

West Hills Art League
www.westhillsart.org
October, 2011



Coordinates #1
Oil, Acrylic & Graphite on Paper
20" x 30"

Christopher L. McGinnis
2011
www.chrismcginnisart.com



Frogment #11
Oil on OSB panel
30" x 24" (approx. dimensions)

Christopher McGinnis
2011
www.chrismcginnisart.com

October Meeting –Thursday, October 20
Guest Artist: Chris McGinnis

7:00 pm

<http://www.chrismcginnisart.com/>

Chris is inspired by America's urban landscape and the endless pursuit of technological efficiency. His work visualizes this drive to progress and its effect on all facets of society, ranging from industry to entertainment. Iconography representing the abundance and promise of industrial modernism now evokes nostalgia for a time when American optimism was specifically manifested in large-scale construction and the industrial environment.

Visit Chris's solo exhibition at the Brew House Gallery in Pittsburgh's Southside in November. Show opening is 11/12/11 from 7-10pm and closing reception on 12/03/11 from 7-10pm. The exhibit is titled "Palimpsest" - Fragments and Coordinates and will feature new paintings as well as a multimedia video installation.

A solo exhibition at the Pittsburgh Center for the Arts is scheduled for February, 2012.

Annual Dues

Reminder: if you haven't already done so, please pay your 2011/2012 membership dues using the attached form. Dues will also be accepted at the October meeting. A copy of the membership application is attached to this e-mail and also available on the website.

Please also consider volunteering a small portion of your time and skills to support our wonderful organization.

Web Development for the Individual Artist

Some of you may recall meeting Becky Scuillo, daughter of artist Robert Yonke (The Bluegrass Painter) at last year's meeting. Becky, who has a degree in Marketing, is responsible for her father's website. Many members expressed interest in learning more about marketing their artwork and designing their own website. Becky is developing just that and is willing to share this information with WHAL members.

Please review the following draft information and be prepared to discuss if you would be interested in this type of information, either during a future meeting or a separate workshop.

Seminar 1: Turning your Passion into Profits:

Designed for artists who are currently selling their work or at a point where they feel they are ready to start selling their work. This seminar is designed to help them put together a focused business plan in order to capitalize on their unique talent as well as resources available to them. We would touch on the internet and web based strategies - but it would be more designed to get them organized with a plan of action.

Seminar 2: Web Positioning for Artists

This is designed for artists who would like to get an overview of how to promote themselves and/or sell art on the web. It would discuss options available and help them to consider the best plan of attack for their particular work and focus. There are so many options available today with websites, blogs, and social media, yet most artists only have a limited amount of time to spend in this area. I would help them to determine where they want to go or should go on the web and how to get started.

I feel that ideally an artist should have an idea of where they want to go before spending hours and hours trying to build a site or work with social media, so you might have folks in both areas. You can tell me which one sounds best to you...or if you would want me to set up two sessions, we could do that as well.

Announcement:

A new art club is forming at the Raccoon Creek State Park. Meetings will take place at the Nature Center in the Wildflower Reserve on Rte.30, the last Sunday of the month, from 2pm to 5pm. The first meeting is September 25, 2011.

Upcoming Meeting Programs and Events: (*tentative)

- **11/17/11:** George Salamacha (Framing and Matting)
- **12/04/11:** Winter Event at Robin Hill
- **01/19/12:** Barry Jeter, Guest Artist (Watercolor)
- **02/16/12:** Jonathan Trueblood (Mixed Media)
- **03/15/12:** Kelly Blevins (Watercolor)
- **04/19/12:** (open)
- **05/xx/12:** WHAL Annual Art Exhibit – Robin Hill
- **07/07/11:** PTI Exhibit
Images are required for the post cards. Please submit to www.westhillsart.org no later than 04/01/12 or e-mail Kim.Stewart@verizon.net.

