

# Guild at a Glance

South Vancouver Island Potters' Guild meets the 2<sup>nd</sup> Monday of the month at 4733 West Saanich Road, Victoria

February 11, 2013

[www.victoriapotters.ca](http://www.victoriapotters.ca)

Volume 14 Issue 6

## **January's Meeting – Sue and Nigel Hayes: The Relationship Between Potters and Retailers**

At our January meeting Sue and Nigel Hayes, owners of Side Street Studio in Oak Bay, shared their view of the current market and tips for selling pottery.

Sue has a wealth of experience in retail and Nigel in finance. They have worked in England and Asia before coming to Victoria seven years ago to run Side Street Studio. Side Street Studio has been operating in Victoria for 29 years, an established Oak Bay gallery that handles the work of over 300 local artists (about 27% of the artists are potters).

All of Side Street's artists are local and have written bios which are shared with customers. The work is photographed and can be purchased through internet sales. Nigel stresses the importance of using the internet and social media.

The gallery market has changed significantly with the new economic reality. Not only have overhead costs increased but buyers have less disposable income. About five years ago the profile of buyers of local art was more diverse; split between tourist and locals buying both functional and decorative works for their own use or as gifts. Today Sue and Nigel find that most buyers are locals who usually purchase functional gifts. The locals visit the gallery 6-7 times before making a purchase. On the plus side there has been an increase in younger customers.

There are fewer opportunities for showing your work in a retail setting as there are less galleries in Victoria but there are advantages. The retailer will ensure that the artist's work is displayed to advantage, will handle shipping and payment, will record sales and stock turnover and will provide valuable customer feedback. Also the retailer offers knowledge of you and your work to your customers and can be an advocate for local artists (see Nigel's article in the Times Colonist, December 6, 2012).

*continued on page 2*



**The next Guild Meeting is  
Monday  
March 11<sup>th</sup>  
7:30 St. Michael's  
Anglican Church  
4733 West Saanich Road  
*Don't forget the  
Raffle !***



Sue asks potters to make an appointment for her to see their work either at the gallery or the potter's studio. Work needs to be of high quality and significantly different from the other work shown in the gallery. The price of your work should be consistent whether for sale at the store, studio or a show. Sue asks that you don't put your work in competing galleries ,i.e., not in other Oak Bay galleries. Side Street sales are consignment.

*submitted by Nancy A.*

## Coming in March - Angela Pistrucci

Be sure to attend the March Guild meeting where Angela Pistrucci, architectural ceramicist, teacher and recent South Vancouver Island Potter's Guild member, will present a program on her work. For the uninitiated (like the Editor), Angela primarily does sculptural tile work – and it's beautiful!

### Members on the Web

Monika Burrell: [www.emburr.etsy.com](http://www.emburr.etsy.com)  
 Ann Coleman: [www.anncoleman.ca](http://www.anncoleman.ca)  
 Sandra Dolph: [www.sandradolph.com](http://www.sandradolph.com)  
 Judi Dyelle:  
[www.chosinpottery.ca/pages/judidyelle.html](http://www.chosinpottery.ca/pages/judidyelle.html)  
 Cindy Gibson: [www.gobc.ca/cindygibson](http://www.gobc.ca/cindygibson)  
 Michael Giles: [www.michaelgilespottery.com](http://www.michaelgilespottery.com)  
 Robin Hopper:  
[www.chosinpottery.ca/pages/robinhopper.html](http://www.chosinpottery.ca/pages/robinhopper.html)  
 blog: [rhrising.blogspot.com/](http://rhrising.blogspot.com/)  
 Joan Kagan: [www.joankaganpottery.com](http://www.joankaganpottery.com)  
 Derek Kasper: [www.notwoalike.ca](http://www.notwoalike.ca)  
 Cher McKittrick:  
[www.groovydoovyardstudio.com](http://www.groovydoovyardstudio.com)  
 Sue McLeod: [www.mycloudcreations.com](http://www.mycloudcreations.com)  
 Sophia Morrison: [www.sophiamorrison.com](http://www.sophiamorrison.com)  
 Louise Parsons: [www.eartharts.ca](http://www.eartharts.ca)  
 Angela Pistrucci:  
 blog: <http://pistrucciartworks.wordpress.com>  
 Ann Semple: [www.clayfootcrockery.com](http://www.clayfootcrockery.com)  
 Nancy Wall: [www.gobc.ca/nancywall](http://www.gobc.ca/nancywall)  
 Susan Whitham: [www.mirasolstudio.com](http://www.mirasolstudio.com)  
*Any missed members' websites?  
 Are there any changes?  
 Please let Betty know at [betbur@shaw.ca](mailto:betbur@shaw.ca)*

### Members in Print

In August, Lark Books plans to release a new edition of their popular *500 Teapots* book. Many members look forward to this.

