

Guild at a Glance

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

June 8 2015

www.victoriapotters.ca

Volume 16 Issue 10

May's Meeting – SALES – The Public Part of Pottery

In anticipation of SVIPG's upcoming sale (Clay Connects, June 13th, see page 4) we took advantage of the experience of some members to present a panel discussion. Linda V., Daniel C. and Ester G. shared what they've learned, as did Paige C. (even though she is currently living 'away'). Rosemary N. presented Paige's words.

NOTE: We're trying something new for 'Guild at a Glance'. At her request, Paige's presentation will be available only in our printed newsletter (not on the web) ... and ... the end of each of the other panelists' presentation will be available both at the end of the printed newsletter and online (at www.victoriapotters.ca). We're trying to take full advantage of the potential of current technology, provide those interested with as much information as possible AND maintain choice to our members. Let us know what you think of this by sending email to: eartharts@shaw.ca



Linda V. began by sharing some of the many practical things she's learned in her time selling. She prefers an 'innie' rather than an 'outie' location (encouraging lookers and buyers into her space) and emphasized that the greatest proportion of paid space needs to be used for showing pots (not wrapping or bookkeeping etc). She finds most pots show (& sell) well when lit well, that storage boxes and such need to be hidden behind table skirts that go to the ground and that black as a basic colour with coloured throws to match her pottery colours works well for her. Eliminating visual distraction is important, as is identifying 'your' space. Both can be accomplished with fabric as a lightweight (its not heavy to pack in) and temporary (it won't hurt surfaces in rented spaces) solution. ... *Linda V's report is continued on page 7*

Ester G. continued the practical note with more discussions of display and also ventured into the rather difficult realm of pricing.

She confided that she hates pricing her pieces and that she finds it hard. She described how folks actually wanting to buy her pieces could overcome her initial insecurity, and that increased confidence comes with increased experience. Ester reminded us that prices can

May's meeting is continued on page 2

Have a GREAT summer!
Our next meeting will be
September 14th 2015
We meet at 7:30 pm at
St. Michael's
Anglican Church
4733 West Saanich Road

always be increased (especially over time). She suggested using an average price on something rather commonly made (such as a mug or a bowl) as a 'point of reference when setting prices. Keeping in mind that pricing is very individual, Ester cautioned us all to try not to underprice the people who show with us. To sum up her advice about pricing - 'be honest and also proud'. ...

Ester's report is continued on page 7

Daniel C. spoke on many topics pertinent to the panel, but once again, was focused on practicality. In setting a display, he tends to use white as a basic colour because he believes it makes his glazes 'pop'. He takes a notebook with him to each show/sale to notate what 'works', doesn't, is missing from his work, ideas etc. He suggests that progress occurs when each show is thought of as practice for the next.

He's not at all unwilling to call a 'spade a spade' and talk about self-promotion (which he considers a good thing). Some shows simply aren't worth the maker's time – avoid them. He also suggests asking outright about pricing.

Daniel also notes that we each have a specific 'eye', sometimes things the maker hates (there's nothing wrong with them, the maker just isn't fond of them) sell first. ...

Daniel's report is continued on page 7

Rosemary N. kindly read **Paige C.**'s contribution. It can be found, in its entirety, at the very end of the printed newsletter. As per her request, Paige's contribution is not available online. If you REALLY want to know (1) you could have been a member or (2) at the meeting or (3) you can contact Paige by email at: blackbirdstudio@live.com

The four panelists who made this presentation on 'The Public Part of Pottery' each gave us the gift of their personal experiences. You'll notice that suggestions vary between individuals (i.e. black or white as the basic colour) but there was total agreement that we should respect each other, the show we're in and NOT consider this the time to sell or show anything we're not proud of! We very much thank them for their willingness to spend the time, prepare and talk very well about this sometimes difficult (even controversial) topic.

Text: Louise P. Photos of SVIPG members: Rosemary N.

