



Editor's Pics

I sold my first painting at my first exhibition with Marion Art Group way back in 2010. However, after my initial success, years went by before I sold any more paintings at MAG exhibitions. I felt like a wallflower. Why did their paintings sell and not mine? After two years of sales-drought, my paintings began to sell.

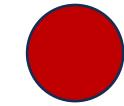
So, you ask, what makes paintings sell? Even with fifteen years with MAG, I can't tell you. It's a mystery to me. Buyers remain a puzzle. Much depends on their mood, their bank balance, stage of home decoration, time of the week, position of the artwork on the screens, and the weather.

Plus, buyers can be a fickle and fussy lot. Presentation is of utmost importance. I once lost a sale because the potential buyer didn't like the boldness of the signature. Also, if the frame has a scratch, or even if it's a colour they don't fancy, another sale bites the dust.

Connection with the customer also helps sell paintings. Some buyers love to meet the artist who painted their chosen piece.

From my personal experience and research into marketing, sales are helped by exposure. That is, the more our paintings are out there being exhibited on walls and online, the more likely our paintings will find someone who connects with our work and want to buy our paintings.

So, back to my drought years when I didn't sell. I learnt that there is more to exhibitions than selling. It's about connecting with the community and bringing a smile to people's faces as they appreciate the beautiful array of artwork that MAG offers. ~ Lee-Anne Kling



Exhibition



MAG EVENTS 2024

Studio sessions from 9.30am
till 12.30pm every Monday

Special Dates

Monday Oct 7

Labour Day Hol but still session

Monday October 14

Brighton Central Exhibition Begins

Sunday October 27

Exhibition finishes 3.30pm

Monday October 28

Committee Meeting

Monday November 4

Optional Portrait Session

Monday November 18

Committee Meeting

Monday December 2

End of year AGM Event

Newsletter Release

"The only time I feel alive is when I'm painting." – Vincent van Gogh. "I can't change the fact that my paintings don't sell. But the time will come when people will recognize that they are worth more than the value of the paints used in the picture."

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President's

Ponderings

Much thinking and discussion has taken place at committee level since the end of October last year. Subject: Shopping Centre Exhibitions.

Thank you to all members interested in exhibiting and participating so well in all the steps leading up to our exhibition. (Starting Monday 14 October at the Brighton Central, (Foodland) Shopping Centre.)

It is a huge task to organize a Shopping Centre Exhibition, the details which, in the main, have been established for many years.

It is always a big learning curve for new members to prepare for the exhibition, understand the processes and help on the roster for the 2 weeks of the exhibition.

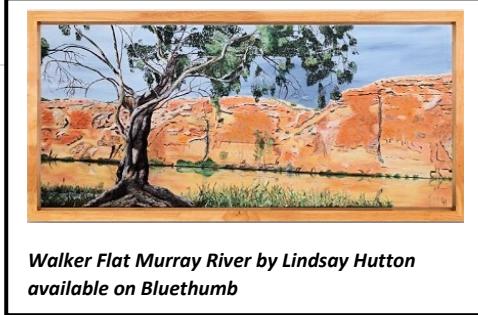
For some more thoughts about our 4th Brighton Central, Shopping Centre Exhibition, see page 3...

Marion Art Group Website:
marionartgroup.org

Artist's Experience in Marketing— Lindsay Hutton

Greetings fellow MAG members. I would like to offer a direct alternative to the theme 'Exhibition', which lies in the form of an online site for artists and is called '**Bluethumb**'.

As quoted on the Bluethumb site, "We started out in 2012 with a mission to empower Australian artists and open up the world of original art to everyday collectors. We were very small, with no funding, and the odds against us." These are the words of George and Edward Hartley, co-founders of Bluethumb.



The site now hosts more than 20,000 independent Australian artists and has sold over 40,000 works of art.

I joined **Bluethumb** late last year and have sold two paintings as a result. I know there are other members of MAG who have done much better than that, so this type of platform certainly has revolutionized the way art is bought, sold and appreciated. One of the primary advantages of **Bluethumb** is its focus on promoting emerging and established Australian artists.

By providing us with a dedicated platform, **Bluethumb** democratizes access to art, allowing us to reach a broader audience without the constraints of traditional galleries.

Bluethumb encourages members to upload at least five works of art initially, which has proven to be the most successful early approach. You never know what will sell or when, but there is a massive online audience and many of them are enthusiastic collectors.

Uploading artwork to the **Bluethumb** site is a relatively straightforward process. Here are a few of the major steps in the process.

Create an Account and Log in:

Navigate to Upload: In your dashboard, look for an option to "Upload Artwork" or a similar prompt. This will direct you to the upload form.

Fill in Artwork Details: Enter essential information about your artwork, including:

Title, Medium (e.g., oil, acrylic, photography), Dimensions (height, width, depth), Price, Description (a brief narrative about the piece, its inspiration, and any relevant details)

Upload Images: Select high-quality images of your artwork. **Bluethumb** typically allows multiple images, so include various angles or close-ups to give potential buyers a comprehensive view.

There are a few final steps that you will see on the site, but all in all it is worth having a look at this alternative and perhaps, along the way, you may decide to expose your work to a much wider audience online.

