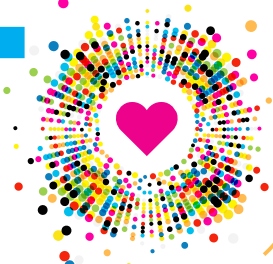


LOVE ART



ISSUE NO. 11 AUTUMN

For all art lovers



**ROUNDUP:
THE BIG ART FAIR**

**FEATURED ARTIST:
SUE WOOKEY**

APPRECIATING ART



IN THIS ISSUE...

Dive into the pages of our latest magazine! Today we have a bigger review of our annual Big Art Fair. Our two featured artists this quarter are Ray Postill (Arts for Ukraine (postillio art) and Sue Wookey. We have lots of articles with a special one on how to use video to promote your art. **Read on to find out more.**

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WHO CAN JOIN HERTS VISUAL ARTS?

All makers and artists who reside in or around Hertfordshire are welcome to apply. Sculptors, painters, glass artists, fine artists, photographers, textile artists, and a huge variety of other creatives are among our members. With no prerequisites, we provide Members with a place to develop, exhibit their work, and get to know one another.

www.hvaf.org.uk/artists/join-Membership-benefits

5 GREAT REASONS TO BE A MEMBER

1. CONNECT AND WORK TOGETHER
2. MEMBER-ONLY ACTIVITIES
3. MONTHLY NEWSLETTER
4. YOUR GALLERY ON OUR WEBSITE
5. BE FEATURED IN THIS MAGAZINE



FIND OUT MORE:



HERTS OPEN STUDIOS 2023

#HERTSOPENSTUDIOS

OPEN NOW!

VISIT WWW.HVAF.ORG.UK

WELCOME

Welcome, art enthusiasts to our 11th quarterly art magazine! I am delighted to share with you a collection of articles and news based on creativity from Hertfordshire-based artists. This edition is a celebration of the different forms that art takes, showcasing Sue Wookey's whimsical and rich watercolour paintings and Ray Postill's ambition to sell his art to support Ukrainians. Within these pages, you will find information about our events, Open Studios as well as a review of the summer art fair.

I hope this magazine edition ignites your passion for art and serves as a source of inspiration for your own creative journey.

Thank you for being a part of our artistic community, and enjoy this enriching experience!

PUBLICATION DATES

ALL INFORMATION INCLUDE ARTICLES AND IMAGES TO BE EMAILED TO NEWS@HVAF.ORG.UK

- AUGUST: COMPILÉ ISSUE 12
- SEPTEMBER : DEADLINE FOR COPY /IMAGES - 10TH
- OCTOBER: ISSUE 12 PUBLISHED



FIND OUT MORE:

WWW.HVAF.ORG.UK

PAGE 3

NEW MEMBERS

JAYKISHEN BHATT SW HERTS

VICTORIA PERLOFF BARNET

JULES THOMAS ST ALBAN

SUE HARTGA N HERTS

TAI CHRISTIE N HERTS

ROSANNA MCKENNA E HERTS

MANDY JOHNSON ST ALBANS

JUDE O'SULLIVAN E HERTS

LAURA CREASEY SW HERTS

FIONA RYAN-WATSON SW HERTS

BEVERLEY BAILEY PATTERSON DACORUM

LAURA BROOKS-PAYNE WELWYN & HATFIELD



welcome



MEMBERSHIP HINTS & TIPS

DATE FOR YOUR DIARY

Sept 27th, 7pm.

The date may change, so please visit the website nearer the time.

These online sessions are a great way for any Member to find out more about HVAF, from uploading images to your Gallery page to upcoming events and how to get involved. Even if you have attended before, log on and find out more. We each approach our Membership differently so why not benefit from someone else's' view?

To get the best out of these sessions, you will need a good internet connection with a connected speaker and camera.