Rosemary's photo: http://www.gobc.ca/saanich-travel/rustica-pottery-rosemary-neering_4603

Obituary

Walter Dexter

1931 - 2015

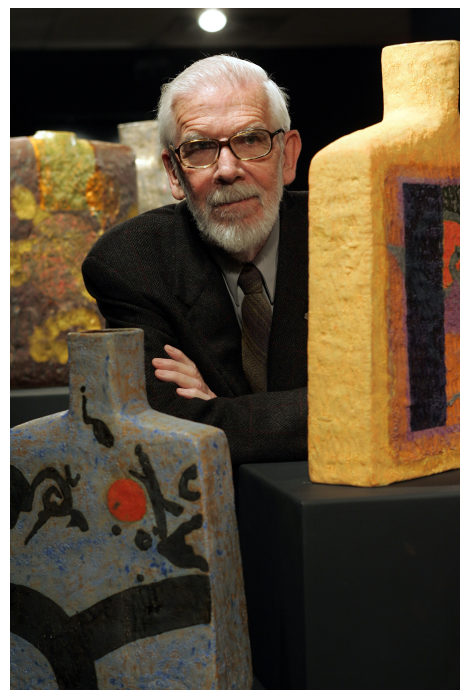
Very sad news today (June 2, 2015) -- friend and celebrated potter Walter Dexter passed away. The following is from his dear friend Jonathon Bancroft-Snell.

Meira Mathison www.meiramathison.com

Walter Dexter was Canada's first abstract expressionist working in clay. Walter's illustrious career was peppered with many triumphs. He was elected to the prestigious Royal Canadian Academy and a recipient of the Bronfman Award to name two. His work is in museums across Canada and he enjoyed an international reputation. He was the rock star of the clay world. Beyond his talents and accomplishments he was a kind and wonderful man and a wonderful friend. I will miss him.

Jonathon Bancroft-Snell

<http://www.jonathons.ca>



**We don't meet over the summer (July or August) so ... Have FUN!
Make LOTS! ... and be ready to come back September 14th.**

Newsletter deadline will be Sept. 7th

Community Arts Council of Greater Victoria (CACGV) Show



Marlene Bowman's clay work was a feature at 'Art Victoria Now' in the Atrium Building (800 Yates St.) May 7 – 10, 2015. Hundreds of people attended the opening reception. This was the first juried show by the CACGV and was considered a great success.

Submitted by Tobias T.

Susan Whitham visits J. Leach's Mulchelney Pottery:

A Serendipitous travel pottery story:

I was enjoying a visit with a favorite cousin in Somerset, England recently. She proposed we go to the local pottery, I agreed, why not?! I love to look at other peoples artwork and work spaces.

We drive out of her village up the road a ways and arrive at John Leach's Mulchelney Pottery! He happens to be a grandson of Bernard Leach. John has been in this location for 50 years!



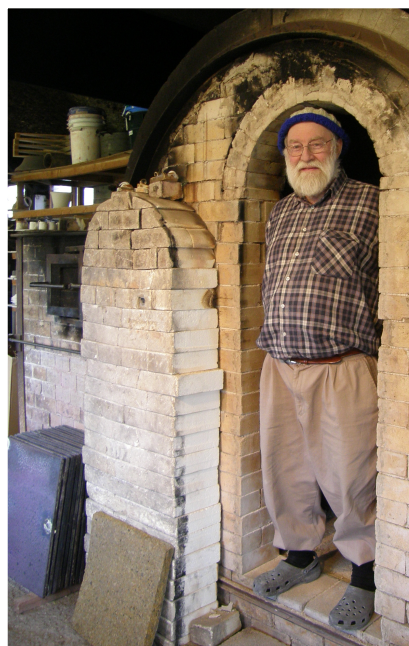
They have a gorgeous show room, excellent kiln yard complete with stacks of timber for their firings, there are tables out in the air with rows of pitchers hardening up. There are several buildings around a exceptionally organized and ship shape grounds.

Stacks of timber in different states of maturity, essentially lining up to be in one of the 6 fires they do a year. John graciously gave me a quick tour complete with a few photo opportunities! He was quite pleased to hear I was from South Vancouver Island Potters Guild. He sends a warm hello to Robin Hopper, Judi Dyelle and Meira Mathison!, apparently having been here at MISSA. He was a delight and very busy so as I started to exit after saying thank you, etc....

He said "And to all the potters world wide" with a raised fist,

"Potters Ignite!"

Submitted by Susan W.



SOUPER BOWLS OF HOPE

The 18th Souper Bowls of Hope will be held at the Inn at Laurel Point in mid-November. Since the first Souper Bowls, the members of the South Vancouver Island Potters' Guild have supported the event which is held to raise funds required for the Youth Empowerment Society to continue to facilitate young people 12 - 18 to experience the respect, support and sense of being valued which are necessary for making healthy choices for a better future. The YES professional staff assist individuals with mental health, family matters and other difficulties that an outsider can help with.

