

Guild at a Glance

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

April 1, 2011

www.victoriapotters.ca

Volume 12, Issue 8

March's Meeting –



'What Helen & Mavis learned last year' GLAZE TESTING



The first in a series of talks about "What I learned last year" was presented by Mavis M. and Helen P. at our meeting March 14th. They treated us to a very polished presentation about a class they attended at Metchosin International Summer School of the Arts (MISSA) in July 2010.



Mavis and Helen took the glazing course with John Britt. John is the author of "The Complete Guide to High-Fire Glazes; Glazing & Firing at Cone 10", a book we have in the guild library. He also contributed to many ceramic magazines.

**The next Guild Meeting is
Monday May 9th
7:30 PM at Saint Michael's Hall**

Don't Forget the Raffle!



As an instructor, John seems to be charming, funny and persuasive. How else can one explain, that he easily convinced his students (and has them pay! for it) to make **120** cone 10, **40** cone 6, **40** cone 05 and **100** extra test tiles in light and dark clay in preparation for the course? The course itself sounded like an upper level science class, which required motivation, determination, courage, and a dose of good luck to succeed.

Mavis and Helen admitted that there were surprises of the good and bad kind, but that they also took home a treasure of new experiences and plenty of successful samples and glaze recipes. The course hand out will also be helpful in remembering the secrets of glazing from making the test tiles, to the structure of glazes, mixing and firing and keeping good records.

Thank you, Helen and Mavis for a most informative presentation!

Incidentally, when I checked the computer later, there was an article by John Britt about “Roadside Glazes” in the Ceramics Art Daily (<http://ceramicartsdaily.org/>). He suggests to experiment with rocks found by the roadside. It involves crushing and bisquing the rocks before eventually supplementing them with store bought materials.

Sounds interesting!

Write up by Heidi

... also at March’s meeting

The sale committee has allocated spaces for SVIPG’s show & sale – by means of a random draw - presenting the results at the last meeting. Everyone in the show got the environment (in vs outside) and size they requested. For information contact the committee chair, Joan K. at:

joan@joankaganpottery.com



2011 Clay Connects Show & Sale Space Allocations Announced

Clay Connects South Vancouver Island Potters’ Guild Annual Show & Sale

Saturday, June 18 10:00 am – 3:30 pm

NEW LOCATION *Right next to the Moss Street Market*

Inside the Garry Oak Room and outside on the grounds
of the Fairfield Gonzales Community Place, Thurlow Road

39 Guild members will display and sell clay art and pots of all sizes, shapes, colours & prices

From the completely necessary to the utterly ornamental

Contact Joan K. to volunteer to help

joan@joankaganpottery.com

Cathi Jefferson Workshop – a Resounding Success!

Cathi Jefferson's workshop (hosted by SVIPG April 1st – 2nd) provided both the thought provoking and the practical. We were invited into a conversation, reflective, questioning and sometimes animated but always engaging. The atmosphere was respectful and relaxed.

Cathi is a master potter. Her passion and dedication to her work is evident and energizing to all around her. Cathi is a gifted storyteller. Each story entertaining and relevant. Cathi would often turn to the pages of her journal to find the perfect quote or poem to emphasize her point. Through these means, she invited each of us to think more deeply about our art.

On Friday evening she threw one shape after another, altering the form and discussing the artistic and functional value of each step in the process. She threw yunomis (square and triangular shaped), a mug, latte cup and saucer, large and small jug, lidded garlic pot, teapot and finished off with a large bowl (6 pounds of clay) thrown upside down.

Saturday was fast paced and varied. Cathi started with a slideshow highlighting her personal history, her influences and experiences. In her work she strives to celebrate nature; to capture the forms, the play of light on varied surfaces and explore a pallet of earthtones. Following the slideshow, Cathi finished each piece she had made the evening before. She talked about practical considerations when forming and placing handles, the curve of the bottom, consideration of negative space and proportion and much more. The workshop ended with a showing of Saltglazing DVD, produced by Cathi's husband and featuring her in her studio.

It was a remarkable conversation and a superb workshop.

