

The SPOT Light

The Paint Spot Newsletter

www.paintspot.ca

Fall 2010



NEW STORE NEW OPPORTUNITIES NEW CUSTOMERS!

We've been in our new location eight months already! It has been a joy, and with a lot of hard work we've transformed our little store into a community art centre! Wow it's worth it! Our product selection has expanded, our range of workshops is growing, and our free parking is a welcomed relief from busy Whyte Avenue. Customers are finding us and we are finding new customers. Join our Email Club and our Facebook group to be included in our exhibitions, events and contests. Stay in touch and tell us about your own exhibitions, workshops and events and we'll help promote you in return.

This is an exciting time to be an artist. We can easily share our progress with others; inspire each other; and educate patrons in the process. Join our Facebook group for more on this topic. Speaking about Facebook, how do you use social media?

VISIT US AT OUR NEW LOCATION!



ART Exhibition & Competition

We have high ceilings and lots of extra wall space to showcase art. You are invited to share your art with other artists and perhaps win a gift certificate! Each exhibition has a theme presented in any media and any style. We have limited storage so please drop-off and pick-up work as scheduled.

GRANDE PRIZE (and bragging rights) \$100 Gift Certificate

HONOURABLE MENTION \$50 Gift Certificate

Entry Fee: \$10 Limit one piece per artist.

Size Restrictions: between 16"x20" & 30"x40"

FALL FOLIAGE

Colourful Landscapes
Art Delivered:
Sept. 30 - Oct. 2
Exhibition:
Oct 7 - Nov 30

WINTERSCAPES

Urban or Rural
Art Delivered: Dec 1 - 4
Exhibition:
Dec 10 - Jan 30

FLOWERS & BIRDS

Celebrate Early Spring
Art Delivered: Feb 1 - 4
Exhibition:
Feb 10 - Mar 31



OLD STRATHCONA: 10032 81 Avenue Edmonton, AB T6E 1W8
t: 780.432.0240 f: 780.439.5447 info@paintspot.ca 1.800.363.0546 www.paintspot.ca
OPEN: Mon – Sat 9:30am – 6:00pm, Thursdays until 8pm, Sundays Noon – 5pm
Customer parking behind our store. The Spot'Light is the newsletter of The Paint Spot Ltd.





BLOGGERS AND SOCIAL MEDIA



With the dawn of MySpace and Facebook came social networking. Art is business, and just like with any other business networking is vital to being successful. Think about it, there are over 400 million users on Facebook alone and chances are that someday your friend may have a friend who knows someone looking for an artist. There has never been a wider and easier method of staying in touch in both our personal and professional lives.

Many artists are successful in painting and blogging every day and some are masters of social media marketing. Websites can be rather static but social media engages others in the creative process and makes it easy to pass along links to others. On-line media has diverse channels of opportunity and many are free. Whether you are hoping to sell work or looking for feedback on becoming a stronger artist, put the world of social media to work for you.

Start with Facebook. Create a page or a group separate from your personal profile. You will still benefit from being able to social network with friends and family while giving yourself a professional platform in which to connect with clients. Remember what you put into your page is what you get out of it. Stay active and update regularly with relevant information but not so much that you update your status every time you eat a jelly sandwich. Block all those addictive games that everyone likes to play - stop farming and start painting! If you are uploading images of your work be sure to watermark them so that they are not easily copied.

Next, join groups that are related to your field of work. Not only will this allow you to receive updates but it will also encourage you to network with others by sharing information and images on the groups' discussion board. Don't forget to join The Paint Spot's and Whyte Ave Art Walk's Facebook groups to receive up-to-date information on events, contests, workshops, and products.

Once you begin, you will be surprised at how quickly your list will grow and how diverse your contact list will become. "I've spent the last 2 years living in Scotland and traveling around Europe. I've met friends and contacts from all over the world." says artist Marian Switzer. "These contacts have invited their friends and family to join my Facebook page and before I knew it my contact list was quickly expanding! The best part is I have an international list of contacts without having had to put much effort into acquiring them!"

