

Editorial COMMENTARY

by Tom Starland, Editor and Publisher

Art World Changing

Seven years ago *Carolina Arts* transitioned from the print media world to the Internet - not because we were tech savvy, but for survival. The recession of 2008 dropped a heavy hammer on the art world and our advertising supporters. First we had to drop our color cover and go back to being totally black and white, then gas prices reached to \$4.50+ a gallon, so our Dec. 2010 issue was our last issue in print. By the end of 2011, our first year totally online, we realized it was the best thing that could have happened for us.

Being online meant we could be full color for the entire publication, it cost no more to be a 10 page issue compared to a 100 page issue, distribution costs disappeared, and the one issue we produced could be downloaded to anyone's computer, and eventually smart phone or tablet from anywhere and anyone on the internet. We also could cover every part of the Carolinas who communicated with us by our deadline. What wasn't there to like about being online?

I missed traveling around the Carolinas and some people who refused to transition to the new tech world were left behind. Then came social media. Today is a different world.

Nowadays art, artists and art exhibits are promoted on Facebook, Twitter, Instagram, and any of dozens and dozens of other mediums communicating on the Internet.

So when the SC Watermedia Society, SC's largest visual arts organization, announced its first digital show, replacing their annual show held somewhere in SC - it wasn't a shock at all to us.

The SC Watermedia Society (SCWS) is presenting its first Nationwide Digital Show, on view through Nov. 25, 2017, at the Charleston International Airport,



Best of Show "Distracted" by Lynn Schilling, Watercolor, \$1000 - Artists in Florence Sponsors Best In Show Memorial Award Honoring Jack Dowis.

located in North Charleston, SC.

This show was a first of its kind for the Society, a hybrid of modern technology and their traditional museum show. Open to artists across the nation, this show offered all entries the opportunity to be exhibited online for one year.

Internationally known artist Linda Baker judged the exhibition, which features 157 water-based media artists from across the nation. Please enjoy viewing the full show at this link (<https://scwatermedia.com/2017-digital-show/>).

The link to the exhibition catalog is (<https://scwatermedia.com/wp-content/uploads/2017/10/2017-FINAL-catalog.pdf>).

Offering you these links to go to further electronic information instantly with a click would not be possible in a print version of our publication.

But the bottom line is - we wouldn't still be publishing if not for going online.

Pottery, Pottery, Everywhere

It seems that the month of November
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Don't forget about our website:
www.carolinaarts.com



You can find [past issues](#) all the way back to August 2004!

You can find [past articles](#) all the way back to June 1999

Also don't forget about our two blogs:

[Carolina Arts Unleashed](#)

[Carolina Arts News](#)

Send us your email address to be added to our list to receive notice of each monthly issue.

info@carolinaarts.com

MADLINE DUKES



Morning Tide, oil on canvas, 36" x 48" at Hagan Fine Art, Charleston, SC