Nancy A



Your 2010 -2011 Executive

President	Roger C.	250-388-9642
Vice-Pres	Ann S.	250-478-2341
Secretary	Bell L.	250-382-1328
Treasurer	Linda V.	250-479-5966
Archivist	Fern W.	250-744-1096
Library	Helen P.	250-383-5808
	Cherlynn L.	250-727-8388
Membership	Betty B.	250-382-0974
Newsletter Committee:		
	Betty B.	250-382-0974
	Louise P.	250-655-3811
	Heidi R.	250-479-6470
	Nancy A.	250-479-8559
	Jocelyn S.	250-920-0196
Webmaster	Deb C.	dlclay@shaw.ca
Program Coordinators:		
	Louise P.	250-655-3811
	Helen P.	250-383-5808
Raffle	Ester G.	250-658-4523
	Tobias T.	250-383-3893
Coffee	Kris J.	250-384-5344
	Maria G.	250-474-1593

Directors: Meira Mathison, Betty Burroughs, Betty Fulton, Nancy Wall

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

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@me.com

What Is My Work Worth?

An invitation to discuss the ever-present issue of pricing

As Spring approaches so does a season of shows and sales – We are currently planning our own show and sale for early June. In order to sell work it must be priced ... and ... pricing invariably leads to anxiety. Are my prices too high? Too low? Is this piece priceless? Is it worth selling at all?

It continues to be the policy of the South Island Potters’ Guild to encourage individuals to price their own work – it is simply not the Guild’s business to set prices. But this does little to help members make pricing decisions if they’re new to selling, new to this area, substantively changing their work, have kept the same prices for the same work for decades or who are wondering if the recent economic downturn should be reflected in what they charge (*I’m thinking most of us fit at least one of these categories – Ed.*).

The one thing that can make these decisions easier is information. The Guild’s April program explains and encourages critique and will offer a framework for evaluation (by the maker themselves or a group of colleagues) providing information about the quality, intention and impact of a piece of work.

Another kind of information is ‘factual’ – the equation used by some to factor the materials, time and energy used to create a piece into the price charged for that piece. These equations vary slightly in what is considered and how factors are weighted, but all intend to come to a justifiable ‘cost’ for each piece. One clear explanation of this can be found at <http://en.allexperts.com/q/Pottery-2316/2010/7/Pricing-Pottery.htm>

A third source of information can be thought of as ‘relational’ – because it focusses on the price you ask for your work in comparison to what others are charging. This makes sense given that most sales involve more than one person who works

Item	Plain	Fancy
Mug Median Range # Potters Responding	\$15 \$5 – \$22 19	\$22 \$7 – \$28 15
Teapot Median Range # Potters Responding	\$61 \$35 - \$110 11	\$113 \$53 - \$250 13
Dinner Plate Median Range # Potters Responding	\$26 \$16 – 36 15	\$31 \$20 - \$150 16
Salad / Sm Plate Median Range # Potters Responding	\$18 \$9 - \$26 13	\$24 \$15 - \$33 15
Lg Platter Median Range # Potters Responding	\$48 \$30 - \$125 15	\$98 \$40 - \$600 19
Sm Bowl Median Range # Potters Responding	\$15 \$8 – \$24 18	\$24 \$12 - \$52 15
Sm Serving Bowl Median Range # Potters Responding	\$20 \$14 – \$50 18	\$38 \$14 - \$75 17
Lgg Vase Serving Bowl Median Range # Potters Responding	\$40 \$24 - \$95 17	\$60 \$35 - \$250 18
Sm Pitcher Median Range # Potters Responding	\$22 \$12 - \$45 12	\$32 \$18 - \$65 13
Lg Pitcher Median Range # Potters Responding	\$41 \$24 – 95 11	\$52 \$28 - \$80 12
Sm Jar Median Range # Potters Responding	\$24 \$8 - \$40 9	\$35 \$12 - \$138 11
Lg Jar Median Range # Potters Responding	\$60 \$18 - \$80 9	\$83 \$24 - \$200 12
Sm Vase Median Range # Potters Responding	\$19 \$4 - \$50 17	\$31 \$15 - \$200 20
Lg Vase Median Range # Potters Responding	\$62 \$15 - \$150 6	\$120 \$30 - \$1000 19

with clay, with the result that potential customers can easily ‘comparison shop’. The philosophy and logic of this kind of information is available through discussion threads online, such as <http://www.potters.org/subject46174.htm/> and by talking to other people – for example at Guild meetings (*that was a hint – Ed.*).

