



# Floral Park Art League

## NEWSLETTER

May 2011

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### Annual Juried Competition



Don Zwering and our President Robert Rouge displaying the Best in Show Painting “Waiting”

Quite a few artists were present at our annual Juried Competition on May 2<sup>nd</sup> at the American Legion Hall on Elizabeth Street in Floral Park. While the judges were upstairs judging the many works of our artists, the artists were downstairs enjoying the refreshments provided by Dorothy Webster; as always plentiful and delicious. It was great to really chat with so many of the artists.

Our judges, Marianne Heinzen and Mary Jo Anzel started the announcement of the winners with a very positive note, stating that we were to be complimented by the caliber of work presented at the competition.

Each presentation of a winner was critiqued by

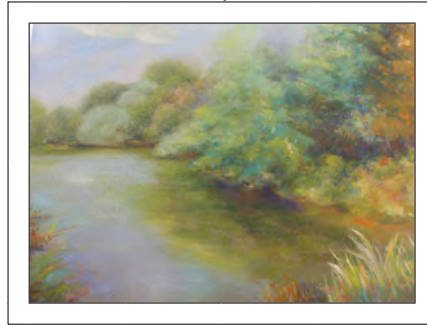
each of the judges, as they pointed out the complexity of each work and the reason for the piece to be selected for an award. It was a learning experience for each of us to re-learn the importance of the center of interest, the effects of color, perspective, and reflections.

It was a pleasant and grand ending to a successful year, thanks to the participation of so many of our members.

My sincerest apology to Edith Steinberg who received an Honorable Mention for her Watercolor painting,



2nd Place - Nancy Fabrizio  
“Matching Hats”



Honorable Mention - Rhoda Lowinger  
“Lowinger Park”



3rd Place - Lillian Forziat  
“Homage to Lily”



Honorable Mention - George Christ  
“218th Street Hill”

“Colorado”. I will get a picture of that painting and it will be in the August Newsletter.

## Annual Equestrian Competition



In addition to the Juried Competition, our judges Marianne and Jo Ann also had the additional chore of judging the "Equestrian Competition" on the evening of May 2<sup>nd</sup>.

Again, we had quite a few artists who entered the competition. The winner of the competition was chosen for the originality of the work and its uniqueness. Carol Eckhoff was the winner for her work.

Carol will be presented by a representative of the New York Racing Association with a "Certificate of Recognition" on the 12<sup>th</sup> of June at the Spring Show and Sale in Memorial Park at 1 PM. The painting, "Horse Sense", a watercolor will be displayed at the Club House in Belmont Park for the season. Congratulations Carol for a job well done.

## Spring Show and Sale - June 11<sup>th</sup> & 12<sup>th</sup>

This year's Spring Show and Sale will again be sponsored by the New York Racing Association in conjunction with the Belmont Stakes. This sponsorship will include publicity in local papers, and, hopefully attract more participation in our Show and Sale. The Show will be held at Memorial Park, Tulip and Plainfield Ave., Floral Park – Saturday and Sunday, June 11<sup>th</sup> and 12<sup>th</sup>. There is no limit to the number of paintings an artist may display within a reasonable space. Please be considerate of the other artists regarding space. Prints are allowed for sale, but must be marked "PRINT". No nudes, collages, or photography are permitted. Set up will be before 10 AM each day. If the weather isn't clear, please use your own discretion. There are no rain dates. **NO PAINTINGS ARE TO BE REMOVED BEFORE 4 PM.**

**Only member artists with dues paid and postmarked by June 3<sup>rd</sup>, 2011 may participate.**

If you know of an artist who is not a member who might be interested in participating, you may pass on the application that is attached to this newsletter. Hopefully the weather will cooperate to make this a wonderful event.



## "The Art Price Mystery"

Yesterday, Mark Sharp of Invermere, B.C. wrote, "I was in a gallery looking at a large painting by a living artist. With no dramatic message or spiritual awakenings, it was just a really nice painting--and it was priced at \$24,000. It probably took the painter one or two days. On the same wall was another same-size painting by another living artist. It was equally well executed, of similar effort, but priced at \$6,000. Both artists are the same age with similar educational backgrounds. Why the vast price difference? Is it an artist's mystique, proven sales record, better marketing, or what?"

Thanks, Mark. Art pricing has to do with control. Artists who seek professional status should not be seen selling their work irregularly or at lower prices. Dealers (and artists) who control supply are better able to control demand. Scarcity is important. That \$6,000 artist may be three times as prolific as the other guy. Another consideration is location. If an artist offers work in barber shops or less prestigious galleries he cannot expect to get the same kind of prices as in high-end commercial venues. Further, artists whose work is exhibited in public museums or loaned out from significant private collections can be expected to demand more.

## “The Art Price Mystery”(cont.).

There's another factor that's a bit harder to quantify. The higher-priced painter may just happen to be the better painter. Artists whose work is of higher quality (or merely consistently marketable) are sought out by leading galleries. Further, dealers have a collective interest in seeing an artist's prices escalate, thus adding the sniff of investment to an otherwise mostly emotional purchasing decision. For the artist, a few years of 10-20 percent annual price increases leads to eventual high prices.

