

The aim of art is to represent not the outward appearance of things, but their inward significance

- Aristotle

February 2013 Edition

Show announcements, News,
Listings, Essay, Food reviews



Black Bass Tavern, 16 X 20"

WHAT'S HAPPENING LOCALLY:

My Gallery:

The Lambertville Historical Society
and Janet Marsh Hunt invite you to

The 32nd Annual Juried Exhibition: Lambertville and the Surrounding area.

February 10 through March 28, Thurs-Sun, 1-5
Reception Sunday February 10, 3-6

Artists and art lovers who have long enjoyed this special show and were saddened by the closing of the Coryell Gallery last year, be of great cheer! The "Coryell Show" continues in its 32 year at my gallery in Lambertville. Same wonderful exhibition (61 pieces this year), same charming Janet, just a different venue. More light too. Come join us at 204 N. Union St. to see some of the best artists working in the area. Plenty of parking around back. Call 609-397-0951 for information.



NEW HOPE ARTS:

I can't say enough about New Hope Arts. We have an extraordinary organization in New Hope dedicated to fostering the arts and artists, and they have been presenting provocative and sophisticated exhibitions. Go to their website www.newhopearts.org and watch the video made by Bob Krist at last years Wood show. The **New Media** exhibit is up until this Sunday, Feb 10. Next is **Continuum: the Emerging Image**, in which they pair 6 established 2D artists with emerging talent of their choice. It's an extraordinary presentation spanning multiple styles. A great idea brought to full potential. The kind of show you could only find at an organization that is focused on connecting the community with the heart, meaning and value of art, and the people who make it.

No other venue in the region shows such a range of contemporary artistic achievement. If you want to see what's happening in art, become a regular visitor. You will be exposed to some great stuff. If you want to help, become a member.

NEW MEDIA exhibition, through Sun Feb 10. Close encounters of the installation kind. Interesting and engaging.

CONTINUUM: The Emerging Image. A must-see show featuring established artists paired with emerging artists of their choosing. Feb 23 – Mar 23

Reception Sun Feb 23, 6-8 (Members 5-6)

NEW HOPE ARTS LECTURES. Good Art – Bad Art. The History and Issues of Post Modernism. Carol Cruickshanks, NHA Director and Retired Art History Lecturer at College of New Jersey. Carol gives an illuminating and energetic talk. Want to know what this Modernism stuff is about? Here you go. **Feb 6 (THAT'S TOMORROW!) 6:30-9.** \$15 Snacks.

New Hope Arts. 2 Stockton St. New Hope. (across from the train station). Hours Fri-Sun, 12-5 215-982-9606 www.newhopearts.org



ARTSBRIDGE MEMBERS SHOW

Holy cow, the day before the Coryell show at my place. This is a non-juried exhibition of work by members of the large and vibrant local artists' organization and presents a wide range of talent from newbie's to established artists. **The Prallsville Mills**, a mile north of Stockton on 29. **Reception Sat Feb 9, 3-6** Show runs Friday, Saturday and Sundays, Feb 9 through 24, 1-5

Here is what I submitted: Fantail, 10x16



GREAT MUSIC ALERT!

THE HARLEM QUARTET drops by Lambertville **FEBRUARY 24, 4p** to present their Internationally acclaimed musical interpretations, from Mozart to Chick Corea. They were nominated for 2 Grammy's this year. Hear *Take The A Train* by one of the world's finest contemporary string quartets in St. Johns acoustically luscious sanctuary. It just doesn't come better than that. Presented by the Riverside Symphonia. Tickets from \$20 (students \$15) to \$55 www.riversidesymphonia.org 609-397-7300

