimes be taken in order to survive. The suggestions below may help you generate additional income during lean economic times.

** Rent your art. If you can rent out twenty works of art, each for $20 per month, that's $400 per month that you wouldn't have if that art stayed in your studio. Rent mainly pieces that you're less likely to sell outright. You don't want to tie up salable works that can generate significant dollar amounts in short periods of time.

** Barter your art. Successful artists trade art for everything from medical, dental and legal services to meals, pots, pans, furnishings, other artists' art, and just about anything else that they need in order to survive. For instance, offer to hang your art at restaurants or other eating establishments in trade for monthly food allowances. Watch for people getting rid of personal possessions or office furnishings and offer to trade art for whatever you might need. Ask people having garage or house sales whether they'd consider taking your art in trade for items left over at the end of the day. In other words, suggest your art as trade for goods or services whenever and wherever you can.

** Explore part cash/part trade options even when someone wants to buy your art outright. Unless you ask, you never know when a buyer might have something to trade that you really need. The great advantage to trading is that you almost always come out ahead financially.

** Think about producing works of art that capture the essence of particular adverse circumstances such as those we're now experiencing. Works of art that illustrate our current feelings of anxiety, sadness, confusion--I could go on and on--might sell well in the marketplace. For example, James
Montgomery Flagg’s powerful World War I recruiting poster of Uncle Sam pointing directly at the viewer and declaring “We Want You” is one of the most enduring wartime images in American history. At the opposite end of the continuum, works of art that make viewers feel more at peace or more connected to their loved ones may also sell well. All artists possess skills and abilities to convey emotions, arouse feelings, explore sensitive issues, and make powerful statements with their art. Rather than seeing tough times as obstacles to career success, consider them as opportunities to tap into your creative strengths and reserves. Experiment with new subject matters and techniques, advance your art, and impact viewers' lives in ways that you've never been able to before. At times like this, we all do our part to stand firm, build character, and keep ourselves in a state of mental well-being.

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OPEN POSITIONS

Since we still have the Vice-President, publicity and soon the Treasurer open, won't you consider volunteering for these tasks? You may want to try one of these positions before committing to it. That's fine! How about sharing a task with a friend? Two of you responsible for one area. You will find that it doesn't entail as much as you think since the task is all spelled out for you and which you can adapt to your ways. Our secretary, Gin Demers, has compiled all the information for all the MAA positions. Contact Jim O'Donnell or any of the Board members, if you'd like to review an area of responsibility before trying/committing yourself to it.

As Artists Helping Artists, we make our organization better by sharing our time and effort. With many volunteers keeping the organization running smoothly, the tasks are spread thinner so that no one individual is overwhelmed.

Officers:

President: James O'Donnell 603-858-1461
Vice-President: OPEN
Secretary: Virginia Demers 603-289-6733
Treasurer: Aline Lotter

MAA Board members:

Newsletter Editor: Stephanie Edwards
Membership: Rollande Rousselle
Webmaster: Tracey Goodwin
Publicity: OPEN
Programs Stephanie Edwards
Library: Sheila Kokoszka
Scholarship: Howard Muscott 603-440-8141
Hospitality: John Letson
Artist of the Month Sites: Paul Ducret 603-623-5890
Historian: Judy Gelinas
Artist of the Month and Raffle: Rachel Paul, Dolores Aucoin and Lorraine Aucoin

Visit our website to see all that is taking place at MAA and to view members’ artwork.

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