



HCAA Newsletter

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From the President's Desk:

Shaping the Future of HCAA



HCAA President Eileen Cave

I want to thank all of you who have been so supportive and informative as I try and get a handle on "HCAA 2022." I have enjoyed learning over these past 6 months about the very exciting exhibiting venues the organization now offers, and how sophisticated, efficient, and much easier it is now to enroll in exhibit venues, compared to years ago, and promote ourselves and our art through our fabulous website/webmaster and graphic design materials.

Additionally, we have clearly met the challenge of adjusting to what the "new normal" climate is like post-pandemic, as in-person activities return, Zoom platform use offers from-home communications in a time-demanding world, and new and expanding grant opportunities promise development for planning the future. I am asking you to take a few minutes and think about what areas you would like HCAA to move toward, and what you are able to contribute to that process.

HCAA was founded in 1995, and, since then, we have grown into an organization run by a volunteer network of 50 artists. Please help shape where the organization will be by 2024, by contributing to the development of a 2-year strategic plan leading up to our ArtSpin 30th Anniversary Celebration. The areas of focus that I am proposing for research, programming, and planning include:

1. The history/timeline of HCAA: photography with captions, and a summary of founders and officers; a spotlight on our current community exhibition venues;
2. Sponsorship Outreach and grant funding (an area I will be spending critical time on, but I will need help) for an ArtSpin 30th event;
3. Membership Drive and the engaging welcome of new members, to draw more participants during art show receptions; ways we can have new members connect within our network. Should we provide (members only) access to a membership directory? And feature a new members' welcome as an event or at specific receptions?
4. Benefits and Services: Art sales— what can we do to promote and increase the selling of HCAA art? Should we hold Zoom sessions quarterly or monthly, to promote how to update website opportunities, or hold Zoom panels on art production-related topics like the costs of turning paintings into limited edition prints and cards, the pros and cons of hosting your own website?
5. Your priorities not mentioned in the above. What other topics can you suggest? Send your feedback directly to me at ecaveart@gmail.com. I look forward to our future and working with you to build and achieve this vision!

Visit

HCAAonline.org

for info on

- Installation/deinstallation days/times
- Exhibit registration
- Receptions
- Artwork by Members
- Join/renew HCAA membership
- & more!

INSIDE THIS ISSUE:

Message from Eileen Cave	1
Professional Photos of Your Artwork	2-3
Art Themes	3
Artist's Bookshelf	4-5
HCAA Calendar	5
Arts and Ales Festival	6
HCAA Current Exhibits	7
Sponsor Addresses & Contact Information	8

Experts Say Professionally Shot Photos of Artwork Can Pay Big Dividends

by Pete Pichaske

Pete Duvall earned his Bachelor of Fine Arts in photography from Syracuse University, and he has the skills and equipment needed to shoot just about anything anywhere. But the main way Duvall earns a living is by photographing other artists' work.

To Duvall, who works out of his studio at the Gateway Arts Exchange, in Brentwood, that work is something of a mission. "It's a resource that artists need," he said during a recent interview in his studio. "It's needed for pre-production, for getting into shows, and for websites and social media, which are more important than ever."



Pete Duvall photographing work by glass artist Michael Janis (photo by Michael Janis)

Duvall, whose business is called "Anything Photographic," conceded that many artists have the equipment and skills to shoot their own work—and he even teaches seminars in how to do just that. However, he said, it's not for everyone.

"It has to do with skill, time, and the nature of the work," he said. "I tell people in my workshop, 'You may decide this is too much,' in terms of time, effort, and the cost of the needed equipment—not just the high-quality cameras but the lighting and background."

He also tells people not to photograph their own work just to save money, because, if they don't do a professional job, it's really going to hurt them.

"The quickest way you get knocked out of any sort of jury entry situation is to put your piece on a random table in your living room and take a picture of it," he said. "Photos need to be good, and they need to be representative of your work."

Margaret Boozer-Strother, founder and director of Red Dirt Studio, in Mount Rainier, emphasizes the value of high-quality photographs to all of her artists.

"That's what we do here," she said. "We're about the business of art and being more professional in your practice—getting you to your next step. If you don't have good images, you can't apply for grants, can't apply for shows, and there are all the other things where you have to share images," she added. "It doesn't matter how good your artwork is; if your images aren't good, you're not going to get what you want."

Some art is easier for the artist to photograph than others—even for the professional photographer, Duvall said. Photographs, paintings, and other two-dimensional art are the easiest, he said, while three-dimensional art, such as sculptures, is much more difficult. The hardest to shoot properly, he said, is jewelry (because it can be so tiny) and glass (with its reflections). "The shinier the surface, the harder it is to photograph," Duvall said.

