



What's Happening in the PAPJC January 2012

Happy New Year! I hope you all had a wonderful holiday season and are ready to get back to doing what we all love: painting outdoors! Yes, it's a bit chilly, but the landscape is beautiful this time of year, with wonderfully subtle landscape colors and textures – not to mention those fantastic winter skies!

According to our treasurer, Paul Stach, our annual Member's show was a success: we sold 6% of the 139 paintings hung, which is comparable to the last two years despite the show being only half as long. Seven artists sold nine paintings for total gross sales of \$2845. The average sales price per painting increased to \$316 from last year's average of \$289. The most expensive painting sold was \$450. We had rave reviews about the quality of the show from gallery visitors. Thanks to all of you who worked so hard to make the show and the reception such a success!

But no show is perfect, and much of what we did at this year's show was experimental and some was controversial. So your steering committee spent two afternoons in early December discussing what worked &, for things that didn't work well, what should be changed going forward. Here are a few of the conclusions we reached:

- We need more membership involvement in planning the member show and are inviting you, our members at large, to join the show planning committee. This is your chance to influence how the show is run and make sure it meets your needs and expectations. Contact Nessa at Nessa@thepapjc.com to sign up for the planning committee.
- From time to time, we will also survey you about key issues and plans for upcoming group activities. Our first survey is attached to this email and asks you, among other things, two key questions about the 2012 member show. **Please send your response by Thursday 1/19 to have your voice counted.**
- We recommend continuing to have gallery sitters, since this was very effective in 2011. And we'll work with the MAC to mitigate possible logistical problems with gallery lighting and access.
- We will continue to focus on plein air work in the gallery, but we'll drop the "small works" constraint since this caused confusion for many and unanticipated difficulty for some members.
- We will continue to have intake standards for all shows (suitable framing, subject matter, etc.). This is standard practice for arts shows. It gives newer members the opportunity to learn the ins and outs of exhibiting and improves the overall appearance of the show.
- We recommend having an external, plein air expert jury the awards again at the 2012 show.

Other plans and changes for 2012:

- New Monday Outing Start Time. By member request, we have a new start time for those hardy souls coming out to paint on Monday mornings in winter: the new 10 a.m. start time begins immediately and will let you keep a little warmer. On 2nd Mondays, the critique will be pushed back accordingly to 1 p.m. Of course you always have the option to arrive earlier.
- New "Bad Weather" Indoors Painting Location. For Monday mornings when the weather is really bad – not just cold! – we have arranged for open studio space at the Middletown Art Center (MAC). The plan is to keep an eye on the weather forecast and decide if we will schedule an open studio session by noon on the preceding Friday, at which time we'll post a notice on the PAPJC homepage. Every person who attends a studio session will need to pay the MAC \$5 to cover his/her share of utilities.

- Keyport Garden Walk 2012. The PAPJC has been invited to participate in Keyport's first annual garden tour on Saturday 6/9 and Sunday 6/10. The following week there will be a follow-on show in one or more of Keyport's community exhibit spaces. (There currently are no galleries in Keyport.) Our understanding is that artists will be able to paint wherever they want in Keyport, but they are encouraged to paint at one of the 20 gardens on the tour. **Click here** to see photos of winter views of some of the gardens to be featured. Keyport has done an outstanding job in beautifying the town and has a very active arts scene. **Keyport needs to know ASAP about how many PAPJC artists want to participate, so please let us know by 1/19 if you are interested via the attached Survey.**
- River Views 2012. The River Views gala will be held on Sept. 29th at the Monmouth Beach Club. Judy is in charge of the show and will provide details as plans are refined.
- PAPJC 2012 Annual Member Show. Because the River Views show is so late this year, we won't be able to hold the member show in November. Therefore, we have moved the upcoming show to June. Drop-off will be at the Middletown Arts Center on Wednesday, May 30 from 9-noon; hanging will be done from noon to 6 p.m. The exhibit will run for the calendar month of June, with the reception on Saturday, June 2nd.

So dust off those paintbrushes and **click here** to check out Rae's article about cold weather painting. Then put on your warmest clothes and come join us for some delightful winter painting. Our next member show will be here before you know it!

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