

# Nelson Fine Art Gallery

## New Classes & Workshops!

### BEGINNER BOOTCAMP

Classes ongoing, call for details

Sandy Nelson, Instructor

### MENTORING CLASS

All levels in oil, acrylic & pastel

Sandy Nelson, Instructor

LARRY MOORE - 3 day workshop

“Color-Value-Form-Paint”

January 24 - 26, 2013

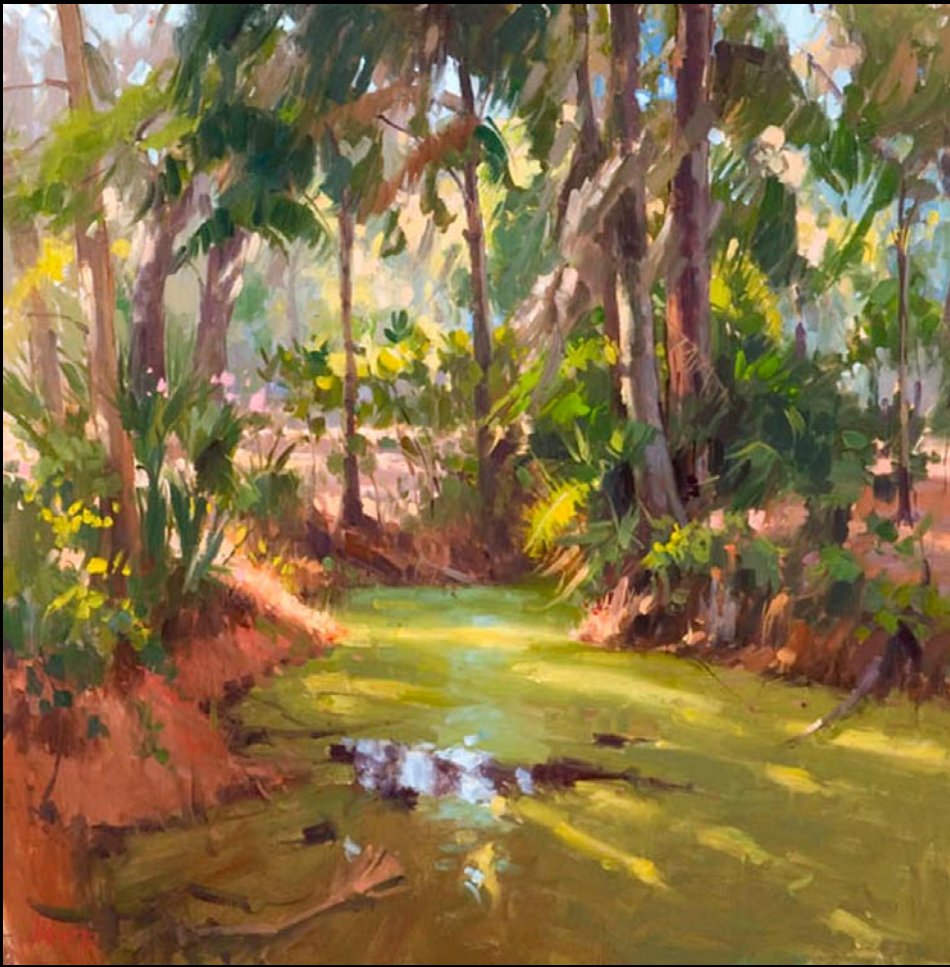
Sign up online, phone or email:

[www.NelsonFineArtGallery.com](http://www.NelsonFineArtGallery.com)

[info@nelsonfineartgallery.com](mailto:info@nelsonfineartgallery.com)

910.256.9956

Nelson Fine Art Gallery  
located in Lumina Commons  
1982 Eastwood Road  
Wilmington, NC 28403



*Sensu Naturae* by Larry Moore



## Sunset River Marketplace

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Crafts Guild and Seacoast Artist Guild of SC and currently participates in (WetCanvas.com), an international art website, where she has contributed two instructional articles and several demonstrations. Cox also belongs to the regional Southern Ladies Art Conference, and is the founder of a local plein air painting group, the Plein Air Landscape Society (PALS). She is a signature member of the International Plein Air Painters group.

Cox's work has won awards in Wilmington, NC; Southport, NC; Moncks Corner, SC and Orlando, FL. They include a 2009 first prize for her painting *Riverwalk* at the World Wide Paint-Out in Conway, SC, and another first place in 2010 at the Plein Air Paint-Out in Kinston, NC, for *Morning Light*.