Dave Smith, co-owner and general manager of U-Photo, in Beltsville, likened photographing art—which he regularly does for clients—to such tasks as changing a bathroom faucet. Most people could do the job, he explained, but to do it well requires a certain skill set and experience.

"If you've done it regularly for years, I guarantee you you're going to do a better job than the guy who's trying it for the first time," he said. And, in the long run, he added, it's more economical to have the job done professionally, unless you just want to do something simple, like put a photo on the Internet, or keep a record of it.

"There's a lighting aspect, a color aspect, you have to worry about glare," Smith said. "There are some people perfectly capable of doing it right, but it's not going to happen without experience."

(continued on page 3)

(Professional Photos continued from page 2)

Some HCAA members know the value of hiring someone to take professional photographs of their work.

"I have had many of my paintings professionally photographed," said Sally Ann Rogers, who uses a friend who is a professional photographer. "I used to photograph my own paintings, but when I wanted to get on to Print-on-Demand websites like Fine Art America, I realized that I needed high-quality, high-resolution photographs. I also use them for printing giclee [high-quality inkjet] prints of my work. The high resolution handles big enlargements."

Most affordable digital cameras create excellent JPEG digital photographs, said drawer and painter Jana Over. But high-quality TIFF photos or scans, and reprints with accurate color, require cameras and other equipment that are often more than most individuals can afford, she said. "Hiring a professional art photography and scanning service is a very cost-effective way to obtain the best quality TIFF photographs or scans and reproductions of one's artwork."

She cited another reason for having high-quality photos of your artwork. A friend of hers, she said, lost art in a western wildfire, and found out the hard way that such photos "are critical for insurance purposes."

For show entries, websites, reproduction, and, yes, even insurance purposes, having high-quality photographs of your artwork can be worth the cost.

Art in Action: Two Current Themes

by Delia Mychajluk

Looking at recent area art shows and online art groups, I've noticed a trend. Art is treated as a tool for increasing awareness and providing hope. Its themes are reflective of what is currently going on in our country and the world at large.

Women's Caucus for Art DC (WCA-DC) currently has a juried show, open through November 16 at Sandy Spring Museum, entitled "What is Ours?" There is a scheduled Juror talk for October 30, 12-2 PM. The literature about the show states, "What is Ours? Is an opportunity for womxn to reclaim space, authority and confidence in themselves, their communities and our collective future." It is further stated that Womxn "is an inclusive term used to describe all people who identify as women." The show features works in different media, and the work presents issues particular to women, and works that deal with issues for all of humankind. There are pieces about women's voices having been silenced, struggle, family, immigration/global sensibility, and, as a whole, celebration of women and their history. I attended the show with my husband, and, when I asked him what came to his mind looking at the works, he said "the power of women," and also mentioned the beauty of the work, particularly noting the use of color.

The money generated by the WCA-DC from the show is being used to fund a Scholarship in the Visual Arts for Female-identifying black, indigenous, or people of color. Eligibility requirements include living in DC, Maryland, or Virginia and being in 12th grade or the first or second year of college.

In addition to this show, I have recently received email newsletters from "Invest in her Art," and from "The Healing Power of Art and Artists." These suggest another theme I have noticed in the art world in recent months, reflective of a world coming out of a pandemic, war in Ukraine, division in the country, etc. It's the idea that art can express and contribute to a better future. The upcoming 2022 Prince George's County juried show theme is Hope and Healing. This week East City Art newsletter highlights Honfleur Gallery artist Craig Kraft, who will be installing neon light sculptures of the word "Hope" in various areas in the metropolitan area during this next year.

The art world seems to be trying to bring us together, to create and share a brighter future.

Good Books for the Artist's Bookshelf

by Aimee Doyle

Visual artists have canvases and brushes, cameras and photo paper, clay and sculpture tools. But artists might be surprised to learn that books can be a useful tool as well for inspiring and improving one's art. I reviewed possible books for this article—and there are LOTS out there—and found that books targeted to artists tended to fall into one of several categories. There are books on deepening creativity and moving through creative blocks; books on improving technical skills in drawing, painting, or photography; and books on art as a business (or how not to starve as an artist). Here are some classic and recent popular books that you might want to check out. I've focused on the things that intrigued me the most about each book.