Another window to engage fellow artists, friends and patrons is called "Blog Painting". Several artists maintain on-line diaries complete with artworks in progress. This concept has value as an art discipline and a potential to include others in the creative process. There are several free blogging sites. Remember to link your blogs to your Facebook pages and your own websites. Suddenly you too are a multi-channel marketer.

RSVP if you would like to attend a workshop on this topic. Visit these blogs of our instructors and coworkers.

- www.slnorquay.blogspot.com
- www.angellapowell.blogspot.com
- www.caricaturegirl.blogspot.com

ART CHALLENGE: Paint Every Day

The Daily Painters trend really got its momentum going in early 2005. Of course the idea is nothing truly "new". The Impressionists, Van Gogh and certain Expressionists worked in a rapid a la prima manner... finishing a work in a single setting. Contemporary artists imposed a similar discipline upon themselves as a means of avoiding second-guessing while training their eyes to see better and their brushes to capture the essence of work quickly and easily. "Although I've never joined any formal 'painting-a-day' groups, I did force myself to get back to the notion of being a working artist" says Kim Fjordbotten. "I have pushed myself to make simple paintings, in short periods, as often as I can. I managed to produce several paintings a week for a while, usually small pieces 6x8" to 12x16" done in an hour or so. I consider these works as exercises for larger paintings and doing them has surely enhanced my work."

SAVE 30%

Stock up on
canvases and
boards for
daily painting!



SALE

Painting everyday
can really wear
down brushes.

Buy 4
Brushes get 1
Free this fall!



Artful JOURNALING

Another way to create daily art is to complete a visual journal page every day. Artful Journaling is a unique combination of the decorated page and creative writing. What began as a simple idea has taken on a life of its own. Explore various art techniques, experiment, invent, play with the written word, share, challenge yourself, and did I mention play? It's all about tapping into creativity. It defies categorization.

Make a journal out of one sheet of paper. (As seen in a Bookbinding Workshop with Sara Norquay)



Fig. 29

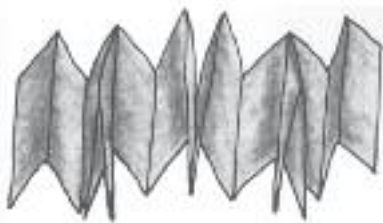


Fig. 30



SAVE 20%



on all handmade papers

La Papeterie
Saint-Armand
Paper Makers — Papeteries



SAVE 30%

High performance papers and heavy-duty features.

Your choice: 100 lb Drawing Paper, Mixed Media Paper, Bristol or Watercolour in different sizes 3x5", 5x5", 5x8", and 9x12"

ALTERED BOOKS:

Making the Old into Something New



Books can be for more than just reading. If you're like most people, chances are you have more than a couple of books kicking around doing nothing other than collecting dust and taking up space on your shelf. Before you decide to use them as kindling for your fireplace this winter, try doing something new and "altering".

There is only one rule when it comes to creating altered books and that is: there are no rules! Quite simply, the term "altered books" means taking a published book and turning it into something completely different. It can be something as simple as painting or drawing over the text, gluing pages together to create something more sculptural, or cutting away pages to reveal layers underneath.

Altering books is a great way to use up all those arts and craft supplies you've been stashing away for "a rainy day". Gesso can be used to block out certain areas of a page while serving as a primer for oil and acrylic paint. Experiment with gel transfers and collage material, add to an existing illustration or diagram with pen and ink, or take a pair of scissors and trim back pages or cut out windows. Use the book as inspiration; leave certain areas untouched while completely erasing others. The possibilities are literally endless!

Another popular way of altering books is to remove all existing pages and replace them with new ones. These new pages can be anything from old postcards and drawings, your favourite handmade paper, or even junk mail. You can even discard content completely, learn a few bookbinding tricks, and reuse the covers for a book of your own.

Altering books is not only a great way to recycle something old into something new, but it also forces you to think outside of the box. The appeal is that you're able to take something mass produced and turn it into something completely personal.

