

# Asheville Art Museum

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works have been recognized by the judges and are featured in this exhibition. The 2016 Regional Judges are: Dr. Anne Chapin, Blake Madden and Jason Rafferty. The judges carefully viewed each entry then selected Gold Key, Silver Key and Honorable Mention award recipients across all media. Those works receiving Gold Key Awards will be sent to compete in the 93rd Annual National Scholastic Art Awards Program in New York City.

Julia Briden has had an exceptional year. Fifteen of her submissions received awards, of which five were Gold Key Awards. Five students, including Briden, were also nominated for American Visions, indicating their work is the best of the regional awards. One of these American Visions nominees will receive an American Visions Medal at the National Scholastic Art Awards.

The Asheville Art Museum and the Asheville Area Section of the American Institute of Architects are the Western North Carolina Regional Affiliates of the National Scholastic Art Awards. This ongoing community partnership has supported the creative talents of Western North Carolina youth for 36 years. This year the Museum also welcomes the Center for Craft, Creativity and Design as a sponsor.

Founded by artists in 1948 in Asheville, NC, the Asheville Art Museum annually



A.C. Reynolds High School senior Julia Briden stands beside her sculpture, one of her 15 award-winning artworks on view at the Asheville Art Museum

presents an exciting, inviting and active schedule of exhibitions and public programs based on its permanent collection of 20th and 21st century American art. Any visit will also include experiences with works of significance to Western North Carolina's cultural heritage including Studio Craft, Black Mountain College and Cherokee artists. Special exhibitions feature renowned regional and national artists and explore issues of enduring interest. The Museum also offers a wide array of innovative, inspiring and entertaining educational programs for people of all ages.

For further information check our NC Institutional Gallery listing or visit ([www.ashevilleart.org](http://www.ashevilleart.org)).

## UNC Asheville in Asheville, NC, Features Works by Larkin Ford

UNC Asheville in Asheville, NC, is presenting *Under the Sink*, a solo exhibition of paintings and drawings by UNC Asheville alumnus Larkin Ford, on view in the 2nd Floor Gallery, Owen Hall, through Mar. 11, 2016.

Ford graduated from UNC Asheville with a BFA in 2008, and now is an MFA candidate in painting at Georgia State University. He lives and works in Atlanta, GA, where he has exhibited drawings and paintings at Callanwolde Fine Arts Center, Thomas Deans Fine Art, Kibbee Gallery and Doppler Projects. He also is the co-creator and illustrator of the comic book series *Ehmm Theory*.

"The characters within these works hover between introspection and frenzy, driven to desperation by their oppressive surroundings," said Ford, whose work explores the relationship between spirituality and the grotesque. "A sense of tension unifies the



Work by Larkin Ford

pieces, balancing concrete depiction with narrative mystery. The works' absurdist imagery and pictorial interruptions are tethered to reality by the squalid domestic settings from which they erupt."

For further information check our NC Institutional Gallery listings, call UNC Asheville's Department of Art and Art History at 828/251-6559, or visit ([art.unca.edu](http://art.unca.edu)).

## Asheville Art Museum Presents Art of Female Appalachian Innovators

Visitors to the Asheville Art Museum have the opportunity to view important work of female artists in *Appalachian Innovators: Women Makers in the Southern Highland Craft Guild, 1930-2000*, an exhibition on view through late June 2016.

Women have been among the most important members in the long history of the Guild and have been a driving force in the organization. The founding members were almost all women, and many of these women led organizations designed to boost the economic standing of mountain families. As the decades passed, men took more of a role and eventually the leadership.

Some of the most important work of these women is included in *Appalachian Innovators*, from early Appalachian work to the work of mid-century artists who illustrated what the future would hold artistically. Women held the artistic power during the early 20th century and nothing really changed until about 1950.

The Guild served as a microcosm of the larger world of art. With influences from the major craft schools to Black Mountain College, the Guild was a major economic force for its varied members. Chartered in 1930, the Guild has grown to become one of the strongest craft organizations in the country.



Kate Clayton (Granny) Donaldson, "Cow Blanket", c. 1930, Wool, 35 x 31 inches. Courtesy of Southern Highland Craft Guild.

Second in age only to the Boston Society of Arts and Crafts, the Guild now represents over 900 craftspeople in 293 counties of nine southeastern states.

For further information check our NC Institutional Gallery listing or visit ([www.ashevilleart.org](http://www.ashevilleart.org)).

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SHARED EXPERIENCES IN ART & ART MAKING

This blog is a forum in which guest contributors present their thoughts and experiences. Topics range from tricks of the trade to tips about the business of art to more philosophical musings about the roles of art makers and art users in society. Sharing is the name of the game, so feel free to add to the collective experience.

TERRY JARRARD-DIMOND: My Thoughts on Juried Exhibitions

"...juried competitions are one of the major avenues for artists to get their work shown and in front of an audience beyond their immediate area. I myself found them to be the best avenue to present my work as I began to show work a few years ago. As I thought about the concept of juried shows, I began to consider how I go about selecting which shows to enter..."

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## New Marketing Service Launches for Photographers

Marketing consultant Joan VanOrman, working out of Brevard, NC, has launched a new service to facilitate the development of marketing programs for photographers, artisans and creative businesses. The service, "Focus" is a marketing approach that simplifies marketing planning and implementation. According to VanOrman, "many photographers and artists would rather work on their craft rather than their marketing. I wanted to develop a service for what I call 'reluctant marketers' so they would feel comfortable promoting themselves and their products and services".

The Focus approach has five steps: find your audience, optimize your plan, create your visibility, unite with your audience and sustain and grow. The steps follow the focus designation, a key component of photography. VanOrman feels that the approach will resonate with photographers and other creative businesses.

"Find your audience" includes defining your positioning – how a business differentiates themselves from others in the field. Having a defined position in the market builds a strong foundation for all the other marketing elements. The next step is "optimize your plan". VanOrman notes that successful companies have a blueprint for annual marketing programs.

"The marketing plan doesn't have to be extensive. It does need to be a plan that clients feel comfortable implementing. I like to use creative elements so the plan doesn't sit on the shelf," says VanOrman.

"Create your visibility" guides the client through reviewing current marketing materials or developing new materials to reach their target customers. Examples are a logo, business cards, website, brochure, social media platforms and presentation materials. These elements are different for each business. VanOrman often finds that clients have many tools already available to them. A quick audit will indicate where there may be gaps and where materials can be used in new ways, especially in the area of content development.

The next step is "unite with your audience" - using the marketing materials to reach the audience. Use business cards at networking events. Share a presentation with a group, on a website or via social media. The last step is "sustain and grow". Ideally businesses will continue to grow. It's important to build in sustain – for those times when factors out of a business's control come in to play. Sustain also allows for programs that are important to a client, like attending a training seminar or learning a new social media tool.

Joan VanOrman Focused Marketing for Photographers is a marketing business located in downtown Brevard, NC. The business serves Western North Carolina and upstate South Carolina clients from the Brevard office. VanOrman also works with clients throughout North Carolina and the Southeast.

For more information call 828/553-7515 or visit ([JoanVanOrman.com](http://JoanVanOrman.com)).

## Woolworth Walk in Asheville, NC, Features Works by Marilyn Sholin

Woolworth Walk in Asheville, NC, will present an exhibit of works by Marilyn Sholin, on view in the F. W. Front Gallery, from Mar. 1 - 31, 2016. A reception will be

held on Mar. 4, from 4-6pm.

Internationally known artist, author and educator, Marilyn Sholin creates paintings

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