1) **The Artist's Way: A Spiritual Path to Higher Creativity (25th Anniversary Edition) – by Julia Cameron and Mark Bryan**

This is a serious, classic book that has been around for a while, originally published in 1992. It can be bought stand-alone or with an accompanying workbook. Although, at first glance, it seems geared toward individuals who want to awaken their inner artist, I think that practicing artists could use the exercises to deepen their creativity or expand into other media. The book offers a 12-week course, wherein, each week, the student completes reading, writing, and creativity exercises; here's a sampling: "creative affirmations," "dealing with criticism," and "blasting through blocks." People particularly comment on the usefulness of the "morning pages" exercise, which involves three pages of longhand writing every morning—strictly stream of consciousness. The author says that morning pages "are a primary tool of creative recovery" because, in the writing of them, negative thinking and distractions are dealt with, so you are freer to create. As you might suspect from the title, the book does have a spiritual element, which might not appeal to everyone.

If you're feeling more irreverent, but would still like to boost your creativity, this next book might interest you.

2) **Steal Like an Artist: 10 Things No One Told You About Being Creative – by Austin Kleon**

This book was quite fun to read. Other people think so too—the book has over 10,000 reviews on Amazon and has been given 4 or 5 stars by 92% of readers. It's a pocket-sized book by a graphic artist and offers advice, perspective, and funny quotes. The book is one of a trilogy (the other two are **Show Your Work: 10 Ways to Share Your Creativity and Get Discovered** and **Keep Going: 10 Ways to Stay Creative in Good Times and Bad**). If you get hooked, the author also does podcasts.

The book is short and to the point. But it packs a lot of power: Think of the way a jolt from electric paddles can restart a heart. Here's a sense of the book: "If you ever find you're the most talented person in the room, you need to find another room." "Your job is to collect good ideas. The more good ideas you collect, the more you can choose from to be influenced by." Readers of the book praise it, saying things like "perfect book if you're questioning your place in the creative world," and that the book "reminds us that being creative should be play."

If your creativity is already well juiced, then perhaps books on improving technique belong on your bookshelf. These, as you might expect, tend to be specific to the medium (e.g., techniques to improve photography differ from those for painting or sculpting). I'll let you Google. But one of the first and most famous books discusses drawing.

3) **Drawing on the Right Side of the Brain (the Definitive 4th Edition) – by Betty Edwards**

This best-selling how-to-draw book was first published in 1979. Edwards includes a substantial amount of science in her book, on the differences and strengths between the left and right hemispheres of the brain and how these influence art and creativity. The science can either be fascinating or boring, depending on individual preference. She discusses the importance of developing perceptual skills—edges, spaces, relationships—and how to apply improved perception for creative problem solving. Reviewers who have used the book and worked through the exercises are amazed by the improvement in their drawing skills, whether they are beginners or working artists.

(continued on page 5)

(Books for Artists *continued from page 4*)

But even if your creativity is surging and your skills are solid, and you're producing good work, there's still the issue of making money from art. Or at least getting money—say from grants—so you can pay for art supplies and get your art out there. Here are two books that may help.

- 4) **Art Inc.: The Essential Guide for Building Your Career as an Artist** – by Lisa Congdon, and **The Artist's Guide to Grant Writing: How to Find Funds and Write Foolproof Proposals for the Visual, Literary, and Performing Artist** – by Gigi Rosenberg

Congdon provides practical and helpful information on moving your art from a hobby into a business. There's good general information on topics like promoting your work through social media, selling your art, galleries and exhibitions, illustration and licensing, and, of course, managing the income. The book does not go into great depth, but it does provide a very useful framework for thinking about your art as a business. Congdon's book appears on a lot of lists of "best books for artists."

Rosenberg's book on grant writing is about a decade old, but it's an excellent place to start and provides a comprehensive overall picture of grant writing. It describes documents that every artist should have, like an artist's bio, an artist statement, and a proposal statement. Rosenberg discusses the importance of audience—know what the grantor is looking to fund—and figuring out how to match your proposal to the grantor's needs. Worthwhile chapters include "Make Grant Writing Work for You," "Deciphering Applications," "Stand out from the Crowd," and "Make Friends with Funders." Writing the first grant can be hard, but each subsequent effort gets easier.

I'll end on a note of inspiration.

- 5) **Art Is the Highest Form of Hope & Other Quotes by Artists** – compiled by Phaidon Editors

This is a good book worth keeping around and dipping into for a quick pick-me-up. It includes the advice, aphorisms, and wisdom from 290 artists. The book is visually arresting, with different typefaces and quotes that pop off the page. Perhaps the ultimate hope comes from this quote by Vincent Van Gogh. *"I cannot help it that my pictures do not sell. Nevertheless, the time will come when people will see that they are worth more than the price of the paint."*

Indeed. In 1990, Van Gogh's "**Portrait of Dr. Gachet**" set a world record at Christie's auction house, selling for a staggering \$82.5 million.

