

September, 2020

Todd Young

“Marketing Your Art”



The Gaston County Art Guild is pleased to be able to resume our monthly meetings in a virtual format due to the extended concerns over the Coronavirus epidemic. We are pleased to welcome Todd Young who will be presenting a program on “Marketing Your Art.”

Mr. Young’s career has spanned business, marketing, direct sales of luxury goods like art as Gallery Director, jewelry sales and design and as a consultant. For 13 semesters, he was an instructor in the Small Business Division of Gaston College and in the 1980’s, he taught sales courses in the Corporate and Continuing Education Department of CPCC.

From 1991 to 98, he held a Gallery Director/Retail Development position for a subsidiary of Fidelity Investments. This was followed by a banking career along with owning a minority interest in an art publishing firm. He has sold art from Wilmington to Maui—Boston to Key West and all points in between. The virtual meeting will be presented through an online program, Zoom. You can access the link by clicking the button below.

Please RSVP by clicking the RSVP button below!

Virtual Visual Harvest Show Begins Oct 7

ENTRIES DUE — SEPT 25/26

Check **GUIDELINES** for dates and information required!
[OPENING OF SHOW ON GCAG WEBSITE —OCT. 7](#)

Look for winners and judge's comments on website too!

Visual Harvest this year will be an online exhibit. Help us successfully feature your new work by reading this prospectus carefully. Many details are unique to this year!



Judge: Katie St. Clair,

Ms. St. Clair is currently Assistant Professor of Art at Davidson College. She received her BFA from the Art Academy of Cincinnati and MFA from the Stamps School of Art and Design at the University of Michigan. She was Artist in Residence at Albion College, Visiting Teaching Fellow at the Burren College of Art in Ireland and visiting professor at Albion College. She has exhibited nationally and internationally and has received many awards. She has extensive experience with cross-disciplinary artwork created in partnership with college students and a wide range of collaborators from different fields, winning a \$50,000 commission for her mural design for Northern Kentucky University's Health and Innovation Center.

ELIGIBILITY: All artists 18 years and older living in North and South Carolina may submit up to [two entries](#).

Photography, painting, drawing, sculpture, glass, ceramic, jewelry, print-making and fiber are eligible. All work must be original and completed within the last 2 years. No stock or published images may be used as a source nor work completed in a workshop. Work must be available for purchase and **CANNOT** have previously been exhibited at a Gaston County Art Guild show. The judge will select the art to be exhibited and choose the awards.



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GUIDELINES Artists have two choices to submit work:

Choice A - Artists able to submit a digital image:

- ◇ Send digital images of art work to info@gastoncountyartguild.org by Sept. 25/26.

(File size should be 72 dpi 1920 pixels on the longer side. File name should include artists' last name and a short title of artwork. (Example: Mary Smith's painting An Afternoon in the Park would be smithafternooninthepark.jpeg.).

- ◇ Print out and send the entry form, along with a check or money order for the fee to: Susan Walker, 5 Sandy Cove Rd., Lake Wylie, SC 29710 (**Please note — it must be received by Sept. 25/26**)

Choice B - Artists needing help photographing artwork

- ◇ Contact Susan Walker at 704-957-3020 by **Sept. 18**.

(She will set up an appointment for professional photographer (Tom Hauer) to take a photograph of artist's work between 12:00 and 5:00 PM on September 25 or 26 at the United Way Building, 200 E. Franklin Blvd. Gastonia).

- ◇ Print out and complete the entry form and bring it to the appointment.
- ◇ Pay the entry fee in person by check, credit card, or cash.
- ◇ Bring artwork such as watercolors, prints, drawings, **WITHOUT** glass or frame to allow ease of photographing.
- ◇ Plan to wear a mask during take-in.

To access the complete prospectus, including the entry form, click the box below.