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The Pastel Society of W.A.

President: [Donna Woodhouse](#)

Vice President: [Jill Buckrell](#)

Secretary: [Trish Spence](#)

Treasurer: [Liz Caporn](#)

Patron: [Kevin Jackson](#)

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President's Message

Hello, fellow pastellists,

Welcome to 2021 and a new start to the Pastel Society.

This year sees new leadership and a new committee.

It has been a rough start to the year. The covid lockdown prevented us from coming together safely, and our start date moved back. Then, of course, Mildenhall's mains water valve was vandalised, further delaying our start. But we are back now and ready for a safe and prosperous 2021.

Firstly, I would like to thank the previous administration for their leadership during the covid crisis. Val Brooks and her committee managed to keep us safe and continued to communicate a love of pastels and a love of community. I have been in many groups and organisations, but what I have found in the pastel society is a genuine camaraderie and willingness to lift each other within a love of art. As President, I want to keep this mindset and help it flourish.

Our Facebook page administered by Julie Zohar, Patricia Spence and Jill Buckrell. This has been a great success allowing our country members to show their art and gain support. With this in mind, we now have an Instagram account administered by Kirstie Williams. Here we will advertise our programs, our demos, and our members' many successes.

Our first demo will be Sophie Mahir, discussing how to utilise social media to promote your art. Oxlades will be making an appearance on The 15th of March, demonstrating Pan pastels and Pastel mat.

Our new Vice President, Jill Millar, will deliver another excellent program of techniques and ideas following last year's success on our Monday nights.

I hope to see you all soon at Mildenhall or at any of the wonderful events we have planned, covid fingers crossed, throughout the year.

Happy painting.

Donna Woodhouse

President of the Pastel Society of Western Australia

Pop-up Shop 62-Sorrento Quay



Our society was part of the Creative North Project at Hillary's Boat Harbour Pop-up Exhibition Space, Shop 62 (opp. Peard Real Estate) from Thursday 19th November to Sunday 13th December, 2020.

Copyright

The following is an extract from an article with regard to using photographs as reference - something that is relevant to artists to consider.

Question: "I've found a lovely photo on the Internet and want to make a painting of it. Can I do this?"

Answer: A painting made from a photograph is known as a derivative work. But that doesn't mean you can simply make a painting from any photo you find - you need to check the copyright situation of the photo. Don't assume because the likes of Warhol used contemporary photos that it means it's okay if you do.

The creator of the photograph, i.e. the photographer, usually holds the copyright to the photo and, unless they've expressly given permission for its use, making a painting based on a photo would infringe the photographer's copyright. In terms of US copyright law: "Only the owner of copyright in a work has the right to prepare, or to authorise someone else to create, a new version of that work." You may be able to obtain permission to use a photo for a derivative work from the photographer, or if you're using a photo library buy the right to use it.

What is Copyright?

You might argue that the photographer is unlikely ever to find out if you use it, but are you going to keep a record of such paintings to ensure you never put it on display or offer it for sale? Even if you're not going to

make commercial use of a photo, just by creating a painting to hang in your home, you're still technically infringing copyright, and you need to be aware of the fact. (ignorance is not bliss)

As for the argument that it's fine to make a painting from a photo provided it doesn't say, "do not duplicate" or because 10 different artists would produce 10 different paintings from the same photo, it's a misconception that photos aren't subject to the same stringent copyright rules as paintings!

So remember to keep those cameras and phones on you at all times to capture your own magnificent shots to be used for your own future creations.

Happy painting!

W.A. Pastel Society Summer - Autumn Programme

We meet every Monday night at Mildren Hall (insert address) at 7.30pm. On alternate weeks a facilitator will provide an activity which you may choose to participate in, or if you prefer, come along anyway and bring your own pastel work to do. These are informal and aimed at experimenting with new techniques, building skills, watching experts, and generally socialising and experiencing the joys (and frustrations) of pastelling!