Visit our Website for upcoming exhibitions on book arts:
Sept. 4 - 30 Edward van Vliet / Sept. 16 - Nov. 15 Handmade Books / Nov. 16 - Jan. 15 Altered Books



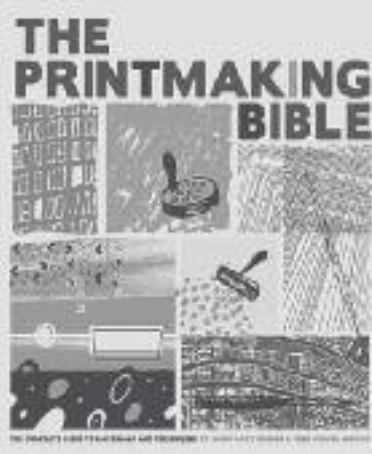
SAVE 30%

on Acrylic Gels and Medium from Tri Art, Stevenson and Golden



SAVE 20%

on Bookbinding Supplies such as adhesives, cutting mats and tools, bone folders, metallic tapes, edge binding tape, and more.



New Materials for PRINTMAKING

Printmaking has been enjoying a revival in popularity over the last 30 years, partly because new techniques and methods are being discovered, and partly because new, less toxic materials are available. Some newer methods, such as the Solarplate technique, require little in the way of start up materials making it an accessible medium for anyone to try!

The Paint Spot is pleased to offer Gamblin Relief Inks, the new companion to the already popular line of Gamblin Etching Inks. These new inks have been formulated for all relief printing techniques, including woodblock, linocut, monotype, and Solarplate. Every ink has been handcrafted to provide the perfect amount of stiffness and tack to hold fine detail, yet able to spread evenly on a block or plate. Each of the ten colours has been designed to give

artists the intense pure pigmented colours expected from Gamblin. The lower viscosity of these inks makes them perfect for monotype printing, and their low toxicity makes them safe to use anywhere.

We've also expanded our printmaking section, so whether you're interested in silk-screening, monotype printmaking, or linocut we have you covered!

I've mentioned Solarplate twice already and some of you may be thinking, "What the heck is Solarplate?" Solarplate is a printmaking technique developed in the 70's that uses a light sensitized material as an alternative to hazardous printing techniques. It is a simple, safe, and fast approach to printmaking. All is needed is sunlight, water, and a solarplate! Sounds intriguing right? Sign up for our hands on, introductory course on November 20 and learn more about this fun technique!



SAVE 30%
on Printmaking supplies from Gamblin, Charbonnel and Speedball.
Oct. 1 - 31

Advice Library: Get step-by-step instructions on creating a silkscreen using either drawing fluid, photo emulsion, or screen filler.



The Art of SUMI PAINTING


Sumi literally means 'ink painting'. It is an art form that strives to distill the essence of an object or scene in the fewest possible strokes. The philosophy of sumi is contrast and harmony, expressing simple beauty and elegance. Sumi attempts to capture the Chi or "life spirit" of the subject rather than the semblance of one. Balance, rhythm and harmony are qualities an artist strives for by developing patience, self-discipline and concentration. Ask about our new books and DVD's.

NEW!

Self-Contained Baren Kit
This new Baren Kit from Educational Arts in the U.K. is an ideal tool for use in lino printing and block making. This versatile kit can be used as a lino cutter, a baren for burnishing, a stamper with the SoftCut discs, and as a storage unit for the cutter blades (included). Reg \$11.95




SALE \$10.76



YUMING ASIAN Art Brushes
To honour the increased interest in Japanese and Chinese painting styles, we have expanded our sumi-e department with the addition of new brushes developed by Yuming Zhu and produced by Connoisseur. Brushes used in sumi are usually wolf hair and sheep hair in bamboo. "Wolf hair" can actually be horse hair, boar bristle or other animal hair. The brush's ability to hold and retain a point is critical to a sumi painter, since one brush is used to create the widest and thinnest of lines. The hairs used in each brush are determined by its use in painting. Soft, absorbent sheep hair holds generous amounts of ink for flow and coverage. The thicker, sturdier hairs provide support and spring.

SAVE 20%
YUMING BRUSHES ARE ON SALE FROM OCT 1 - 31



SAVE 20% on an assortment of Chinese Brushes, Ink Sticks, Wool Mats, & other supplies.
Oct 1 - 31
Advice Library: "Sumi Painting Materials" Instruction Books and a DVD.



