

Guild *at a* Glance

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

May 9, 2011

www.victoriapotters.ca

Volume 12, Issue 9

April's Meeting – “Nothing to Fear from Jury or Critique”

The topic of the April meeting was a “first” for guild members: “the Process of Critiquing”.

Not knowing what to expect, we were a bit hesitant to bring examples of work to have it critiqued by our peers. Luckily, Cindy had prepared an excellent handout about “critique” versus “jury”. While jurying involves a certain competition between applicants wishing to enter a show, critiquing is a helpful tool to look at a piece of art through somebody else’s eyes. This point of view might be quite different from the one of the artist. We all know, that we can be our worst and harshest critic. One reason is that only **we** know what our intention was when we started the work and whether the outcome matches our expectations.

Critiquing somebody else’s work comes with rules:

- focus on the positive attributes
- if you really dislike the piece, give reasons WHY. Keep in mind, that the artist is under no obligation to agree with anybody else’s opinion.

You can be honest, but you cannot put a person down just because you do not like her/his piece.

Critiquing is an excellent learning tool. It helps the artist to see the piece in a different light and from a different angle. One does not need to follow up on suggestions, but there is no better way to get feedback, especially since many artists work in isolation.

Cindy started the discussion with one of her pieces outlining what she wanted to achieve and how successful she thinks she has been. She also gave us some ideas what to look for: shape, glaze, proportion, colour, form, rim, clay body, workmanship, foot, etc.

One must keep in mind that the point of view of the artist might be different from the one of the juror or the public, and that critique can be subjective. In any case it is mandatory to explain why one likes or dislikes a piece.

The critique is always about the work, not the person. It is a helpful tool to improve your work.

Some members had brought work to show and to be critiqued by the group. It was most interesting to hear the different points of view, which did not necessarily correspond with the artist’s vision, but were helpful to look at the piece from a different angle.

Those presenting were Ester, Belle, Mavis, Pamela, Louise, Betty Burroughs, Priska, Joy, Elaine and Nancy. Thank you to all the members who bravely stepped forward to present their work and their thoughts.

**The next Guild Meeting is
Monday June 13th
7:30 PM at Saint Michael’s Hall**

Don't Forget the Raffle!

The “stories” behind each piece were most interesting and personal. Listening to the background story, when, why and how it was created added another dimension, sometimes overriding other criteria like workmanship and technique.

Thank you, Cindy, for helping us to overcome our initial hesitation and to introduce us to a most useful tool to improve our work.

Report by Heidi

Clay Connects



Annual Show & Sale

Saturday, June 18

10 a.m. to 3.30 p.m.

39 potters - great variety

free admission

South Vancouver Island Potters Guild

Displaying Our Work

Some of our more experienced members offer the following advice:

- choose a theme for your display that compliments your work – for example, rustic, modern, homey
- coordinate the colours & texture of the table covering, piece 'lifters', shelving etc
- keep things simple – let your work be the focus
- don't crowd your display - less truly can be more
- keep additional stock and personal items out of sight – under the table behind its cover works well
- linking to the point above, table coverings should reach the floor / ground on any side that is seen by the public
- group similar items – by function, colour, shape or texture
- odd numbers within groups works well – particularly 3's – for example, a teapot, cream jug & sugar bowl
- vary the height of work within the display – use the tabletop as a starting, not an ending point
- additional lighting may be necessary - especially if your display is indoors – people won't buy what they can't clearly see

... and, thanks to Nancy W., our wish lists just got a little longer:

One new slightly 'techy' item is a **Digital Picture Frame**, showing photos of your best work running on a 'filmstrip' format. It catches shoppers attention. Interspersed with the pottery photos, could be information about clay work (similar to the Info Panels made for the Guild's 10th Anniversary show), or even process photos [i.e. stages of a piece being thrown/ trimmed/ altering/ adding handles/ glazing/ unloading a kiln]. The Frames can be set up on a corner of your booth - they sell for \$50-\$99 (with lots of memory space).