Cox says her art is currently taking her in different directions. “One direction is decorative art and mural painting, which gives me great pleasure and allows me to make a living in art. Another direction is images from dreams, myths, legends and imagination, which becomes very spiritual and sometimes mystical. A third direction is painting outdoors en plein air, which has brought me many new friends and adventures.”

About her murals, the Cox says, “I have painted murals in homes, schools and businesses in North and South Carolina, Virginia and Maryland. I have painted backdrops for several local theaters, including Snoopy's Magic On Ice, All American Music Theatre, Gatlin Brothers Theater and Theatre of the Republic. My murals include the Conway Chamber of Commerce, touch-up of the Aynor train mural, many hotel murals in Myrtle Beach and the Black Water Market in downtown



Work by Ruth Cox  
Conway.”

Subject matter for Cox consists of the area around where she lives: Brookgreen Garden, the Waccamaw River, the local farm country, salt marshes and Atlantic beaches. In fact, she considers the world her studio, saying “I try to capture special effects of light and atmosphere that are exciting or emotionally moving to me. I painting with oils (or acrylics) on canvas as panels, using large brushes and a palette knife to apply colors in connected shapes of light and shadow to set the composition. Then I develop these shapes further to indicate form and meaning, with variety in value, color, texture and edges. I stop short of realistic detail, using just enough to give an impression, allowing the viewer to fill in the rest. The effect is realistic with identifiable objects, without belaboring the detail work.”

For further information check our NC Commercial Gallery listings, call the gallery at 910/575-5999 or visit ([www.sunsetrivermarketplace.com](http://www.sunsetrivermarketplace.com)). The gallery's Facebook page ([www.facebook.com/sunsetrivermarketplace](http://www.facebook.com/sunsetrivermarketplace)) also lists special events, new artists and other happenings.

## Editorial Commentary

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### A Little Shop Talk

On a regular basis I'm explaining how *Carolina Arts* works to folks who ask. I'm happy to do it, for the more people who know what we do, what we want - the easier it is for me to make all this happen each month. And there you go, I've just told you something already which seems to confuse some. We publish every month, so if you present exhibits every month - we want to know about them - every month. I'm not kidding, we want them all - not just the ones you think are special. They'll all special to us. Well, most are - some are just what they are.

We're dealing with some folks who have sent us a press release every month for years - 10 - 20 years. That's no problem for us - we're happy they do it.

I also mentioned in this commentary that since we are an online paper, space is not as limited as it once was when we printed the paper. So as long as you're not repeating yourself and are giving readers something interesting to read - we're not counting words, but we do edit some things. And, as a note to some others - if you send us 5 images of works which will be in an exhibit, but you're only sending a few paragraphs of text - we can't use but one image. And, that goes in reverse for those who send long press release, but only one image or no image - we want a good balance. Send us more images to use. You never know, they could end up on the cover. I also hate offering readers articles with no images.

When you send us press releases is also very important. Sending them well before our monthly deadline (the 24th of the month) is good as it gives me a chance to process it and repond back if I have any questions I think readers might have problems with - which you can then respond back to before it's too late. Early articles get better placement. People who send

things at the last minute might not have that luxury of editing or good placement. And, as time ticks down to our deadline I'm already working on parts of the paper - especially when it comes to short months - as the paper will be launched the night before the first of the next month. If you snooze - you just might loose.

Also, we want your info to get the most exposure possible. A simple translation of this is that if your exhibit starts on - let's say Feb. 23 and extends through Mar. 31 - although the beginning is near the end of the month - we want to receive that info before our deadline for the February issue - Jan. 24. Some people just send it to us by the March deadline (Feb. 24) missing a whole month of publicity. By doing that - our readers don't get a chance to go to the opening - which probably took place on the first day of the exhibit or in the first week.

The more people you give advance notice of your exhibit - the more who might go see it. And, maybe, just maybe, one of those folks ends up buying something from the exhibit - that they could attend in February but not in March. Who knows what can happen?

And, finally, when it comes to images - yes we want high res images (300ppi) so send them with the press release. Save me the time of requesting them. But.... I just want images of artworks from the exhibit. I don't want images of artists standing in front of their work or just images of the artist. We are not a magazine.

So there's a little in-house info on press releases. But then again, the people who need to see this info are probably not reading this. If you want to really blow a fellow gallery owner's mind or the director of an art space - you know who I'm talking about - the ones you never see anything about in *Carolina Arts* - send them this info as FYI. They'll wonder what you're up to for weeks.

The deadline each month to submit articles, photos and ads is the 24th of the month prior to the next issue. This will be Jan. 24th for the February 2013 issue and Feb. 24 for the March 2013 issue. After that, it's too late unless your exhibit runs into the next month.  
Don't be late - send your info well before the deadline.