Anyone can volunteer to facilitate an activity. We have started the year with some already to go so come along and join us.

DATE (MONDAYS) 7.30 – 9.30pm	ACTIVITY	MATERIALS	FACILITATOR
FEB 1st	CANCELLED	LOCKDOWN FOR COVID	
FEB 8th	Committee meeting	No pastels for non- members	Donna & Trish
FEB 15th	Membership payments	Normal pastel painting	Donna Committee
FEB 22nd	Pastel Society WA website information	Normal pastel painting	
MARCH 1st	LABOUR DAY	NO PASTELS	
MAR 8 th	Demo/ discussion – By Sophie Mahir \$5 entry Fee Social media and using online tools to promote your art.	Bring a device to explore on (pastels if painting)	Donna
MAR 22 nd		Normal pastel night	
MAR 29 th	https://www.youtube.com/watch?app=desktop&v=g4HzNtQ-T88&feature=youtu.be Watch a 10 minute video by artist Len Hend who will give a simple demonstration of some basics about use of tone in landscape painting.	Pastels, a landscape photo reference to work on (or continue with an existing piece). Pastel paper of your choice to work on. NB: You may like to watch the video ahead of Monday night and go ahead with your painting, or watch and discuss it at the session. Just click on the link.	Jill
APRIL 5 th	EASTER MONDAY	NO PASTELS	
APR 12 th	Close ups on features – portrait studies. Use cropping to focus on features (eyes, nose, mouth, ears, hair) through small studies.	Bring reference photos of faces (some provided) of human, animal, bird, fish. Pastels and pastel paper. (examples from Maxine Thompson)	Donna & Jill
APR 19 th	AGM + DEMO (pet portraits)	\$5 entry fee	
APR 26 th	ANZAC HOLIDAY	NO PASTELS	
MAY 3 rd		Normal pastel night	
MAY 17 th		Normal pastel night	
MAY 24 th	Life Drawing A professional LD model will be posing for us. Please arrive 10min early to set yourself up for a 7.30pm start.	Charcoal and pastels, paper. We have easels available, if you'd like one please let Trish Spence know via this email secretary.pswa@gmail.com	Trish
MAY 31st		Normal pastel night	
JUNE 7th	WESTERN AUSTRALIA DAY	NO PASTELS	
JUNE 14th	Paint a still life	Pastels and paper, camera.	Trish/Jill
JUNE 21 st		Normal pastel night	
JUNE 28th		Normal pastel night	

Introducing the W.A. Pastel Society Committee Members 2021

The following members were voted in to the 2021 committee at the 2020 A.G.M in November

Board

President: Donna Woodhouse

Vice President: Jill Buckrell

Treasurer: Liz Caporn

Secretary: Trish Spence



Other

Newsletter editor: Karyn Platt

Web page facilitator: Julie Sylvester

Graphic Designer: Kirstie Williams

Committee Members: Adrienne Kinnear

Annis Woods

Challis Wilson

Di McCarthy

Lee Calley

Robyn Every



Welcome New Members



-  Fenella Dexheimer
-  Katherine Navaro
-  Noel Patricia Cumper
-  Yvonne Horgan

Pastel Society A.G.M. 19th April, 2021



This meeting is to bring our AGM back into our usual annual timing of the month of April.

We need a quorum of approximately 30 people for the AGM to be valid, so your support is greatly appreciated.

Trish has attached the previous minutes from our AGM in November by e-mail for you all to read before attending this meeting. The position of Secretary will become vacant. Please consider standing for this important position and joining the committee.

As well as our annual AGM we will have a 'Pet Portrait' Demo by 'Tina Klare'

You can take a look at Tina's work if you like on the following Social media links.

https://www.instagram.com/lillys_studio/

<https://www.facebook.com/tina.klare>

A New logo for our Society.