If you were interested in delving a little deeper into the printmaking world, an excellent place to turn to is SNAP (Society of Northern Alberta Print-Artists) now at their new location at 10123-121 St. Introductory classes in all forms of printmaking as well as photography are offered regularly and for the more advanced printmaker, studio space is available for rent.

TREND: Matte

Last year we focused on teaching the importance of glossy translucent colour in creating glazes and encapsulating light within a painting. However, after testing numerous new products I am seduced by the qualities of matte paints such as heavier working properties and velvety surface. You are invited to try these new matte materials and discover it for yourself.



HOLBEIN MAT Acrylic Color

NEW Holbein Acrylic Color MAT is characterized by its vivid matte tone and unique texture derived by course particles. The paint has a uniform consistency, smooth and very creamy quality. The painting dries matte with a velvety finish. Like all acrylic it's applicable to various materials, canvas, paper

(for aqueous technique), fabric, clay, concrete, stone, leather, wood, etc. It can also be brushed with a semi-gloss or gloss varnish. It is useful for artist's working in collage or mixed media and for graphic illustrations where gloss interferes with photographs and reproductions. Sept. 1 - 30

**SAVE
40%**



M Graham, Lukas and Acryla Gouache

If you love matte, opaque colours, you may want to try gouache. It is a water-soluble medium traditionally used on papers (similar to watercolour) but thick and opaque. Sept. 1 - 30

SAVE 20%



Scott Gellatly from Gamblin Artists Oils

Professional Guide for
Oil Painters
October 15 & 16
FREE but please RSVP

Scott Gellatly is back by popular demand and ready to share more tips for getting the most from your oil paints. Gamblin's Colour Theory workshop is the best I've ever attended. Scott will also be covering underpainting and plein-air techniques. These workshops are for all levels, and we welcome other instructors to attend as well. This is valuable information that shouldn't be missed. It is an opportunity to share important product information with your students.

UNDERPAINTING with Quick-Dry Matte Oils

Gamblin FastMatte Alkyd Oil Colors are formulated to give oil painters a fast-drying oil colour with excellent working properties and permanence. When applied in a thin layer, FastMatte Alkyd Oil Colors will dry within 18 - 24 hours. Alkyd resin has a great compatibility with the linseed oil binder of traditional oil colours. Unlike other Alkyds, these paints have a delicious working property.

Studio painters like them because underpaintings and glazes dry quickly, allowing them to get back to work sooner. FastMatte Alkyd Oil Colors have a low to moderate oil content, so they are appropriate for underpainting when painting "fat over lean."

Plein air painters like them because the paint "sets" quickly, allowing paint to be applied on top of paint without the worry of stirring up those first layers. This is especially useful when layering complementary colours or applying impressionistic techniques as it prevents the colour from becoming muddy. The matte surface allows for maximum adhesion with subsequent layers. And of course, if you're travelling, the paintings will dry in a day.

For illustrators working against deadlines, FastMatte colours offers them a quick-drying solution, and the matte surface makes art work easy to photograph. For a gloss surface, apply a thin coat of Gamvar Picture Varnish, after painting has cured.

The limited colour palette was chosen for its mixing capabilities in a variety of oil painting techniques and styles. All colours (with the exception of white) are transparent to semi-transparent in nature, as this quality will create the tonal range important to under-painting techniques. Colours include: Hansa Yellow Medium, Naphthol Scarlet, Quinacridone Red, Transparent Earth Red, Ultramarine Blue, Phthalo Green, Titanium White and Chromatic Black.



Gamblin Colour

from Oct 1 - 31.
Advice Library:
Oil Painting / Colour
Tips from Gamblin

SAVE 30%

CREATE YOUR OWN SALE

September: SAVE 20% Bring us your art class supply lists!

October: SAVE 30% on any one brand of your choice!

November: SAVE 20% White Sale Paper, Paint, etc.

December: Register your wish list with us then friends and family can **SAVE 20%** on the items you really want!



WORKSHOPS

We've got art classes for every age group and experience level - from zoomers to homeschoolers! Workshops are an informative and informal way to socialize with other artists and try something new. Visit "Workshops" at www.paintspot.ca for all the details.