Lastly -

Check out the June '09 Guild at a Glance for more display & selling information:

<http://www.victoriapotters.ca/newsletters/June09.pdf>

The artists of Fired Up! Contemporary Works in Clay invite everyone to their 27th annual exhibition.

On the last weekend of May at the Metchosin Community Hall the eleven artists of B.C.'s 'Fired Up! Contemporary Works in Clay' collective, including guild members Meira Mathison, Marlene Bowman and Cathi Jefferson, will host their 27th annual exhibition and sale: "Axis of Art".

Fired Up! is pleased to include the work of guest artists from across Canada in this collaborative exhibition with Canada's largest gallery of ceramics: the Jonathon Bancroft-Snell Gallery of London, Ontario.

"Axis of Art" will be a unique opportunity to view the work of these top ceramic professionals together in one event and see if there is a discernible difference between our west coast artists and those who hail from east of the Rockies. It will also be a great chance to meet the artists and the gallery owner who represents them all. Mr. Bancroft-Snell will elaborate on the 2011 Fired Up! theme: 'Axis of Art', when he speaks at the opening night gala.

Revolving in equal measure around art at the central pivot are the artist, the gallery and the public. A healthy symbiotic relationship between these - 'creator', 'connector' and 'collector' - fosters a rich environment in which the creative process will thrive. These interconnected roles and their importance in the making of art will be explored. The knowledgeable consumer has an important role to play in support of the arts, and the gallery that connects artist and buyer does too. This is the "Axis of Art."

"Fired Up! Contemporary Works in Clay" is Marlene Bowman, Alan Burgess, Meg Burgess, Susan Delatour LePoidevin, Gordon Hutchens, Cathi Jefferson, Glenys Marshall-Inman, Meira Mathison, Gary Merkel, Kinichi Shigeno, and Pat Webber. The 2011 guest artists will remain a mystery until May 26!

See you at Fired Up!

www.firedup.ca

Your 2010 -2011 Executive

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Webmaster	Deb C.	dlclay@shaw.ca
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	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



Axis of Art

Fired Up!



