



AUSTIN PASTEL SOCIETY JULY 2020 NEWSLETTER

Upcoming Exhibition Opportunities and Members' News

Workshop Exhibition Juror 2021

WORKSHOP

March 6-7
at Apache Shores
Community Hall, Austin
\$340

Instructor: Karen Margulis
karenmargulis.com

Expressive Pastels: How to
Loosen up and Add Spice
to Your Paintings.

Workshop deposits
of \$90 taken at Sept 27
APS meeting.

Balance due February 1.
Demo will be 7-9pm
on Friday, March 5

TWO NON-JURIED SHOWS

APS will hold two non-juried exhibitions this fiscal year for our members. Our first show, to be held starting in October, will be an online exhibition. There are some benefits to this venue vs live, such as:

- No restriction on painting size
- Framed and unframed paintings can be submitted
- No commission fee on sales
- Paintings can be viewed in the comfort of one's home, as often as desired.

Marketing tools will be utilized using a FASO website plan, beside our regular marketing tools of email, flyers and postcards. It's a great way to drive qualified, engaged visitors to our non-juried online show. With this venue, APS can promote your art and our exhibit to over 45,000 collectors.

- Promote our APS Exhibitions website in a special edition of the Informed Collector newsletter called "New FASO Member Artists."
- Our show's artwork featured in the Informed Collector Exhibit edition.
- Our exhibit will be featured in an interactive exhibit portal [<https://my.faso.com/boldbrush/exhibits>]. This helps collectors find exhibits per state and month. Each newsletter has clear links to this portal so our upcoming exhibit is automatically promoted to a wide audience.

Co-Chairpersons Cecile C. Ramirez and Geneva Johnson are coordinating efforts to have a great show that begins in October. More details coming soon!



*APS 2019 Fall Show reception:
Geneva Johnson beside her artwork*



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**“COOL” show by Enid Wood, Art Connections Gallery, La Grange
Virtual opening online 7/12/2020 from 7pm to 8 pm**

<https://www.enidwood.com/new/icm-2/>

Art Connections is across the street from the Fayette County Courthouse at 123 N Main St in La Grange, TX.



Iceberg Refelcted 7" x 5", by Enid Wood



High Tide 11" x 14", by Enid Wood



Glacial 18" x 12", by Enid Wood