WEEKLY HOME SCHOOL ART CLASSES

with Margot Soltice

Tues. Sept 7 - Oct.12 / Nov 2 - Dec 7

Grades 1 - 6, 9:30AM - 12:30PM

Grades 7 - 12, 1:30PM - 4:30PM

Term One: all skill levels. Drawing is an essential component of art. Learn about line, composition, and 3 dimensional drawing using shading. Term Two: Experiment with various mediums, including photography printmaking, sculpture and painting. Even some art history! (It contains a portion of the hours required for high school curriculums).

DRAWING: MORE THAN A PENCIL

with David Shkolny

Sat. Sept. 11 • 10am - 4pm • \$60

WATERCOLOUR LANDSCAPES

with Frank Haddock

Sun. Sept. 12 • 1 - 4pm • \$35

EXPERIENCING ART

with Nancy Corrigan

Fri. Sept. 17 - Nov. 19

(No classes Oct 8 & Nov 12)

1pm - 3:30pm

\$100/phase or \$180 for both

These sessions are for individuals of all experience levels desiring further awareness, and practice with drawing, painting, collage and printing. The focus is on sensitive and individual progress, interests and needs. Each session starts with a demonstration followed by encouragement for individual work.

ACRYLICS INTRO

with Kim Fjordbotten

Sat. Sept. 18 • 10am - 12pm • \$25

ACRYLIC GELS AND TEXTURE

with Kim Fjordbotten

Sat. Sept. 18 • 2 - 4pm • \$25

NON-TOXIC OIL PAINTING

with Travis McEwen

Sun. Sept. 19 • 1 - 3pm • \$25



LIGHT AND COLOUR: URBAN SCAPES

with Pauline Ulliac

Sat. & Sun.

Sept. 25 & 26

9:30am - 4:30pm

\$199

Learn an approach to creating paintings filled with colour and light. Discover insights about the structure of the landscape and basic fundamentals of composition, aerial perspective, colour mixing and how to work effectively from photographs. Participants will be painting a local scene from the city of Edmonton.

WATERCOLOUR PENCIL

with Susanne Lamoureux

Sat. Oct. 2 • 10am - 4pm • \$60

SOFT PASTEL LANDSCAPES

with David Shkolny

Sun. Oct. 3 • 12:30 - 4:30pm • \$45

COLOUR THEORY & UNDERPAINTING

with Scott Gellatly from Gamblin

Fri. Oct. 15 & Sat. Oct. 16

FREE / RSVP / TBA

COPTIC BOOKBINDING

with Sara Norquay

Sat. Oct. 23 • 10am - 4pm • \$60

ENCAUSTICS

with Kim Fjordbotten

Sat. Oct. 30 • 10am - 4pm • \$60

SILKSCREEN

with Jill Stanton

Sun. Nov. 7 • 12 - 5pm • \$60

ILLUSTRATION

with Michelle Lawrence

Sun. Nov. 14 • 12:30 - 4:30pm • \$45

PHOTOPOLYMER PLATES

with Sara Norquay

Sat. Nov. 20 • 10am - 4pm • \$60

WATERCOLOUR PORTRAITS

with Frank Haddock

Sat. Nov. 27 • 10am - 1pm • \$35

ACRYLIC COLLAGE

with Kim Fjordbotten

Sat. Nov. 27 • 2 - 4pm • \$25

BOOKMAKING

(Flag & Piano Hinge Books)

with Sara Norquay

Sat. Dec. 4 • 10am - 4pm • \$60

BLOCKPRINTING

with Kim Fjordbotten

Sat. Dec. 11 • 10am - 4pm • \$60

Workshop prices do not include gst.



Renaissance of Traditional Materials:
Encaustics, Silver Point and Linen. Visit our 'Advice Library' for tip sheets. Oct 1 - 31



SAVE
20%

STUDIO / SALON FOR RENT

Did you know we have a lovely new workshop space that can be rented for other functions too? We've hosted classes, exhibitions, a Fringe theater production, live music and professional development. It is large bright space 22'x24'. It comes with tables, chairs, easels, kitchen and washroom. Hourly rental is only \$15.