Donations of pottery of any kind are needed to ensure a successful fundraiser. So when you are cleaning out your studio, please remember the Souper Bowls of Hope and the needs for youth programs. Your extras will bring smiles to youths' faces!!! A tax receipt can be issued for donations.

P.S. I will be away for the June 8 SVIPG meeting but after June 15, I can be contacted at 250 - 361 - 1291 or hh456@shaw.ca for answering questions or pickup of donations. THANK YOU!! Helen Hughes

CROWDFUNDING OPPORTUNITY

The Salt Spring Potter's Guild is establishing a bi-annual juried exhibition called the Salt Spring Island Ceramics Awards. We have been endowed for the prize money - \$4000 per exhibition - and more sponsors are offering additional prizes. Now we must raise the funds needed for operating expenses - a 10 day juried show with an exhibition catalogue and an awards ceremony costs about \$8000. A percentage of our cost will be covered by entry fees; however, this is only a small portion.

We have started a crowd funding campaign and appeal to Canadian potters to help us launch this bi-annual event which we hope will quickly grow into a premier Canadian juried exhibition.

You can find more information here:

www.retailsoftware.com/Ceramics-Award.html

and the crowd funding page here:

<https://fundrazr.com/campaigns/7yRCf>

If you have any questions or comments please feel free to contact Kuno Egger, Co-Chair of the Salt Spring Island Ceramics Awards Steering Committee:

kuno@retailsoftware.com



FREE ADMISSION, FREE PARKING

SATURDAY
JUNE 13TH 10AM - 3PM



POTTERY
SHOW & SALE

SOUTH VANCOUVER ISLAND POTTERS GUILD
1335 Thurlow Rd. next to Moss St. Market

26 CLAY
ARTISTS

WWW.VICTORIAPOTTERS.CA



Clay Hub Summer Classes

For All Members of the Family

Focus: **Handles** Teen and Adult **Dates: July 7 & 8**

Focus: **Spouts** Teen and Adult **Dates: July 21 & 22**

Focus: **Thrown Lidded Forms** Teen and Adult
Dates: Aug. 4 & 5

Focus: **Teapots** Teen and Adult **Dates: July 13 - 17**

Focus: **Masks** Teen and Adult **Dates: July 6 & 20**

Focus: **Bird House and Bird Bath** 4-7 yr. olds
Date: July 23

Focus: **Square Bird House** 7-12 yr. olds **Date: July 30**

Focus: **A Trip to the Circus with Clay** 4-7 yr. olds
Date: Aug. 6

Focus: **Treasure Boxes** 7-12 yr. olds
Date: Aug. 13

Check our web site for the most
current information:
theclayhubcollective.weebly.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 at meetings and online 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, at eartharts@shaw.ca

SUBMISSION DEADLINE IS NOON THE FIRST MONDAY OF EACH MONTH

The earlier submissions are received, the more likely there will be room to include them. Be kind to the editor, please send items for inclusion *before* the deadline.

Your 2014-2015 Executive

President: Muriel S. 250.652.5434
Vice-Pres: Pam T-W 1.250.474.5434
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Archivist: Dawn K. 250.896.4373
Coffee:

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Katia C. 250.472.8225
Hillary G. 778.425.4228

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Kris J. 250.384.5344
Belle Leon 250.382.1326

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Newsletter Louise P. 250.655.3811

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Muriel S. 250.652.5434

Raffle:

Ester G. 250.658.4523
Tobias T. 250.383.3893

Webmaster: Deb.C 250.664.6805



Victoria Clay Art

654 Burnside Road W.
Victoria BC V8Z 1M8
250 384-3831
vcart@shaw.ca

Here is a list of my favorite pottery tools, glazes and things. Dan

All available at Victoria Clay Art

Mud Tool Ribs
Amaco PC-20 Blue Rutile [cone 6]
Alphabet Stamp Set
2" Goat Hair Fan Brush
Magic Water
Stroke & Coat SC-74 Hot Tomale [cone 08-10]
MKM Finger Rollers
Xiem Teliscoping Sponge on a Stick
Mud Tool Blue Sponge
Amaco Velvet Underglaze V-361 Jet Black
Aardvark Cone 5 BEE-Mix
Mud Tool Clay Cutting Wire [green handle]
MKM Wood Stamps
Paper Clay cone 06, 6, or 10

**Come in and look around, we're open
10:00am to 5:00pm Mon-Sat**

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

Sales announcements, events, classified
ads:

FREE

contact the *At a Glance* editor at:
eartharts@shaw.ca

Pottery @ Greenglade Community Centre



Spring & Summer Courses
& Workshops for all ages
from tots to 60 years+.