Serious artists have an obligation to themselves to secure a strong cash flow so money worries are left behind. Travel, study, challenge, exploration and even down-time can be expensive, but they are the life blood of creativity.

My democratic inbox is frequently loaded with questions on prices, marketing strategy, recession ploys, distribution and sales methodology. One might conclude that art is a branch of economics. While the burden of money will forever be with us, quality is still ahead of whatever is in second place. That's why artists need to go to their rooms. Quality needs to be made. But please don't ask me to define "quality." With the exception of markets based on unnatural spin and hype, quality (whatever it is) is often the harbinger of higher prices.

**Esoterica:** Younger and early-career artists need to enter the market at prices low enough to tempt collectors, but high enough to make it worthwhile for potential dealers. Even dealerless artists need to keep this in mind when laying the groundwork for a career in art. Everyone loves a penny stock that goes up. "Price is what you pay. Value is what you get."

([Warren Buffett](#))

*Printed with permission of Robert Glenn*

## Happenings of the FPAL - June 2011

June 11<sup>th</sup> & 12<sup>th</sup> **Annual Spring Show & Sale** – in conjunction with the Belmont Stakes 10 AM – 4 PM Centennial Park, Corner of Tulip & Plainfield Ave., Floral Park.  
Flier attached - if you would like additional fliers, please call me and I will get them to you. (516) 352-7327



The NYRA sponsors our Spring and Fall Show and Sale

## Detailed directions to the American Legion Hall from the Cross Island Parkway

**From Cross Island Parkway** - Exit Jamaica Ave., Jericho Tpke., East. Make a right on 25 (Jericho Tpke). Go approximately 1 mile to **S Tyson Ave.** Make a right and go 2 blocks to **Elizabeth Ave.**, make a left. The American Legion Hall is a white building, #15, directly across from the John Lewis Childs Elementary School's main entrance.

*We had a successful year - enjoy the summer. Our newsletter in August will give you a heads-up on the events and demo's scheduled for next year.*

### FPAL Officers

President:	Robert Rouge	516 328-8160.	Vice President	Cliff Forziat	516-354-0179
Treasurer:	Lillian Forziat	516 354-0179	Secretary	Eileen Stattel	516 352-7327
Show Chr.	Pat DiComo	516 775-0553	Hostesses:	Dorothy Webster	516 239-3202
Publicity:	Open			Patricia Lee	718-847-7987



# ANNUAL SPRING ART SHOW & SALE

**ELIGIBILITY** only member artists with dues paid up by June 3<sup>rd</sup>, 2011 may participate. The \$20 fee is for the outdoor Show and Sale for members. If you already participated in the Juried Competition you have already paid the \$20 fee and there is no additional fee.

\*A limited number of Non-Members may participate in the outdoor Show & Sale for a \$50 fee.

**SHOW & SALE** To be held at Memorial Park, corner of Tulip and Plainfield Ave., Floral Park – Saturday and Sunday, June 11<sup>th</sup> and 12<sup>th</sup>, 2011. There is no limit to the number of paintings an artist may display within a reasonable space. Please be considerate of the other artists regarding space. Prints are allowed for sale, but must be marked “PRINT”. No nudes, collages, or photography are permitted. Set up will be before 10 AM each day. If the weather isn’t clear, please use your own discretion. There are no rain dates. **NO PAINTINGS ARE TO BE REMOVED BEFORE 4 PM.**

**LIABILITY** Each artist is responsibility for his/her own works and safety. The Floral Park Art League, the Village of Floral Park, and the NYRA, its officers or agents will not be responsible for loss or damage of any kind, however caused. Entry in the Art Show denotes your agreement. Each artist is responsible for appropriate taxes on sales.

**PRE-REGISTRATION** You must pre-register by June 3<sup>rd</sup> - no entries without registration will be accepted on June 11<sup>th</sup> and/or June 12<sup>th</sup> for the Show and Sale. Please send the slip below and a check made out to the “Floral Park Art League”, Mail to the Floral Park Art League, PO Box 72, Floral Park, NY 11002

.....  
I have read the above application and my signature denotes my understanding and agreement to the rules and regulations.

**Name** \_\_\_\_\_ **Phone #** \_\_\_\_\_

**Address** \_\_\_\_\_ **City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Email Address** \_\_\_\_\_

**SIGNATURE** \_\_\_\_\_ **Date** \_\_\_\_\_

Please check appropriate box.

**MEMBERS:**

**Outdoor Spring Show & Sale - June 11<sup>th</sup> and 12<sup>th</sup>, 2011** **Fee \$20.00**

**NON- MEMBER:**

**Outdoor Spring Show & Sale - June 11<sup>th</sup> and 12<sup>th</sup>, 2011** **Fee \$50.00**

Please send the slip above and a check made out to the “Floral Park Art League”, Mail to the Floral Park Art League, PO Box 72, Floral Park, NY 11002