Opening Gala:
Thursday May 26:
6 – 9 pm, sales from 6:30

Exhibition continues:
Fri - Sun, May 27-29,
10 am to 4 pm

Metchosin Community Hall
4401 William Head Rd
Victoria

Info 250-592-8257

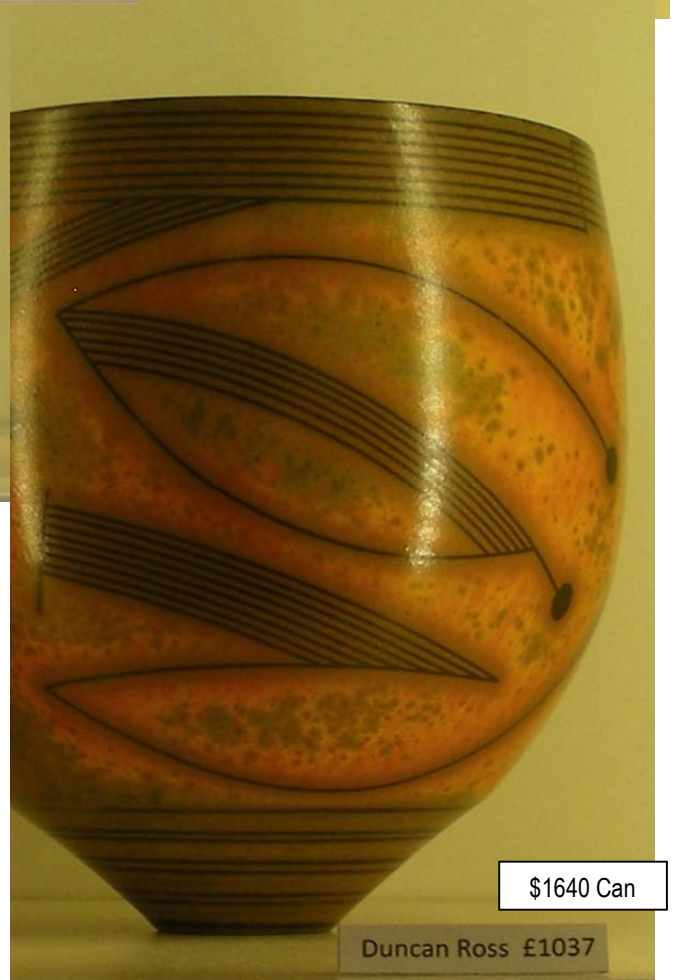
Fired Up!
Contemporary Works In
CLAY

www.firedup.ca

FOLLOW – UP on ‘What Is My Work Worth?’

Last month *Guild at a Glance* published an article on pricing to help members prepare for the upcoming show / sale season, including the Guild’s own ‘Clay Connects’. Members were asked to think about how they price their work in light of the results of a survey conducted by the Oregon Potters Association and were invited to respond to the newsletter’s editor. Feedback came in a message from Tobias T. who sent the following photos of pots being displayed (and sold) in the Contemporary Ceramics Centre, London, U.K. More information about the centre can be found at www.cpaceramics.com Prices such as these give us even more to think about.

Happy pricing!



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

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.

For your information, an explanation about the status of the Youth Empowerment Society is on the table where all the news, posters etc. are located. The funds raised from the Bowls event go to give additional assistance to youth aged 12 – 18 years of age.

Your assistance is VERY MUCH appreciated!!

♥ Helen

HOW TO FEEL MISERABLE AS AN ARTIST

(OR, WHAT NOT TO DO, UNDERLINE ANY THAT CURRENTLY APPLY)

1. CONSTANTLY COMPARE YOURSELF TO OTHER ARTISTS.
2. TALK TO YOUR FAMILY ABOUT WHAT YOU DO AND EXPECT THEM TO CHEER YOU ON.
3. BASE THE SUCCESS OF YOUR ENTIRE CAREER ON ONE PROJECT.
4. STICK WITH WHAT YOU KNOW.
5. UNDERVALUE YOUR EXPERTISE.
6. LET MONEY DICTATE WHAT YOU DO.
7. BOW TO SOCIETAL PRESSURES.
8. ONLY DO WORK THAT YOUR FAMILY WOULD LOVE.
9. DO WHATEVER THE CLIENT/CUSTOMER/GALLERY OWNER/PATRON/INVESTOR ASKS.
10. SET UNACHIEVABLE/OVERWHELMING GOALS. TO BE ACCOMPLISHED BY TOMORROW.

thank you, Belle L.

Spaces Still Available for Portraits in Clay

Open to all levels of experience, this class explores clay as a sculptural medium in the context of 'the portrait'. Working one-on-one with the instructor, you approach modeling the human head from a live model, without the use of an armature. The third session is spent on finishing and, after a two-week break for drying and firing, you return for a glazing session. Instructor: Debra Sloan

Contact: Sharon Reay at
604-205-3012 or
sharon.reay@burnaby.ca



Calcia CaO

Ten common flux oxides are important to glaze . . . each one has something different to praise.

As an alkaline earth flux calcia can do some tricks if you get the right amount into the mix.

It brings hardness to glaze and durability too. Chrome-tin reds need lots of it, as well as celadons do.

Excess calcia creates a semi-matte. Do cool it slowly if you like that!

Calcium carbonate is the ingredient name, but it changes to **calcia** in the firing stage.

Calcium carbonate goes into the heat, but the carbon vaporizes . . . isn't that neat?

Leaving only calcia (calcium oxide) behind. Let's look at the minerals to see what we find.

Lots of minerals provide calcia galore: whiting and dolomite and plenty more.

Wollastonite, colemanite and Gerstley borate bring other oxides plus calcia to the slate.

Feldspars and frits and volcanic ash too . . . bone ash and wood ash provide some calcia for you.

Calcia is really an important one. If you look really close . . . most glazes have some.

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www.PotteryPoet.com
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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

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classified ads:**

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contact editor at:
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