WHAT'S INCLUDED

Items discussed during these sessions include:

- How your Membership works
- The Membership year and what to expect
- How to prepare and upload images into you online Gallery
- Taking part in events and the benefits they give
- Becoming involved in your area by attending the area group meetings
- An introduction to the Organising Group (OG) team, its role and activities

FIND OUT MORE:

THE BIG ART FAIR

We were delighted to have **five sponsors** for this year's Big Art Fair at Hitchin Town Hall. They were all represented at the Private View on Friday 23 June. Each one worked their way through the crowds to look at all the displays and select their favourite. Our Chair, Sally Taylor, introduced the sponsors as their awards were presented to the following artists:

Dragonfly Digital - **Humna Mustafa**

Consensus HR - **Paul Hillary**

Meridian Capital - **Lena Stogneva**

Pomroy Associates Accountants - **Carol Mountford**

Herts Embroidery - **Sue Peterson**



Lena



Carol



Humna



Paul



Sue

Undeterred by the heatwave, we welcomed a steady footfall of art-loving visitors throughout the weekend. The turnout was surprisingly high considering the rival attractions of sunbathing or swimming!

The exhibition shared the work of 60 HVA members including several artists who were taking part for the first time. Many exhibitors were there throughout the weekend. They enjoyed the chance to talking about their artwork with visitors and other artists. The sales desk was kept busy with purchases of cards, prints, scarves, tea towels, ceramics, glass, paintings and much more. Lots of business cards disappeared too, which may lead to future sales or commissions.

Votes for the Visitors' Choice Award were collected throughout the event. The clear favourite was **Lena Stogneva** who was presented



FIND OUT MORE:

Ray Postill

Artist Selling Life's Work for Ukraine Charity

Russia's unprovoked assault on Ukraine has caused enormous civilian casualties as well as the destruction of so much civilian infrastructure, causing people to flee their homes seeking safety, protection and assistance.

Wanting to help, local artist Ray Postill decided to sell his life's work of over 250 original paintings with all proceeds going to the BEARR Trust to help provide humanitarian aid to the Ukrainian people.

The charity was set up to provide support to the nations of the former Soviet Union focusing on the care of vulnerable groups. When Russia invaded, they were the first charity on the ground with medical and other essential supplies. Donors know



that 100% of their donation is spent on emergency aid. The trustees work on a voluntary basis, and cover admin costs through other fundraising.

Ray was born in Barnet on 8th January 1945, the last of seven children. His profession was Civil Engineering. During a long career he worked as Resident Engineer on numerous major highways construction projects including the M25, M11, A406, A2, A10, A13 and the A55 across Anglesey. He lives in St Albans where his family have resided for over 40 years.

Although Ray has been painting for over 30 years, he is entirely self-taught and he has never received any training in art. He has not really tried to market his work and, of the paintings that have left his collection, the majority have been gifted to friends and family. His gratification is that people find his paintings good enough to want them and that



is its own reward. Thus he still has in his possession over 250 original images. Having reached the ripe old age of 78, he has been thinking that it would be a great idea to use this body of work to raise money for a worthwhile charity.

Initially painting in the Naive style he found that he could produce pleasing images which create a different reality to conventional academic art, allowing complete freedom to tell a story without following the normal rules relating to colour, scale or perspective. His paintings often combine a



mix of nostalgia and humour and can best be described as “Quirky”. Artists that have inspired him include Van Gogh, Rousseau, Lowery, Peter Heard and several of the Yugoslavian Naïves.

In terms of inspiration, often a title for the painting comes first and Ray will use that

to work up an image to paint. He has a number of different categories or styles, having started with naive characters, landscapes and animals and later moving on to art deco figures and iconic portraits. The latter are of famous actors, singers, film



stars, etc. all painted in black and white in a highly textured, high contrast style. Other categories include: abstract, circus, sport, nostalgia, surreal and even Christmas!

Accessing his **website** will reveal all paintings currently still for sale. Included is a price for each. Ray likes to think that each purchase is seen as a donation. The “donor” knowing his/her purchase will be going straight to the charity and, as a reward, the donor will receive the gift of that original image as a keepsake and reminder of their own generosity. Prices include for postage, packing and a certificate of authenticity, signed by the artist.