Works in Progress



Stunning white flowers in pastel by Suzanne Warren-Smith



Flower detail—Noreen Cutts

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How and when? Where?

Shopping Centre Exhibitions MAG at Brighton Central

Our first experience at this great venue for us, was in 2019. With a break until 2022 due to the Covid pandemic, we then used the venue again in 2023 with 2024 being our fourth time and smiling!

The reason for us being so happy is that we have done well with sales each time. This doesn't mean that all members have sold. Certainly, a good proportion of our members have been successful with at least one sale in the past.

We are 'bringing art to the people' at a Shopping Centre. Many do take advantage of our 'Sale' when out doing their weekly 'shop'. Often people are buying gifts, and sometimes indulging themselves.

It is very satisfying to be part of a high standard Marion Art Group Community Exhibition. Please enjoy the business of doing your shifts as part of a team, meeting and chatting to and helping members of the public. Nervous about completing the SALES that will come your way during your shift(s)? Remember you will have another Sales Officer or a support officer helping you, the benefit of some practice beforehand and some very clear written instructions to follow.

~ Jim Green

Photos in this edition have been taken and provided by Lee-Anne Kling, Jim Green, Lyn Thomas & MAG archives.

Painting for Fun & Selling



The Blue Bowl by Glenys

I was surprised to be asked to write on this topic, as *I don't paint to sell!* I paint for my own satisfaction, choosing the subject because I either want to try out a new technique, or want to capture something which appeals to me. Setting the goal of painting to sell is futile in my opinion.

But our club is having an exhibition soon, and of course I'd be delighted if one (or even more) of my paintings sells. The idea that someone I don't know likes my work enough to want it in their home is extremely flattering, so I *have* been painting specifically for this exhibition.

And what have I painted? Firstly, I've painted to size, as space is limited. Then I wanted to try some different backgrounds, so painted some small native birds and plants with a patterned background. Next, I painted some stylised flowers in the Asian style with gold backgrounds, before reverting to pen and pencil *Zentangle* works where everything is patterned!

Well, that was a start, but from there I decided to paint cats, never having tried this before.

PORTRAITURE PRACTICE MAKES PERFECT



1st Monday of Month.

I didn't think I liked them, which was foolish, so I painted four totally different cats – a haughty Siamese, an exotic Persian, a tabby kitten, and the amber eyes of a panther emerging from a black background. They took some concentration, but it was fun.

Then for a bit more fun I decided to paint what I call a drop and dribble flower watercolour work. This was a playful piece of wet-in-wet with drops of green paint being blown across the page with a straw to represent ferns. Fun!

So that's my recommendation. Paint for fun, not for fame, fortune, or to sell. And if some of them sell you'll have enjoyed the process along the way.

~ Glenys Brokenshire

Works Almost Ready for Exhibition



Outback landscape—Robert Richardson



Scenic Sea Pair—Sheila Roe



In the Loop

Living Choice

'Living Choice' Fullarton Exhibitions.

Pip Hanlon and Jim Green, representing the MAG Exhibition Committee, recently visited Living Choice's August SALA Exhibition called 'Art Expression@123 Fisher'. We were looking for a possible future MAG Art Exhibition venue. It has been decided that the regular screen space is too small for our purposes, but it is a nice venue. There is space for around 25 artworks (some large, some medium/small).

A MAG member or a group of MAG members may be interested in privately organizing an exhibition at 'Living Choice'. In 2025 bi-monthly exhibitions (E.g. April/May) can be applied for 'on-line', in November, ready for the 2025 program of exhibitions. Visit them at 123 Fisher Street, Fullarton to look at the space etc. More information from Pip or Jim if you are interested.

~Jim Green

Exhibition Opportunities

Rotary Art Shows and other Art shows—
[Go to Gallery247 - Original Australian Artwork](#)
 for more information exhibitions, forms and entry dates.

Check Out the MAG Website

The Old MAG Website has undergone recent "renovations" to simplify and become more visually appealing.

Log in to marionartgroup.org to view the changes.

Privacy Policy: MAG members' personal information will be limited to MAG-purposes only. This information will not be conveyed or sold to a third party (including electronic means), without the member's consent. MAG will not be held responsible for any unintended use or disclosure of information.

To contact the Editor or MAG committee, go to the MAG website for details.

Welcome to MAG's new member, Judy Taylor



Exhibition Committee



Mid-Year Celebration

Mid-July and when many clubs partied with their Christmas in July events, MAG treated itself to a fun day of art and food.

First up was art appreciation, where nearly all members brought along a piece on the theme of "Memories". An art quiz followed. All participants won a prize—chocolate. The winning table won more chocolate. Then came the art of feasting at the Seacliff Hotel, so finishing off the day in style and broad smiles.

~Lee-Anne Kling



Quiz time—Mid-year Celebration in July

Subscription Fees for 2024 — Half Yearly due now

Remember you can pay your Annual Fees by bank transfer. \$150 for the year or two payments of \$75 half yearly. Please enter your name in the reference box so we know who has sent their money. The **MAG bank details are: BSB: 085333, ACC: 777737765**

EFT pos will also be available, if needed.

Reminder: For members who have paid \$75 for the first half of the year, the balance of the \$150 due by the end of July.