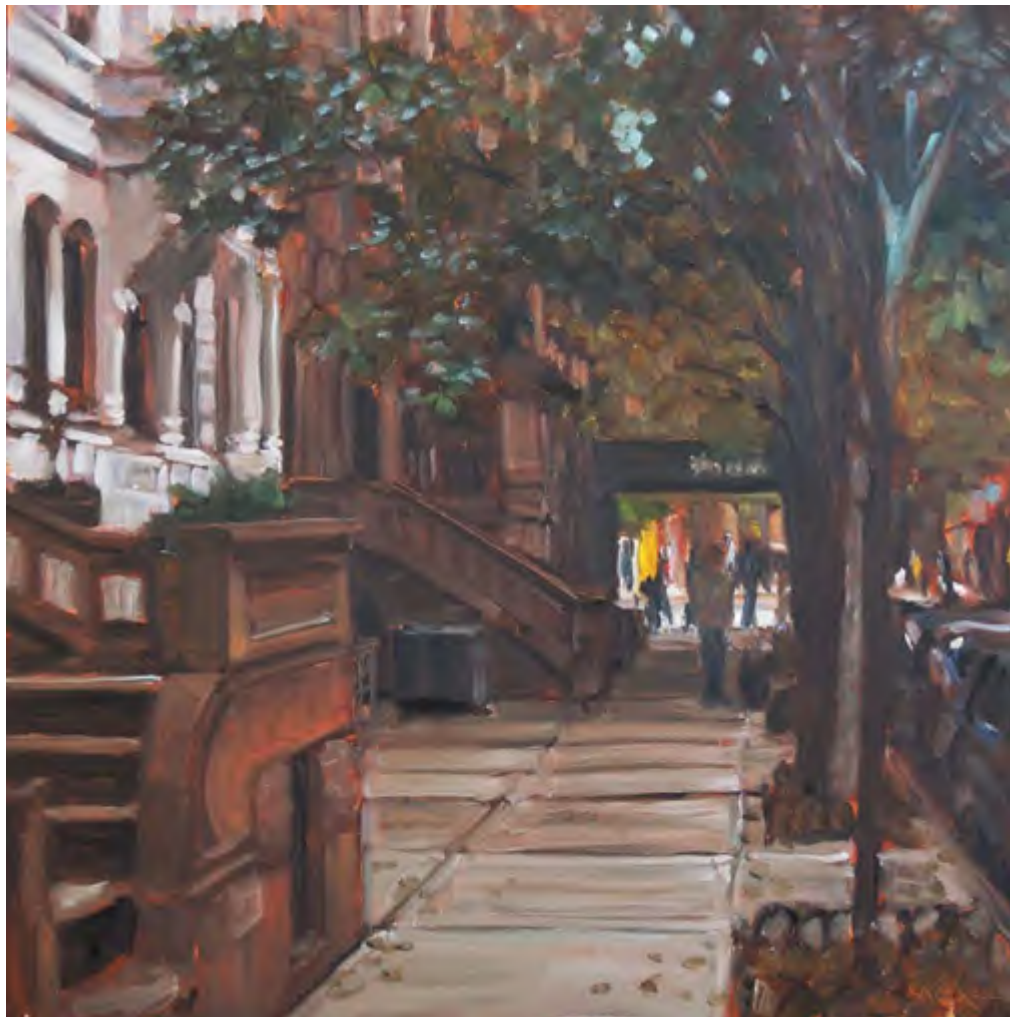
DINING

I love to eat out, and while I'm culinarily uncredentialed it doesn't stop me from sharing my experiences.

Dilly's Done Different – the winter fine-dining alter ego of Dilly's Corner - where we all go for burgers and shakes in the summer – is not only really delicious, creative and imaginative food, it's fun. They close at the end of February. I recommend a visit. Reservations are essential. Limited but extraordinary menu.

I also had two really good meals at **Cross Culture**, on Clines Court in Lambertville. Excellent Indian food. Good service. Not expensive.

And now that the **Stockton Inn** has a new owner I went to see if the food had improved.



69th Near Columbus 16 X 16"

THE LISTINGS:

32nd Annual “Coryell” Show (Lambertville Historical Society) Feb 10 – Mar 28
Gallery of Robert Beck, 204 N. Union S. Lambertville **Recept Sun Feb 10, 3-6**
hours Thur-Sun,12-5 info: 609-397-0951

New Hope Arts Events:

New Media Contemporary installations and hard to classify work. Very interesting. **Through Feb 10.**

Continuum: The Emerging Image Second annual exhibition pairing established artists with emerging artists of their choosing. Great Show. Feb 23 – Mar 23 **Recept Sun Feb 23, 6-8 (Members 5-8)**

Lecture: Good Art – Bad Art. The History and Issues of Post Modernism. **Carol Cruickshanks**, NHA Director and Retired Art History Lecturer at College of New Jersey. **Feb 6 (THAT’S TOMORROW!) 6:30-8**

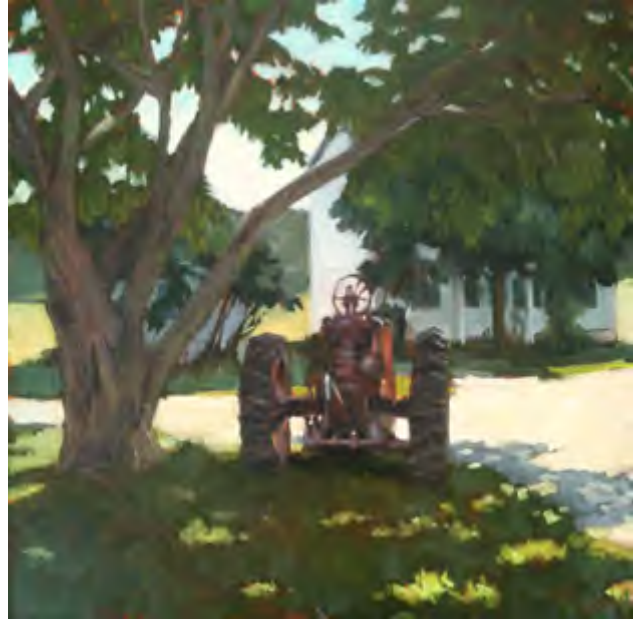
New Hope Arts, 2 Stockton Street, New Hope (across from the train station)
Regular hours: Fri-Sun 12-5