To find out more, and/or to purchase Ray’s paintings, please visit <https://artsforukraine.org.uk/>

Meet your

AREA COORDINATOR



VICTORIA CULE

SOUTH WEST HERTS/NORTH LONDON: SWHerts@HVAF.org.uk

**HERTFORD/
EAST HERTS:**

eherts@hvaf.org.uk



MAGGIE BIRCHALL

**HARPENDEN/
NW HERTS:**

harpenden@hvaf.org.uk



DEBBIE KNIGHT

ST ALBANS AREA:

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SARAH SANDS

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VACANT

DACORUM:
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KRIS GRUBER

CENTRAL HERTS:
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HOLLY CASEY

NORTH HERTS
nherts@hvaf.org.uk



VAL LAWSON



Sharing stories and experiences is such an important part of what Herts Visual Arts can offer its members.

Regular meetings with other artists provide a great opportunity for chatting about art and what's happening in HVAF. They are a brilliant way of meeting like-minded people, sharing helpful, practical tips too.

To find out more information about the meetings held in your area, just email your Area Coordinator, who will be happy to help.

#HertsVisualArts



FIND OUT MORE:

WWW.HVAF.ORG.UK/ABOUT/ORGANISING-GROUP

- + Art Exhibitions
- + Classical Concerts
- + Sculpture Walks
- + Live Performances
- + Creative Workshops
- + Engaging Talks
- + Art Collection

To find out more, scan the
QR code + sign up to our
newsletter + follow us
[@UniHertsArts](https://www.instagram.com/UniHertsArts)



UH Arts + Culture is part of the University of Hertfordshire. Through our galleries, partnership projects, permanent Art Collection and the resident de Havilland Philharmonic Orchestra, we deliver a wide range of creative and cultural events, enhancing the student and staff experience and enriching the cultural life across Hertfordshire. Many of our events are FREE and open to all!

EXHIBITIONS

FLORALS, PRINTS & PAINTINGS

Date(s): Monday, Sept 4, to Tuesday, Oct 3

Timing: 10am - 2pm (Tuesday - Friday)

Venue: Watersmeet Theatre, Rickmansworth

Cost: Free

An eclectic mix of paintings and prints feature in the gallery, produced by Hertfordshire-based artists Adelaide Kivali and Suzi Clark. Ranging from portraits and florals to landscapes and scenes inspired by travel and nature, colour and pattern feature heavily. The exhibition began in July and will remain until October 3rd.

Pop in for a visit at Watersmeet Theatre, High Street, Rickmansworth WD3 1EH.



ALDENHAM ART FESTIVAL 2023

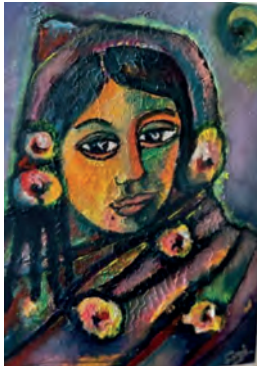
Date(s): Friday, Sept 8, to Sunday, Sept 17

Timing: 10.30am - 4pm Fridays to Sundays

Venue: St John The Baptist WD25 8BE

Cost: Free - by donation

Suzi Clark will be showing three of her original artworks at Aldenham this year, featuring work inspired by her time in North Africa and the Arabian Gulf.



THE HARPENDEN ART CLUB ANNUAL EXHIBITION

Date(s): Friday, Oct 27, to Sunday, Oct 29

Timing: 10am - 5pm Fri/Sat
10am - 4pm Sun

Venue: The Trust Hall Southdown Harpenden AL5 1PS

Cost: Free

Debbie Knight will be exhibiting five pieces of her work alongside almost 200 other artists across the area. Debbie will also have cards and browser pieces for sale.



DESIRE JEWELLERY AND SILVERSMITHING FAIR, WISLEY, 2023

Date(s): Wednesday, Nov 8, to Sunday, Nov 12

Timing: 10am - 4pm Weekdays, 9am - 4pm Weekends

Venue: RHS Wisley, Woking, Surrey GU23 6QB

Cost: Free for RHS Members. Non-Members cost TBC

Craft fair entry included in normal Garden admission charges.

Free entry for RHS Members and family guest.

Last entry 1 hour before closing.

