

Editorial COMMENTARY

by Tom Starland, Editor and Publisher

The Cruel Calendar

Sometimes the calendar is against all your best planning.

Years ago I remember when I was much involved with the French Quarter Gallery Association's ArtWalks, the group decided the best time to have them was the first Friday of March, May, October and December. These were all prime months in Charleston, SC.

Everything was fine until one year the first Friday fell on Dec. 1st - a date that later would become known as A Day Without Art. We had to have our art walk on a day when there wasn't supposed to be any art offerings. We meant no disrespect but we had it anyway - with some guilt. That's what I mean by the calendar can be cruel at times.

This December it is doing it again. For all those communities that hold their art walks, art crawls, or art strolls on the last Friday or the 4th Friday - it falls this year on Dec. 25th - otherwise known as Christmas Day in many parts of the world - and the Carolinas.

I'm almost sure these events are not going to happen this December. I don't know what these folks are going to do. Some may just not have an art walk in December, but some may make plans to have it earlier - but you better check with them to see what is happening to avoid going through art walk withdrawal or being caught walking up to your favorite gallery at 5pm on Dec. 25 and having the light bulb go off. After all, everyone doesn't celebrate Christmas.

You want to know another way the calendar can be cruel? The deadline for our Jan. 2016 issue, and every issue after that will be on 24th of the month at 5pm - Dec. 24th, otherwise known as Christmas Eve. That's right, I'll be working - waiting to see who makes the deadline on Christmas Eve and who doesn't - because if you're late that

day - you're going to be late or a loyal supporting advertiser - one or the other. And, you won't be able to buy an ad after that date in time for Christmas as our store will be closed.

Buy Art For The Holidays

It's kind of a tradition that I ask you readers to consider buying art for the holidays - and I don't necessarily mean Christmas, as there is more than one holiday during this time of year. So all you who think this is just another shot in a war on Christmas - get educated and stop being so self centered. When people say happy holidays they're just talking in an inclusive way.

Anyway - buying a gift of art is one of the best gifts you can give someone - even yourself. And it's the best thing you can do for an artist, a gallery, or some arts center. Any way you do it you'll be supporting the greater art community. The artist will be able to buy more art supplies, pay off their framing bill or even pay their rent. A gallery will be able to keep its doors open a little longer and support its stable of artists and employees. An art center might be able to host another juried show to highlight the talents of some beginning artists and a few older artists or provide art lessons for a group of children.

Every dollar counts and every dollar is put back into the economy almost as soon as you spend it.

For the person receiving your gift, it will tell them how much they mean to you, it could be the only work of art they ever own, it could be the first object in a future art collection, or it could be the best re-gifted gift they ever received. Most likely it will be a one-of-a-kind gift, one they remember for ever, and one that will make you feel like you finally found that one great gift.

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