Also our lovely and talented committee member Kirsty Williams (graphic designer) is working on a new logo for The Pastel Society. Kirsty will have three samples worked up for us to vote on at the AGM.

Whichever sample gets the most votes will be our new logo.

Very Exciting I think, can't wait to see what Kirsty comes up with.

Please arrive slightly before 7.30pm for a 7.30pm prompt start

Annual Exhibition Update and New Category

It was agreed to add another Category to our Portrait Section for our Annual Exhibition on 13th, 14th & 15th August, 2021 at Sorrento Surf Life SC.

This will be '**Animal**' as well as '**Human**' in the **Portrait Section**. This is not compulsory.

The Maximum number of paintings entered will remain three as normal (including 9x5)

The Portrait Section can be Large or Standard and will be judged separately with a First Prize for Animal and Human.

The General Section can be Large or Standard and will be judged the same as previously.

Large – Maximum size 1 metre in Height or Width (including frame)

Standard – Maximum size 80cm x 70cm (including frame)

9x5 – has an internal image size of 'exactly' 229mm x 127mm (9inch x 5inch)

So, for all Artists who love to paint Animals we hope you can give it a go.

Happy Painting!

Rayma

Congratulations to our Recent Award Winners WASA 125th Anniversary Exhibition in Fremantle



Adrienne Kinnear WASA Pastel Winner for '*Almost Dusk*' being presented her award from Kim Beasley



Leanna Taylor WASA Highly Commended & People's Choice Winner for '*In the long grass*' being presented her award from Kim Beasley

Wagin Woolorama Winners



1st Prize Pastel and \$1000 Acquisition Prize: -
Betty McLean "Outback Road- Revisited "



2nd Prize Small Painting category
Betty McLean 'Morning in the dunes'



Highly Commended
Leanna Taylor 'Reflections'

A presentation by Sophie Mahir: How to use Social Media for your Art

Sophie began her presentation by listing suggestions from the audience on what information each of us, as artists, might want from social media such as Instagram, Tiktok, LinkedIn, Twitter etc. The results were varied:

- How to foster engagement.
- Finding your audience.
- Building your audience.
- What are hashtags?
- Getting the right followers.
- Content.
- Advertising



Which platforms are best for art?

Choosing the correct platform is important as this is where you and your buyers meet – the “sweetspot”. Ask yourself – where does your audience hang out? This will determine what app to use.

How do you find out where your audience is?

There are several questions to ask yourself

- what do you paint (landscapes, pet portraits etc.)?
- What is your price point e.g. high, medium or low?

Sophie has a free website (sophiemahir.com) to assist you in building an audience profile. You can download the steps she provides to profile your own audience. Remember, as your art gets more exclusive, your audience gets smaller. Sophie used *Open Studio* to initially source possible connections.

Which social media app?

Once you have a source of connections, you can look at this choice in more detail.

- Pinterest: good for lots of small products posted regularly. Audience tends to be 'search and discover' shoppers. But, Pinterest is a bit of a hard slog and time consuming.
- LinkedIn: useful if you work with businesses and galleries.
- Twitter: useful for social commentary. It is fast-paced, two-way and real-time.

- Clubhouse: audio only
- Tiktok: Good for instant, quick videos and small products for a younger audience.
- Instagram: This is probably the best for artists such as us. It is visual, fast growing and can provide a shock feature.

How do we find and grow our profiled audience?

The clue here is in the word 'social' – it must be a two-way street. It's a waste of time to simply post content and leave! You need to provide for time around the posting window to be social!