Desire Jewellery and Silversmithing Fair combined with Craft In Focus multi-disciplinary fair. Ideal timing for Christmas presents and to get your last-minute Christmas commissions in! Fabulous setting and should be a fabulous superb quality fair.



FIND OUT MORE:

WORKSHOPS

BOTANICAL PLASTER ART WORKSHOP

Date(s): Thursday, Sept 21, to Sunday, Oct 1

Timing: 11am - 4pm

Venue: Galleria Shopping Centre, Comet Way, Hatfield AL10 0XR

Cost: £35 adults £10 children over eight years old

Botanical Plaster Art

Nature-inspired plaster art using fresh flowers/grasses or stamps to imprint a design into clay.

Then, turn it into plaster art using plaster of Paris.

Must pre-book/pre-pay.
Email rasitkim29@gmail.com



INTRODUCTION TO WEAVING

Date(s): Until Monday, November 27, 2023

Timing: 10am - 12pm or 6pm - 8pm

Venue: Liliane Textiles

Cost: £30

Liliane Textiles offers 'Introduction to Weaving' workshops from the studio in Baldock throughout the year. You can choose to learn on either a small frame loom, a rigid heddle table loom or a Harris 4-shaft (big!) loom. A range of materials and tools will be provided for you to explore the wonderful craft of weaving.

If you have never tried weaving before this is a perfect introduction to a range of weaving

styles and techniques. <https://lilianetextiles.squarespace.com/weaving-workshops>

A discount is available for multiple or group bookings for this workshop.



GLASS FUSING WORKSHOPS FOR BEGINNERS

Date(s): Until Sunday, Dec 10

Timing: Two and half hours - mornings - weekdays or Saturdays

Venue: Stoneyards Studio, 20 High Street, Pirton, Hitchin SG5 3PT

Cost: £60 per person

Come and enjoy a morning of learning the exciting art of glass fusing in Maggie Barton's well-equipped studio in the North Herts village of Pirton near Hitchin.

Learn to cut glass and create your own designs within a 6 inch (15cm) square which Maggie will then fire in her kiln. The morning workshops run for two and a half hours and can be arranged to suit your own needs, on either weekdays or Saturdays.

Four people can comfortably attend each workshop. All materials, tools, equipment and refreshments are provided. If you would like further information or to book your place, please contact Maggie Barton.

snapperglass@gmail.com

01462 712302.



CREATIVE WEAVING ON THE RIGID HEDDLE LOOM

Date(s): Runs until Thursday, Oct 19

Timing: 10am - 1pm (every Wednesday for 6 weeks)

Venue: Baldock Arts & Heritage Centre

Cost: £120

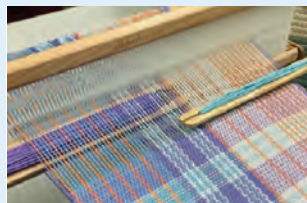
An introduction to the wonderful traditional craft of hand weaving. Learn all about how to design and make your own woven fabrics on a rigid heddle table loom.

This creative course will cover all the basics to get you started on your weaving journey and is suitable for complete beginners.

The workshop content can be adapted for returning weavers, who are welcome to come along and work on their own project with help and guidance, as required.

All materials and equipment will be provided for you along with light refreshments.

Please visit my website www.lilianetextiles.co.uk for further details and to book your place.



FIND OUT MORE:

FIND OUT MORE: WWW.HVAF.ORG.UK/WORKSHOPS

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Sue Wooley



I've painted in watercolour my whole life, producing works which express my lifelong love of nature and the local landscape.



As a child, I was obsessed with drawing hares dancing in circles and I'm still painting them now! I try to create works that speak deeply about our connection to the natural world. Surrounded by the Chiltern Hills, I find they are a constant source of inspiration to me, deeply informing my art.

Inspiration is a funny thing - I often start a painting and it turns into something else mid-stream. Sometimes complete paintings suddenly pop into my head from nowhere.



“Often the ‘rescue’ is better than the original”

Contact and further details:

www.suewookee.com

suewookee.artist@gmail.com

www.facebook.com/suewookeeartist

Sometimes they go completely pear-shaped and I have to rescue them. Often the ‘rescue’ is better than the original idea. It’s fun to be surprised!