Lyrical: Celebration of poem and song through Fine Art Gallery Artists Feb 8 – March 3 **Artists’ Gallery**, 18 Bridge St., Lambertville **Recept Sat Feb 9, 4-7** hrs: Fri-Sun,11-6 609-397-4588

Artsbridge Members Show FEB 9 – 24 **Prallsville Mills, Stockton** (1 mile north on 29) hrs: Fri Sat & Sun, 12-4 **Reception Sat Feb 9, 3-6**

Harlem Quartet Mozart to Marsalis **Sun Feb 24, 4p St. John the Evangelist**, Lambertville tickets \$20-55 (Student \$15) Riverside Symphonia: 609-397-7300 riversidesymphonia.org

For a list of local galleries visit NewHopeArts.org.



Farmall 400 16 X 16" (iphone photos)

ESSAY: Like It Or Not.

Making art and selling art couldn't be more different. Doing both can give you whiplash. At its core, art is about developing a unique process that enables you to discover things you didn't know were there. Letting recognition happen. Business is about structure, targets, measuring progress and achieving goals. You don't learn much about business in art school.

I sell my artwork and that means I'm in business. I refer to that side of my life as BOBCO, and it's as real a small business as any shop on Main Street. I'm the Production Department, Sales, Accounts Receivable and Payable, CEO and Janitor. I'm also in charge of Marketing, which is a field that has seen a lot of changes in the last decade.

There is no one thing you do to market your art. You try everything you can that might bring your work to people's attention in a favorable light and then see what sticks. It's hard to tell what's effective since a lot of your efforts are cumulative, or they create ripples that produce results way down the line. When good things happen I don't always know why. BOBCO doesn't have a Market Research department.

I am on Facebook but I use it only as a business tool, not a public diary. I post photos of paintings after completion along with a short description or story. Sometimes I tweet pictures of my progress live so followers can watch it develop. It's not clear what benefit I get from this beyond putting my name and art in front of 1500 people but that's a good thing in itself. And it's free, sort of.

This summer I felt I had finished the farm painting above and posted a photo of it on twitter. I went over to the barn, scratched the horses, then returned to look at my image with a fresh eye. I decided the old piece of farm machinery under a tree had too much of an out-to-pasture feel and needed a person. I considered a woman on the porch or someone walking on the driveway but settled on a farmer fiddling with the tractor, and painted him in. There's no risk in doing that; I can add things and take them out as I please to see what matches the feeling I'm trying to capture. I took a photo of the painting with the farmer in place and tweeted it as the last of the sequence.

When I got home I decided to take the two phone shots (with and without farmer), post them on Facebook and ask which of them my friends preferred. I received a lot of likes and many comments, pretty evenly divided. But I wasn't interested in which image was more popular. I don't know who most of these people are and I wanted to see what their comments said about them. I got a lot of thoughtful, well-reasoned replies, which isn't something you always encounter in the digital social environment.

Still, it didn't tell me how posting my work does me any good. Facebook is a pretty messy forum. I don't expect to sell from there, in fact I don't use my website as a sales platform either. It's a portfolio. I sell from my gallery, and the media efforts are attempts to have people understand what I do and come see the paintings.

Traditional advertising lets me present my name and work in a conventional setting to a demographic that might be inclined to purchase artwork. Facebook, however, is the Wild West. I never know if my post will show up right after some moronic rant, a photo of happy people making faces in a bar, or the image of dog pleading for rescue. Also, the lack of user rights and veil of

anonymity place you somewhere between tool and target. There is without question some tentacled entity behind the curtain taking advantage of human behavior for its own gain. None of the social media sites can be viewed as secure and predictable playing fields for your business, your work and your reputation – no one is held to account and agreements are incomprehensible - but it's the way an entire generation and more communicate today. If you want your voice to reach beyond the next room ignore social networking at your peril. It's a new world and you have to be brave. You can hear me mumbling that to myself in the blue light of my laptop in the corner office at BOBCO.

Robert Beck's essays appear monthly in **ICON** Magazine: www.icondv.com

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