For example, if using Instagram, there are two options:

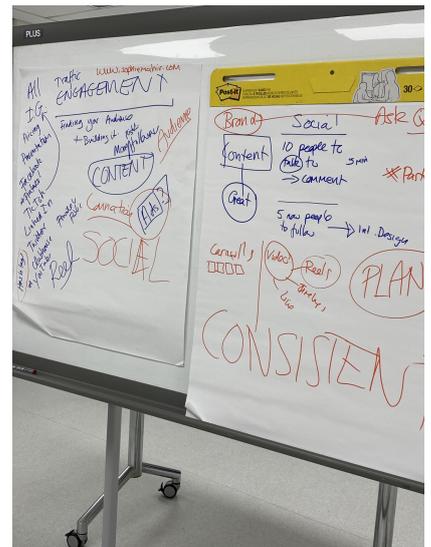
1. Post your content and find 10 people or images to talk to e.g. make some thoughtful comments about their art. It only takes 5 minutes, though you need to stay around to reply to their comments. Note, the more conversations, the more the algorithm moves the conversation “up”!
2. Find 5 people to follow and to interact with.

Set up a professional account and look for local accounts which might be useful to you e.g. interior designers, big-name artists, favoured galleries.

Have Great Content!

Instagram is good for visual content such as carousels, reels (quick, short video sessions that can be set to music). If your audience is young, videos are essential. For older audience members, mix it up. Remember, great content will help your audience stick around!

Remember – you need to get a conversation going and to be consistent in working the medium to raise your rankings!



BRAND!

Instagram is very brand-driven, so this is a very important aspect to consider. Your brand is represented by the colours, the look, the cohesiveness of what you post. For example, if you paint both landscapes and pet portraits, don't mix them in the one account. Have a separate account for each one to maintain that brand strength. Sophie doesn't recommend posting entire paintings on Instagram. Rather, use such strategies as close-ups, semi-finished pieces, aspects of your studio, or your painting process. Send you followers to your website for the finished pieces.

Hashtags.

These group things together e.g. #art and can be used to encourage your post to show up on the “explore” feed and generate posts from unknown people e.g. #pastellandscapes. Each individual post needs its own unique set of hashtags. For example, many members are currently part of a challenge to paint 30 paintings in three months. The hashtag #create30challenge accesses all the artists who have participated in the challenge. Ideally, place as many hashtags as possible under your post, though make sure they are all relevant to it. People tend to follow hashtags they are interested in. Use the 'Explore' tab to look for suitable hashtags.

In conclusion, Sophie identified CANVA as the best app for developing your social media. It provides templates for posting content, including the correct dimensions for posting art.

Adrienne Kinnear

Pastel Society WA Website

The W.A. Pastel Society has a website for members to display 3 recent images for \$10. For those members who haven't already taken advantage of the W.A. Pastel Society's Website Public Gallery, or who would like to update images of their work please speak to or contact Julie Silvester our web-site facilitator for further information with regard to the type of photo required that has the best resolution. <http://www.pastelsocietywa.org.au>

Instagram Page

One of our new committee members Kirstie Williams is a graphic designer; Kirstie is setting up an Instagram page for our Society. If you would like to put a painting up on the site, then please email them to Kirstie. You can send up to 5 for now. If you have any questions about the page, then please email Kirstie. kirstjw@gmail.com

Thankyou Kirstie for offering to set up our Instagram page, it is much appreciated.

Quote for the day

"If you hear a voice within you say, 'You cannot paint,' then by all means paint, and that voice will be silenced."

- Vincent Van Gogh.

A Note from the editor

I would like to welcome all the new committee members 2021, and encourage members to attend the April A.G.M. Thank you to our outgoing committee member Trish Spence for her valuable contribution to the role of Secretary. She has kept us updated, informed and was proactive by setting up the Facebook page during covid restrictions so members could stay in touch.

If you would like to contribute any items of interest or advertise a coming exhibition or event in a future Newsletter, please remember to contact me by e-mail kpl90005@bigpond.net.au

Karyn Platt
Newsletter Editor

Favourite Links

- <http://www.pastelsocietywa.org.au>
- <http://pastelpointersblog.artistsnetwork.com>
- <http://www.pastelsandpencils.com>
- <http://www.wetcanvas.com>
- <http://www.ozpastels.com>
- <http://www.howtopastel.com>