Even more exciting, two SVIPG members are scheduled to be included:

Ester Galic

Sue McLeod

**Congratulations!**

### Upcoming at the Arts Centre at Cedar Hill:

**Artists Den in the Café Lounge at the Arts Centre** – Informal discussion among visual artists. Everyone welcome, Thursdays - February 7 and 21 from 6:00 to 8 pm.

## Souper Bowls Update

The South Vancouver Island Potters Guild members were extremely important to the success of the 15<sup>th</sup> annual Souper Bowls of Hope! The Victoria Youth Empowerment Society Board and staff appreciate all the hard work and the sharing of your talents to assist them in making a much better future for the youth in the Region.

Here are the details of this year's event:

|        |               |           |
|--------|---------------|-----------|
| Income | Admissions    | \$ 12,048 |
|        | Donations     | \$ 24,850 |
|        | Live Auction  | \$ 7,165  |
|        | Raffle        | \$ 1,255  |
|        | Dutch Auction | \$ 16,140 |
|        | Pottery Table | \$1,800   |

**Total Income           \$ 63,258**

**Total Expenses       \$ 1,750**

**Total Revenue       \$ 61, 508**

The Admissions were down from last year but everything else was up, including the Pottery Table and the Dutch Auction! **Congratulations Potters and bless you for your donations!!** Ian Powell, the General Manager of the Inn at Laurel Point, has invited the Souper Bowls to return this year! And so we will!

*submitted by Helen H.*



### Janet Mansfield (1934 – 2013)

**nceca** reports that, in late January potter, writer, editor and publisher Janet Mansfield had passed away in Sydney, Australia.

“ Janet was hugely prolific in her work and international in her outlook. After training in ceramics at the National Art School, East Sydney in 1964, she initiated a career that resulted in 35 solo exhibitions, and contributions to dozens of group exhibitions in Australia, New Zealand, Europe, Asia and the US. She is represented in major public collections including The National Gallery of Australia; Museum of Applied Arts and Sciences (Powerhouse), NSW; The National Gallery of Victoria; Art Gallery of Western Australia, Queensland Art Gallery; Festival Collection, South Australia; Queen Victoria Museum and Art Gallery, Tasmania; Ariana Museum, Geneva; Municipal collections Jingdezhen, China; Foshan, China. Her work has appeared in international publications and she participated in symposiums, conferences and as a juror in many countries.

A member of the International Academy of Ceramics since 1982 and former president (2006-2012), Janet Mansfield was named an Honorary Member of NCECA in 2003. Among her many awards are the Order of Australia Medal for her services to ceramic art and the Emeritus Award for Art from the Australia Council. In 2004 she was awarded a Doctor of Letters from the University of Tasmania.

As vibrant as her work was as a creative artist and educator, Janet's transformational influence on contemporary ceramics was perhaps most impactful through her work as a writer, editor and publisher. She authored six books on ceramics, served as the editor of *Pottery in Australia* (1976-1989); established the journals *Ceramics: Art and Perception* (1990–2008) and *Ceramics Technical* (1995–2008); and subsequently founded Mansfield Press.

Janet was present at every NCECA Conference beginning in 1992 until last year when she was unable to join us in Seattle, many of them as a presenter. Her devotion to ceramic art, personal vibrancy, intelligence and generosity of spirit made the work of makers, thinkers and writers throughout the world feel more connected, thoughtful and meaningful. “

*January 23, 2013 nceca EBlast*

## Canadian Clay Symposium: "Elementum: Form, Function, Feast"

Cathi Jefferson reminded us at our last meeting that much more than the actual Tri-Annual Symposium will happen in and around Shadbolt Centre for the Arts this March.