I have a studio in my garden where I produce fine art prints of my work but prefer to paint at my kitchen table because the light is perfect, and I have a panoramic view of the garden and the bridleway beyond. It’s a constant reminder of why I’m sitting down with my brushes.



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COURSES**



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01462 682828 REGISTERED CHARITY NO. 311085

#NEWvember

30 DAYS OF CREATIVE CHALLENGE

Open to all artists in and around Hertfordshire, join Herts Visual Arts members in this online challenge throughout November.



How to take part:

Just post an image every day triggered by the daily prompt.

Ideally, you'll try something NEW for each day's challenge and let #NEWvember inspire you as winter begins. Stretch your wings and explore new materials, new techniques, new colours, new styles.

Use #NEWvember and @hertsVisualArts and show everyone on Instagram your amazing creativity.

How will you benefit from taking part?

Trying something new can inspire you. This challenge could be the trigger for a revolution in your artwork, or make you realise that you really do prefer to use the materials and colours you are currently using.

In the run up to Christmas, it will bring your work in front of new audiences linked by the hashtag #NEWvember.

And, at HVAF HQ, we'll select our favourite each day to make a collage for the centre of our next colour magazine, and our website. The magazine will be published at the end of the year and distributed through venues across Hertfordshire.

Take part and inspire others to create amazing visual art.

#NEWvember is a creative challenge from Herts Visual Arts – the leading creative arts organisation in Hertfordshire. Our members enjoy an annual program full of great opportunities; to network with other local creatives; to exhibit their artwork; and to develop their art practice.

With over 300 members, our volunteer-run organisation is a creative force in the county.

Our members include artists working in many different media –including stone, textile, metal, willow, glass, digital, paint, collage, - and in styles ranging from contemporary to classical, and much more.

Take a look at our website www.hvaf.org.uk to find out more.



FIND OUT MORE:

WWW.HVAF.ORG.UK /EVENTS

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SELL MORE ART WITH

Video

Video content is becoming an important tool for artists in today's digital world. With the rise of social media platforms and online streaming services, video has become an effective way for artists to connect with potential buyers, to promote their work and to build careers.

Video is an immersive experience that engages viewers and can leave a lasting impression on the viewer. Whether it is a behind-the-scenes look at the creative process or a short video incorporating artwork, video can captivate and help build a loyal fan base..

With platforms like YouTube, Vimeo, and Instagram, artists can share their videos globally and gain exposure to people who may not have discovered their work otherwise. The power of social sharing and viral content can significantly increase an artist's visibility.

Video can enhance an artist's profile by conveying the message behind their work and by connecting on a deeper level with their audience.

There are also a number of other fee earning opportunities for artists who

harness video content. Social media platforms like YouTube allow artists to use their content to obtain advertising, sponsorships, affiliate marketing, and merchandise sales.

Video is therefore a useful tool for artists which can be used to promote and sell their work to a worldwide audience.





>>>> Mät King, Kingstreetimages

Kingstreetimages is a film and video production company that creates and manages video and digital content for the arts and heritage sector, businesses, and charities. Kingstreetimages is based in The Maltings Business Centre, Stanstead Abbots.



SPONSORSHIP & ADVERTISING PACKAGES

We are keen to develop links with local businesses to build on-going relationships, to help foster art in the community, share art more widely and add benefit with more people knowing about our Members.



WEBSITE SPONSOR £300 / PER YEAR (APRIL - MARCH)

This sponsorship package allows for a business's logo to be visible on the footer of the HVAF Website, with a hyperlink through to the sponsor's own Website.

EVENT SPONSOR @ £250

HVAF runs a number of events throughout the year, and promotes these in the business community.

What's included:

- Logo on our event Brochure
- Participation in Sponsor's Choice Award and attendance at the Private View or in-person events
- Feature in Social Media.

QUARTERLY MAGAZINE ADVERTISING PRICES

FULL PAGE: £100 / ISSUE

Portrait, 192 x 138 mm.