Drop-in times
also available.



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www.panoramarecreation.ca

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Parksville, BC, V9P 2N1
Open Monday to Friday
9 am – 4 pm

REMEMBER – among others, 2 great benefits to being in the South Vancouver Island Potters Guild are:

- 1) the library
- 2) access to the BC Potter's Guild newsletter online. Betty B. sends us the username and password each month.

So ... check them out! They're worth using!

Discovery Art Travel

2015
CERAMICS EXCURSIONS

Myanmar
(Burma)

Sicily

Morocco

www.denysjames.com

TEL: 1-250-537-4906

~~Burma, January 28 - February 13~~

~~Sicily, September 26 - October 14~~

~~Morocco, October 26 - November 16~~

*... When you shop – please
mention to our advertisers
that you learned about them
in the Guild Newsletter.*

Our Library welcomes your
suggestions –
Contact Nancy W.
nwall2009@gmail.com

LINDA V. CONTINUED

... Linda suggested that less really IS more. Keep a back-stock (extras in boxes hidden under your table) and limit the number of pieces displayed. She suggests keeping one's display interesting and simple. Recognizing this isn't as easy as it sounds, she suggested using different heights (of pots or pot stands) and choosing additions (such as fresh flowers etc) partly by their potential to keep a customer's eye moving (but focused on the piece(s)). Given that everything an attendee sees has to be carried in to the show/sale and set up (usually by the maker) Linda suggested we all think about weight as well as appearance.

Linda tries to keep prices visible but not distracting. While always friendly, she finds it important to give folks time to quietly look at her work so she only speaks to people if they actually touch one of her pieces. Linda also keeps a jar of water (accessible, but not in direct view) to test the pouring capacity of jugs or teapots.

Linda keeps an inventory list and uses it to set the prices of her work at the next sale and includes 2 business cards with each gift purchase (one for the sender and one for the receiver). Linda told us that selling can be an enjoyable group experience –and - there's no need to whine, we're NOT in competition.

ESTER G. CONTINUED

.... As for creating a display, Ester likes them to be simple. She suggests using something (she prefers black fabric) to define 'her' space. She suggests that we shouldn't crowd pieces, rather that we group them by some topic (she currently using numbers, groups of 3 pieces) and that we should 'play' with the height of our pieces.

One really important thing is that Ester advises is to let people move through the display as well as look at it. In short – do whatever possible to focus on the piece.

DANIEL C. CONTINUED

.... He strongly suggests we keep a web page and suggests we don't expect friends and family to support us forever. If we intend to be serious we should be businesslike about being makers. Daniel uses the Square to sell pieces by Visa and to track sales too. He believes that lighting is really important, and suggests halogen gives really bright light for low wattage (adding that wattage can become an issue if a show/sale is held in a multi-purpose or elderly venue).

Daniel believes that we can all take advantage of technology. To that end, he's provided a list of resources for us:

Website hosting and development

WWW.WIX.COM

www.godaddy.com

www.telus.com

www.shaw.ca

www.facebook.com

www.pinterest.com

www.tumblr.com

or check with SVIPG's web master Deb C who's phone is listed in the Executive on page 5 – Ed.

Financial

<https://squareup.com/ca/>

<http://gopayment.intuit.ca/credit-card-processing/intuit-gopayment.jsp>

Business Supplies

<http://www.staples.ca/>

Business Cards, labels, tags

<http://www.vistaprint.ca/>

Business cards, banners, signs

And the Editor would add:

Island View

<http://reprographics.islandblue.com>

Sidney or Victoria for Banners, Business Cards, etc

Matthews

<http://www.matthewsdisplay.com>

wrapping and bags (paper - even recycled)

store fixtures and shelving are their more well known activities

So ... here it is – new ways to use technology (do you have a web site, a Facebook Account or take Visa when selling?) and, possibly, some new things to think about (what are your opinions on display or pricing?).

*Please do send your thoughts to the editor, Louise at
eartharts@shaw.ca*