HCAA Calendar October–December

October

Oct 2: 3–5 PM	Franklins Reception
Oct 16: 2–4 PM	Prince George's Plaza Community Center (PGPCC) Reception

November

Nov 5: 9 AM	Franklins Installation "Inventive Spirits"
Nov. 5: 9:45 AM	Fleisher's Installation "Artistic Gems"
Nov 5: Noon	PGPCC Installation "Yesterday and Today"
Nov 5: Noon	PGPCC Solo Wall Installation
Nov 13: 2–4 PM	PGPCC Solo Wall Reception
Nov 20: 3–5 PM	Franklins Reception

December

Dec 3: 10 AM to 4 PM	Greenbelt Festival of Lights
Dec 3: Noon	PGPCC Solo Wall Installation
Dec 4: 10 AM to 4 PM	Greenbelt Festival of Lights
Dec 10: 11 AM to 4 PM	Brentwood Arts Exchange Craft Fair & Beer Tasting
Dec 10: Noon to 4 PM	Arts Corridor Open Studio Tour
Dec 10: Noon to 8 PM	Riverdale Park Festival of Lights
Dec 18: 2–4 PM	PGPCC Reception

Arts & Ales Festival Returns to Hyattsville

by Diane Elliott

Arts & Ales, Hyattsville's arts festival, was held on Saturday, September 17. The weather was perfect, and Stuart Eisenberg, Executive Director of the Hyattsville Community Development Corporation, estimates that 4,500 to 5,000 people turned out to visit the art vendors, food and beer trucks, and music performances. Four HCAA members had booths at the festival, and all reported good sales.

Carolyn Thornton, a new HCAA member, filled her booth with vibrant paintings. She sold some of her work and enjoyed the friendly crowd, who offered compliments and feedback. "I had thought it was a one-time event for me. But now I'm having second thoughts."

Sally Ann Rogers sold jewelry, beaded or made from abstract watercolors. "This was my first time vending in three years, and it was a beautiful day. I enjoyed the weather and chatting with people. The event was well organized and I hope to participate next year."



Carolyn Thornton



Sally Ann Rogers

Denise Brown offered paintings as well as scarves and other items imprinted with segments of her paintings. She shared a booth with her husband, Richard Brown, who vended his handmade jewelry. Denise commended the CDC sponsors. "There was good coordination for loading and unloading our setup. The music was good and not too loud, so you could communicate with customers."

Denise also mentioned the pleasure of meeting familiar friends and unknown neighbors, and making new connections. "There seemed to be a new infusion of young couples and families. We had children purchase from us! And I was excited to be approached by a local business property owner about future development for gallery space. He is looking for artists interested in renting space."

An HCAA member visited artists in their booths and told them about our organization. Some had heard of HCAA, many hadn't, some expressed an interest, and a few said they'd been meaning to join, and would do so for next year. Let's hope they meant it!

It was a long day, with artists needing to set up by 9:30 for inspection, and then selling from noon to 6 PM before breaking down, but a good time was had by all.



Denise Brown

HCAA CURRENT EXHIBITIONS

"New Perspective"
September 10, 2022–November 4, 2022
Franklins Restaurant and Brewery
5121 Baltimore Ave.
Hyattsville, MD 20781



Hyattsville Community Arts Alliance

RECEPTION
Sunday, October 2, 2022, 3-5PM

FOR MORE INFORMATION CONTACT EILEEN CAVE, ecaveart@gmail.com OR VISIT: WWW.HCAAONLINE.ORG

Solo exhibit slots are available for Prince George's Plaza Community Center. Contact Denise Brown at denise76mari@gmail.com if you're interested.

"Heritage Reflections"
September 10, 2022–November 4, 2022
PRINCE GEORGE'S PLAZA COMMUNITY CENTER
6600 Adelphi Road, Hyattsville, MD



Hyattsville Community Arts Alliance

RECEPTION
October 16, 2022, 2-4PM
FOR MORE INFORMATION CONTACT EILEEN CAVE, ecaveart@gmail.com OR VISIT: WWW.HCAAONLINE.ORG

Parks & Recreation
live more, play more

"Vision Quest"
September 10, 2022–November 4, 2022



Hyattsville Community Arts Alliance



Fleisher's Jewelers
5200 Baltimore Ave., Hyattsville, MD 20781

FOR MORE INFORMATION CONTACT EILEEN CAVE, ecaveart@gmail.com OR VISIT: WWW.HCAAONLINE.ORG

"Don't wait for inspiration. It comes while one is working."
— Henri Matisse

Hyattsville Community Arts Alliance

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