Recognizing the utility of comparing your work and prices to another’s is one thing, getting detailed pricing information before you’re in a sale is another.

Tobias T has kindly shared just such information with us by forwarding the results of a survey conducted by the Oregon Potters Association, initially reported in their newsletter in February 2011.

The purpose of putting this in the newsletter is to inform guild members – not to suggest that the prices in Oregon are somehow ‘right’ and should be adopted here. The intent is that you think and talk about this.

The prices quoted are in US dollars, but exchange is so close as not to really matter.

As a retired academic and a statistician, the editor feels that these data are valid and decent approximations for use here – its current (within 12 months), the sample is a reasonable size (31 individuals), the locale is similar. The median is reported because it is a better estimator of the mid-range than the average. If any of you want the math as to why, talk to me.

‘Plain’ is defined as smaller &/or undecorated. ‘Fancy’ is defined as larger, decorated &/or complicated.

Item		Plain	Fancy
Ikebana / Flower Frog	Median Range # Potters Responding	\$26 \$16 - \$35 4	\$28 \$18 - \$53 5
Casserole w / lid	Median Range # Potters Responding	\$53 \$30 - \$68 10	\$64 \$40 - \$140 9
Lamp w / shade	Median Range # Potters Responding	\$141 \$65 - \$200 4	\$163 \$105 - \$400 3
Pie Pan	Median Range # Potters Responding	\$23 \$15 - \$32 8	\$32 \$25 - \$42 7
Flower Pot	Median Range # Potters Responding	\$14 \$4 - \$25 5	\$29 \$19 - \$40 3
Pump Jar	Median Range # Potters Responding	\$14 \$12 - \$30 7	\$23 \$14 - \$40 5
Garden Ornament	Median Range # Potters Responding	\$17 \$6 - \$30 4	\$41 \$41 1
Sm Sculpture	Median Range # Potters Responding	\$18 \$3 - \$35 5	\$48 \$5 - \$90 5
Med Sculpture	Median Range # Potters Responding	\$68 \$35 - \$120 6	\$311 \$75 - \$900 8
Lg Sculpture	Median Range # Potters Responding	\$350 \$359 - \$900 3	\$750 \$125 - \$2300 9
More Specialized Pieces			
French Butter Dish	Median Range # Potters Responding	\$23 \$20 - \$28 3	
Sake Set (pitcher w / 2 cups)	Median Range # Potters Responding	\$23 \$20 - \$28 3	
Colander	Median Range # Potters Responding	\$37 \$33 - \$40 2	

So ... What do you think? How do you price your work? Are the folks in Oregon on track for pricing here on the South Island? Let us know – email me at eartharts@me.com All responses will be collated and circulated prior to the May Guild meeting (named or anonymous – your choice). Louise Parsons

GUILD MEMBERS' WEBSITES

Ann Coleman www.anncoleman.ca
 Sandra Dolph www.sandradolph.com
 Cindy Gibson www.gobc.ca/cindygibson
 Joan Kagan www.joankaganpottery.com
 Louise Parsons www.eartharts.ca
 Ann Semple www.clayfootcrockery.com
 Nancy Wall www.gobc.ca/nancywall
 Susan Whitham www.mirasolstudio.com

If any other member has a website let the editor know so we can add it to this list.

SOUPER BOWLS OF HOPE

Souper Bowls of Hope XIV will be held in the fall of this year at the Fairmont Empress Hotel. Through the sale of bowls and other pottery items, the Youth Empowerment Society is able to continue to provide programs to youth-at-risk so they can get the help they need to change to a healthy lifestyle, reconcile with parents, etc. and look forward to a better future.