½ PAGE: £75 / ISSUE

Landscape, 90 x 138mm.

¼ PAGE: £45 / ISSUE

Portrait, 70 x 90 mm.

DIRECTORY: £20 / ENTRY

Landscape, 138 x 20mm.

These advertising options offer an ideal opportunity to promote your business to HVAF Members and visitors. For a directory entry, text and images should be supplied as a graphic.

Images to be minimum 300 dpi (print) / 800 pixels (web)



FIND OUT MORE:

APPRECIATING ART

Appreciating art can be a rewarding and enriching experience. But it can also be intimidating or confusing if you're not sure where to start. Here are a few tips to help you get the most out of your art appreciation journey.

Keep an open mind

One of the most important things to remember when looking at art is to approach it with an open mind. Try not to make assumptions about what the artist was trying to convey or what you should be feeling when looking at the work. Instead, allow yourself to experience the artwork on its own terms and see what emotions or thoughts it evokes in you.

Look closely

When you first encounter a piece of art, take a few moments to really look at it. Notice the colours, lines, shapes, and textures. Pay attention to the composition and how the various elements of the artwork are arranged. If you're looking at a painting, try to identify the brushstrokes and how they contribute to the overall effect of the piece.

Consider the context

Art is often created within a specific historical, cultural, or personal context. Thinking about the context in which a piece was created can help you better understand and appreciate the work. For example, if you're looking at a piece of art from the 19th century, it can be helpful to learn about the artistic movements and social issues that were prevalent at the time.

Look for symbolism

Many works of art contain symbolic elements that convey a deeper meaning or message. Look for symbols in the artwork that might represent something beyond the surface level. For example, a tree might symbolise life or growth, or a river might symbolise the passage of time.

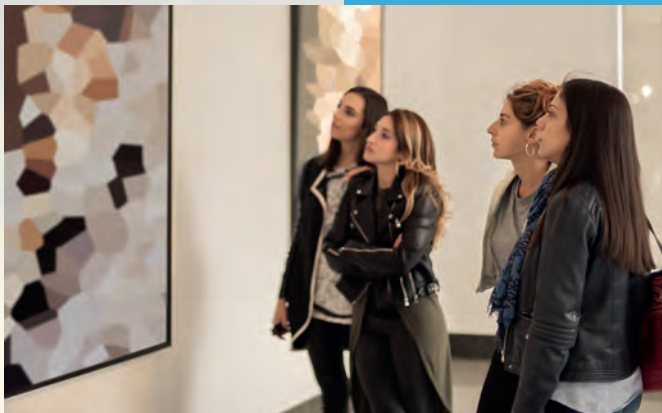
Consider the medium

The medium in which a piece of art is created can have a significant impact on the final product. Obviously, a sculpture made of bronze will have a very different appearance and feel than a painting made with oils. Understanding the properties and limitations of different mediums can help you appreciate the technical skills and artistic choices of the artist.

information or clarification. If you're looking at art online or in a book, try to find out more about the artist or the work itself through research or by asking someone who is knowledgeable about the subject. It's quite easy to find the contact details of each artist on the HVAF website. They'll all be happy to answer any of your questions.

Overall, the key to appreciating art is to approach it with curiosity and an open mind.

By looking closely, considering the context, and looking for symbolism, you can gain a deeper understanding and appreciation for the art you encounter.



Don't be afraid to ask questions

If you're looking at art in a museum or gallery, there may be a staff member available to answer your questions.

Don't be afraid to ask for more

FIND OUT MORE:

HERTS

Visual Arts

PROMOTING
CREATIVITY

5

GREAT THINGS TO EXPLORE

- 1 Artists, join us now:**
www.hvaf.org.uk/membership
- 2 Discover our events:**
www.hvaf.org.uk/our-events
- 3 Enjoy art galleries:**
www.hvaf.org.uk/galleries
- 4 Sign up for news:**
www.hvaf.org.uk/e-news-signup
- 5 Find opportunities for sponsors:**
www.hvaf.org.uk/partners

FIND OUT MORE

enquiries@www.hvaf.org.uk

ARTISTS, ARTISANS, DESIGNERS & MAKERS