**PGBC SYMPOSIUM DINNER** Don't forget to buy your tickets to the dinner hosted by the PGBC immediately following events at The Canadian Clay Symposium. Tickets sold in advance \$25 PGBC members, \$30 non-members. Limited seating. Cash bar/buffet dinner with vegetarian and meat selections. Purchase tickets by cheque made out to the Potters Guild of BC mailed to 1359 Cartwright St. Granville Island, Vancouver, V6H 3R7 OR members can pay through PayPal at [www.bcpotters.com](http://www.bcpotters.com) (or go directly to: <http://www.bcpotters.com/amember/member.php> - you will need to login using your PGBC username and password). For more information contact Nora Vaillant at 604.730.5840.

**DISH IT UP**, March 7 - April 1 Coinciding with the Canadian Clay Symposium, the show will feature fabulous, functional serving dishes - pots that want to be paired with food. We are hoping to represent all regions of the province with this show so please help us show the vast talent of BC's ceramic artists by submitting your work. For more information and details of how to submit, please visit our website [www.bcpotters.com/newsletters/DISH IT UP application info.pdf](http://www.bcpotters.com/newsletters/DISH_IT_UP_application_info.pdf).

... and there's always *the SYMPOSIUM ITSELF*

If you aren't yet registered, you've missed the Early Bird deadline but you can still register (for \$135). The Symposium will be held Saturday, March 23 at the Shadbolt Centre for the Arts in Burnaby. Register by phone: 604.291.6864 or those previously registered in Burnaby programs can access webreg online at: [www.burnaby.ca/webreg](http://www.burnaby.ca/webreg) (quote barcode #283425). Go to: [www.canadianclaysymposium.com](http://www.canadianclaysymposium.com) for details about presenters, workshops and more.

... and you can take a bus there – leave your car at home.

SVIPG has arranged a bus to meet us at the Tsawassen ferry terminal, taking us to the Symposium and returning us to the terminal to come back to the Island – all on March 23<sup>rd</sup> – all for \$36. If you have registered with Louise, please bring payment to the March 11<sup>th</sup> SVIPG meeting. If you haven't registered yet, contact Louise (email: [eartharts@shaw.ca](mailto:eartharts@shaw.ca) phone: 250.655.3811) because there are two seats left.

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### Upcoming Guild Workshop: James Hibbart

Stretching Your Limits – Throwing and Texturing Surfaces

APRIL 20 - 21 at Strawberry Vale Hall, 11 High Street in View Royal

James, who used to live on the Gorge and is now a resident of Naramta BC, will be conducting a demonstration workshop.

*More details to come – save the date.*

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### Upcoming Studio Tour: Invitation to Participate

The **West Saanich Studio** Tour will be held May 11/12 (Saturday & Sunday – Mother's Day). The cost is \$50 (for advertising) with no additional percentage taken. Send cheque to Nancy Alexander before March 1<sup>st</sup> (922 Nicholson St. Victoria BC, V8X 4B3) or contact Belle Leon 250.382.1328 for registration and more information.

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**This newsletter's kind of short – isn't it?**

But it doesn't have to be – I'll do my best to include whatever you send in ... if you send it to me **ON or BEFORE** the first Monday of each month.

Send submissions to the Editor (Louise)

[eartharts@shaw.ca](mailto:eartharts@shaw.ca)

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Contact me to find out what is still available.

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 classified ads:**

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contact editor at:  
[eartharts@me.com](mailto:eartharts@me.com)

*Guild at a Glance*

... is the newsletter for the South Vancouver Island Potters Guild.

It is published monthly, September through June, and is available on line at: [www.victoriapotters.ca](http://www.victoriapotters.ca)

Articles and items of interest to members are welcome and will be included as space permits. Items for inclusion are best emailed to the editor, Louise P, at: [eartharts@shaw.ca](mailto:eartharts@shaw.ca)

**SUBMISSION DEADLINE**

The earlier submissions are received, the more likely there will be room to include them. Our meetings are held the second Monday of each month. Be kind to the editor, please send items for inclusion *before* the

**FIRST MONDAY OF EACH MONTH**

**Newsletter Staff**

program writer: Heidi R. 250-479-6470  
 editor: Louise P. 250-655-3811

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654 Burnside Road W.  
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250 384-3831  
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