So if you have extra pots or other items in your studio (even seconds are welcome) please bring them to the next meeting or phone Helen Hughes at (250) 361-1291 or email hh456@shaw.ca for pickup.

A tax receipt will be issued to you for your valued contribution.

Your assistance is

VERY MUCH appreciated!!

♥ *Helen*

Delta Potters' June Workshop with Jim Ertzkorn



First Session June 13 to 17, 2011
Second session June 20 to 24, 2011

Cost: \$275.00 for Monday to Friday workshop.

To enroll contact: Molly at mmagid@shaw.ca
 or by phone at 1-604-814-0111



Fairfield Artist's Studio Tour

**Saturday April 30th
Sunday May 1st
from 11 am to 4 pm.**



Almost 50 artists open their studios to the public, to meet, to talk about their art, sometimes to demonstrate the processes. The tour provides a stimulating context for the public to discover the rich variety of work being produced by accomplished local artists in the intimate setting of their working studios.

There are painters in many styles and media, digital artists, potters, glass artists, photographers, textile artists, jewellers, and sculptors all over Fairfield. All the artists will welcome you free of charge during this tenth tour weekend, many will serve refreshments. Several of the artists show together in community locations that have generously opened their doors.

More information and a tour map can be found at:

http://www.fairfieldartistsstudiotour.com/misc/map_2011.pdf

The Gordon Head Studio Tour Sat, April 30 & Sun, May 1 11a.m.-4p.m.

Sixteen Gordon Head artists invite you to come visit them in their own studios and see where they work their magic !

Art forms include: pastel, oil, watercolour, and acrylic paintings, fibre art, stone and wood sculpture, fused glass, pottery and children's book illustrations

Brochures with maps are available at Gordon Head Recreation Centre and local businesses.



