

Best of the Northwest



Painter Arlon Roseoff in his booth in the foyer



Live music to shop by (ground floor)

Fall Show Report

Pam Rembold

Northwest Art Alliance celebrated the 23rd fall Best of the Northwest show this past weekend to high acclaim. With 254 artists, this show was not only the “Best” but the biggest juried indoor art and fine craft event in Seattle this holiday season. There was abundant praise for the show from attendees. Barbara Wescott’s comment was typical “Your 2011 fall show was the best I’ve seen in years! The quality was unsurpassed, and we were happy to see so many artists new to the show.”

Many thanks to all of the artists and others who participated and especially to all of you who volunteered with postcard mailings, sign placement, artist demos, fashion show, ticket taking and all the rest. We couldn’t have done it without you. Please attend the December Members’ Potluck to help brainstorm next year or contact the director, Pam Rembold, with ideas and offers to help. *(continued p.3)*

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- **Potluck, Dec. 13:** Brainstorming for next year at Karen Seymour’s
- **Artist Skills Workshop, Jan. 14-15**
- **Volunteers Needed for January Workshop, Spring Show**
- **Website:** help get paid listings from your galleries and suppliers
- **Show Opportunities:** apply for **Spring Best of the Northwest** by Nov. 30
Art in Occidental Park: Dec. 1

December Member’s Potluck: Tuesday, December 13, 6pm at Karen & Dick Seymour’s

This year showed strong growth: what do we do to make next year even better? We’ll catch up on what we’ve all been doing, brainstorm and plan for the January Workshop and Spring BNW Show. Bring food and/or a beverage to share.

Address: 5415 Greenwood Ave. N, 98103, 1 block west of the Zoo, illuminated white trellises in front of the house. #2 on our Dec. 2-4 studio tour map (shameless hint): <http://neatseattle.com/neat-map.pdf> Call 206-789-7095 if you get lost.

Volunteers Needed:

- Data entry of drawing slips from Fall show
- Demo coordinator for Spring show
- Artists to do demos for Spring show
- Volunteer coordinator for Spring
- Assistant Potluck coordinator
- Assistant newsletter editor
- Assistant Workshop coordinator
- Lots of panelists & instructors for Workshop



Artist Skills Workshop

You can now register for the next informative and energizing NW Art Alliance Artist Skills Workshop January 14-15, 2012 at the Greenwood Senior Center in north Seattle. \$87 for the weekend includes lunches (Saturday dinner is an optional donation) We also ask for 3 hours of volunteer time at this or a future event. (See <http://nwartalliance.com/workshopinfo.php> for past workshop photos and class notes.)

From last year's attendees:

Alice Britt: "I can't even tell you how much I learned in the class and how much I appreciated it! I think I have finally got a grip on Photoshop!"

Kim Weers: "The school was fabulous ..."

Jennifer Robinson: "I cannot begin to tell you how much I got of it, as did everyone else that I spoke to."

Learn about things as varied as Photo-editing, Working with Galleries and On-line Marketing. If you already have an area of expertise, please sign up to share what you know and help make our art community better. Like most of our events, this runs on volunteers. Can you help? Instructors and panelists get a reduced rate.

Members were emailed a form to fill out the first week of November (or find it on the NWAA site). If you are interested in attending, please return it promptly. Call Karen Seymour, 206-789-7095 with questions and ideas.

special note: Adobe Photoshop Elements, used in the Workshop, is on sale for half price (\$50) through **Nov. 29** at Adobe.com & other sites



Upcoming Show Info.

We are now accepting applications for the popular *Spring Best of the Northwest* show on Zapplication (www.zapplication.org). The show will again be at Magnuson Park's Hangar 30. This three day show will be held March 30 - April 1, 2012 and the application **deadline is November 30, 2011.**

The Northwest Art Alliance continues to offer artists inexpensive booth space at *Art in Occidental Park*, the First Thursday Art Walk in Seattle's Pioneer Square (www.firstthursdayseattle.com). You may register and pay for a booth online up until two days before the event. Registration includes a \$10.00 online application fee and a reduced rate of \$40.00 for a 10'x10' booth. Sign up on-line to guarantee a space. Remaining booths on the day of the event will be offered at \$45.00 on a first come, first serve basis. www.zapplication.org look for "First Thursdays Art in Occidental Park". **Dec. 1**, 11 am - 8:30 pm. Questions, info@nwartalliance.com.

Juried Members:

Please check your listing in the nwartalliance.com gallery

Many of you have not filled out the form to get the most benefit from your listing <http://survey.constant-contact.com/survey/a07e52enog8gtrd3bip/start> is the link to the form for additions and changes.

You may also want to take advantage of the relatively painless extra presence we call an enhanced listing.

You can even give it out as "your" website:

http://nwartalliance.com/your_name/

To buy an enhanced page, fill out the above form, email us a headshot to help personalize it, and pay the \$75 fee using the "Enhanced Listing" Paypal button on the right side of the Member News and FAQs page

If you have questions about membership or about your gallery listing, please see "Member News and FAQs" <http://nwartalliance.com/membernews.php>

All Members:

If you want to list an event, a gallery or a supplier on the website, please contact Karen Seymour, 206-789-7095 or karen@seymourstainedglass.com

If you want to use the photography lights, tent, and backdrops at the office to take photos of your art, please call Luke at the NWAA office to make an appointment 206-525-5926

(Fall Show Report Continued from page 1)

Our second year at Smith Cove Cruise Terminal again allowed the public an opportunity to see the new terminal without buying a cruise ticket. What they saw once they arrived was not just an awe inspiring art and fine craft show. In addition there was non-stop live music by groups like Pearl Django, a wine garden staffed and sponsored by Family Wineries of Washington State against a backdrop wall of windows that looked out to the sound, city and Mt Rainier, and entertainment by Lelavision with their amazing self-designed contraptions that traveled the show floors. Some of the participating artists also went above and beyond to produce artist demos almost hourly all three days and an “indie” fashion show Saturday afternoon, sponsored by Scopic Magazine, modeling work ranging from Steampunk to elegant evening wear by 30 of the show artists. Check out the video on the Fall Best of the Northwest 2011 page of the NWAA website.

The attendance was up by a dramatic 48% over last year – We were pretty close to the patron per artist ratio of the very successful 2011 spring show. However, with a venue that is 145,000 square feet, even with 7,000 attendees, it doesn’t feel crowded – the cruise terminal is 6 times the size of hangar 30 where we hold the spring show! We are delighted that the public has been so enthusiastic about this event and plan to continue to hold the fall shows at the cruise terminal for the foreseeable future. The more the customers get used to coming to this new venue in town, the easier it will be. Through our interviews with patrons, we have identified and refined marketing efforts that we believe will continue to increase attendance by our art buying demographic. While we had many repeat visitors this year who told us that finding the venue is now a breeze for them, we heard your concern about directions and will be making improvements on signage as requested so newcomers will be less likely to get lost. Please understand we have never lost sight that our artists’ success is our primary goal.

The Northwest Art Alliance will produce our next 3-day Best of the Northwest at Hangar 30 in Seattle’s Magnuson Park March 30th through April 1st, 2012. Remember to get your Zapplication in by **November 30 (this Wednesday!)** to do the show. Even if you just want to keep your juried status and *did not apply for the fall show* you should apply by that date if possible. If you have questions please call the NWAA office, 206-525-5926, and ask for a mentor to help you.



Priscilla Peterson explains the perfect wardrobe with a Quilters Anonymous display in the background.



The “indie” fashion show attracted lots of attention



Lelavision entertains the crowd on the upper floor



Teagan Wallace demonstrates her torchwork