for more information go to

<http://www.gobc.ca/events?eventID=20434&startDate=2011-04-30>

or call Alison at 250- 721-3118



SAANICH WEST STUDIO TOUR 2011

Saturday, May 7th

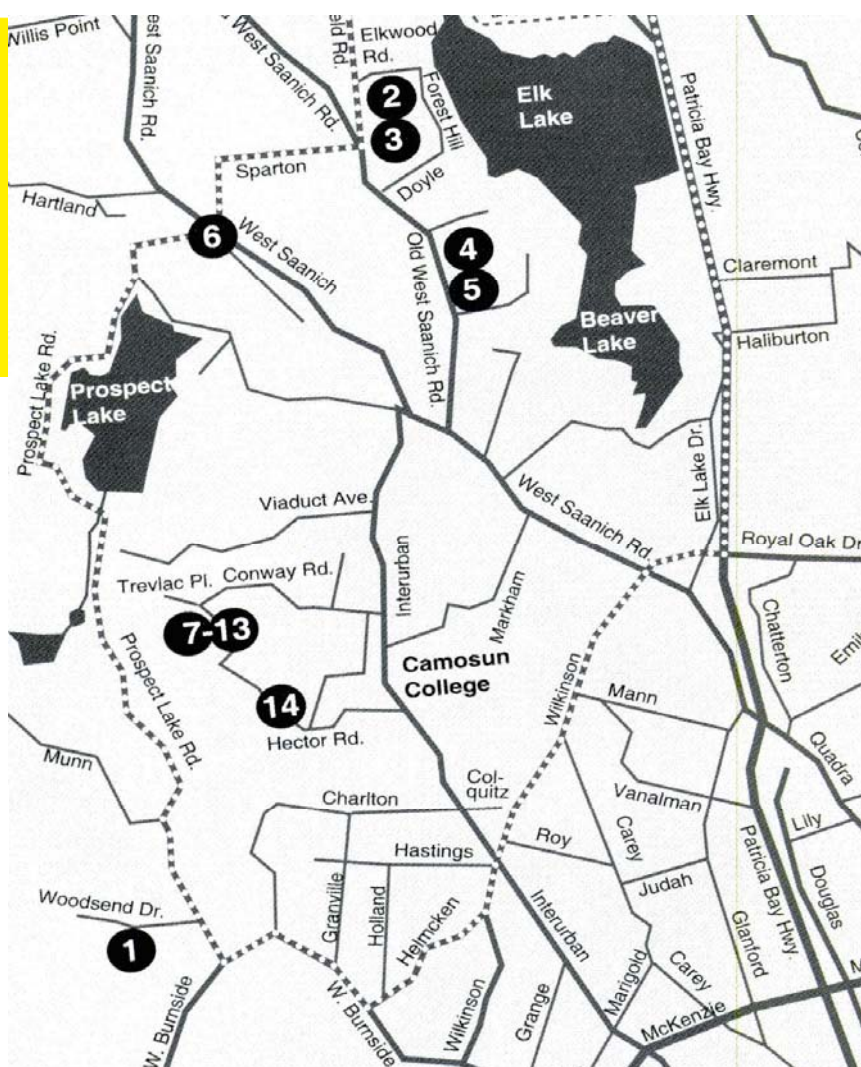
Sunday, May 8th

11 am to 4 pm

Look for the

Yellow

signs ...



- | | | | | | |
|----------|------------------------------------|---------------------|-----------|------------------------------|---------------|
| 1 | Heidi Roemer | <i>sculptor</i> | 8 | Nancy Alexander | <i>potter</i> |
| | 1717 Woodslend Pl. | | | shows at 270 Treviac Pl. | |
| 2 | Audrey Van Eerden | <i>sculptor</i> | 9 | Pamela Truscott-White | <i>potter</i> |
| | 6535 Forest Hill Rd. | | | shows at 270 Treviac Pl. | |
| 3 | Linda Anne Baker | <i>photographer</i> | 10 | Louise Parsons | <i>potter</i> |
| | shows at 6535 Forest Hill Rd. | | | shows at 270 Treviac Pl. | |
| 4 | Faro Annie Sullivan | <i>potter</i> | 11 | Belle Leon | <i>potter</i> |
| | 5321 Old West Saanich Rd. | | | shows at 270 Treviac Pl. | |
| 5 | Madelin Emery | <i>potter</i> | 12 | Rosemary Neering | <i>potter</i> |
| | shows at 5321 Old West Saanich Rd. | | | shows at 270 Treviac Pl. | |
| 6 | Krystyna Jervis | <i>painter</i> | 13 | Don Haug | <i>potter</i> |
| | 5374 West Saanich Rd. | | | shows at 270 Treviac Pl. | |
| 7 | Joy Finlay | <i>potter</i> | 14 | Linda Vigliotti | <i>potter</i> |
| | 270 Treviac Pl. | | | 345 Hector Rd. | |
| | | | | SUNDAY ONLY | |



Victoria Clay Art

654 Burnside Road W.
Victoria BC V8Z 1M8
250 384-3831

As of June 1st, 2009
VICTORIA CLAY ART
Will be in its new location at:

654 Burnside Road West

Please visit our new store where we
Will continue to offer:

- A wide variety of Clay
- Glazes
- Pottery and sculpting tools
- Kiln and wheel sales/service
- Kiln firing
- Chemicals, and
- Other art supplies.

ADVERTIZING RATES

Business card size (2" X 3 1/2") :
\$10 per issue
or
\$75 for 10 issues

Quarter page ad (3 1/2" x 4 3/4") :
\$20 per issue
or
\$150 for 10 issues

**Sale announcements, events,
classified ads:**

FREE

contact editor at:
eartharts@me.com

When you shop

**PLEASE MENTION TO
OUR ADVERTISERS**

that you saw their ad
in the
**Guild
Newsletter!**

Vancouver Island *Potters Supply*

Your top source for pottery supplies on Vancouver Island

Now 4 convenient ways to shop!
In person Monday to Friday 9 am- 4 pm
By Phone 250-248-2314
Email vipsclay@hotmail.com
Fax 250-248-2318

Special Offer
50% Discount on Shipping Charges
for orders over 450 lbs
now only \$40.00 for SVIPG members

Visit our website at:
www.pottersupply.com



#2 1009 Herring Gull Way
Parksville, BC, V9P 2N1
Open Monday to Friday
9 am – 4 pm