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1. From the Office

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I don't know where to start. We've been busily working away at the transition to Program Coordinator, while still

doing as much of my usual/former Communications Coordinator to do list as I can muster. There is so much I want to

tell everyone. Anne Bastedo <http://www.serenityimages.ca/> has recently hung three of her photographs in our alcove

spaces here at the NSDCC office. This past Saturday we had the first of our winter workshops. Jeff White

<http://www.brightwhite.ca/> spent the day filling our heads with information about Web Design, Development and Social

Media Marketing. Blogs, Twitter, Facebook, increasing your ranking in search engines, selling online, I learned

more than I knew possible. I even was convinced that some of the social media options I had been resisting to date

might actually be of benefit.

Next up is a series of three workshops by Jeffrey Cowling. I'm very excited to get some practical information about

booth design, new product design and development and promotion for artists and craftspeople. These are three areas

that are always daunting, and to have the chance to hear from an expert in the field and share information with

other craftspeople will make for an incredible learning experience.

Julie Rosvall  
Program Coordinator  
[programs@nsdcc.ns.ca](mailto:programs@nsdcc.ns.ca)  
902-423-3837

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2. New & Renewing Members

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next issue, the pile is becoming a mountain, thank you to all of you who have renewed your memberships, the list is

being compiled for publication...

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3. Members' News  
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Gallery Opening Soon.....

Our Contractor, Don Jackson (pictured at left), hard at work transforming part of the studio into Donna Hiebert

Design Gallery and Showroom. Small but mighty, at 130 sq ft, our gallery will allow us to display all our

collections for local buyers and those who accept our offer to visit and enjoy the beauty and calm of Nova Scotia.

We are very excited and expect to open in March or early April. The space will be finished with Venetian plaster,

polished and stained concrete, Fan Coral etching on all the glazing, and many other special touches to create the

perfect setting for our collections. Watch for your Opening Celebration Invitation.

Contact Info:

Donna Hiebert Design Inc  
<http://www.donnahiebert.com>

toll free: 1 (866) 298-6430  
local T: (902) 477-0793

Gallery :  
878 Purcell's Cove Road  
Halifax, Nova Scotia, Canada, B3V 1G3

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4. Exhibitions, Lectures & Gatherings  
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Please come in from the cold for the opening reception of "Four Seasons", a colorful show of paintings of Nova

Scotia through the seasons by Carol Morrison. The reception is at 7pm on Thursday, March 5th, and Anna Quon will be

reading from her book of poems, "Poetry for Four Seasons". This show, sponsored by the Truro Arts Society, will run

from March 6-30th at the McCarthy Gallery, 36 Arthur St, Truro. Carol will give an artist's talk on Wednesday March

11th at 2pm in the Gallery. Gallery hours are 8am-6pm Monday to Thursday, and 8am - 4.30pm on Friday. Carol's work

can be seen at

[www.carolsfineart.ca](http://www.carolsfineart.ca)

Mary E. Black Gallery invites you to the opening reception of the exhibition Contemporary Fibres: the art of J. Penney Burton, Joanna Close, Margaret Forsey and Rilla Marshall on Thursday, February 26 at 6 p.m. at 1061 Marginal Road, Halifax. Deanne Fitzpatrick is the Guest Writer for the publication. The exhibition continues through April 12, 2009. And on Friday, February 27, from 5 - 7 p.m., Mary E. Black Gallery will host Artists Talk where all four artists will discuss their work. Refreshments will be served.

Susan MacAlpine Foshay, Director  
Nova Scotia Centre for Craft and Design  
Mary E. Black Gallery  
1061 Marginal Road, Suite 140  
Halifax, Nova Scotia B3H 4P6  
902-492-2523  
susan@craft-design.ns.ca  
www.craft-design.ns.ca

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5. Markets and Events  
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THE 2009 DEADLINE IS FAST APPROACHING!  
ARTIST APPLICATION FORM AVAILABLE ONLINE

Now in its 48th year, the Toronto Outdoor Art Exhibition is a juried showcase featuring contemporary fine art and craft that takes place on Nathan Phillips Square every July.

As the largest outdoor art exhibition in Canada, the TOAE offers a fresh-air alternative to conventional art shows and galleries. Approximately 500 artists participate and over 100,000 visitors attend the exhibition every year. Side by side, established artists, undiscovered talents and innovative students sell their work directly to the public and make lasting connections with art dealers and collectors. In 2008, the TOAE presented over \$35,000 in cash awards and prizes to participating artists. We welcome applications from artists working in a wide range of traditional and experimental art forms.

Applications can be downloaded from the TOAE website at [www.torontooutdoorart.org](http://www.torontooutdoorart.org).

APPLICATION DEADLINE: MARCH 1, 2009

For further information, please contact:  
Toronto Outdoor Art Exhibition  
264 - 401 Richmond Street West  
Toronto, ON M5V 3A8  
416.408.2754  
[toae@torontooutdoorart.org](mailto:toae@torontooutdoorart.org)  
[www.torontooutdoorart.org](http://www.torontooutdoorart.org)

TOAE is now on Facebook! To receive updates on the 48th annual exhibition and other related news, please visit the following webpage:  
[www.facebook.com/group.php?gid=6800048993&ref=mf](http://www.facebook.com/group.php?gid=6800048993&ref=mf).

The Toronto Outdoor Art Exhibition is a non-profit charitable organization supported by a group of volunteers active in the art and corporate communities. The exhibition is financed through registration fees, corporate sponsors and individual donors, enabling TOAE to charge one of the lowest registration fees in North America. No percentage of the artists' sales is taken by the organizers.

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The TOAE gratefully acknowledges the support of the many sponsors and award donors that made the 2008 exhibition a success!

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6. Call for Proposals & Submissions  
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The Planning & Design Centre and W.M. Fares Group invite you to participate in an international public art

competition. The piece of public art will be located in front of a new live/work development called The Trillium,

currently under construction in the vibrant business district of downtown Halifax, Nova Scotia.

The goal of the competition is to contribute an original, permanent piece of public art to the public realm.

<http://pdcentre.ca/publicart/>

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Call to Enter: If you work with children, please consider an upcoming exhibition of children's art at the new

Atlantic School of Theology Art Gallery.

Submission Deadline: March 12, 2009  
Exhibition: March 21 to June 21, 2009

Children are naturally creative and expressive. Our hope is to stimulate young imaginations as children think about

how they understand God from their own experience. The ecumenical nature of the project promises an exciting and

informative exhibition. Help us fill the AST Gallery with works by young people (over 100 children have indicated

participation already!)! Details and submission guidelines are all available online at

<http://astheology.ns.ca/astarts/kids.html>. We hope that teachers of all stripes will take this opportunity to

support children in their visual explorations, whatever direction they may take. Be as creative as you like! In

addition to an opening on Saturday afternoon, March 21 (with lots of cookies and juice!) many of the works will be

photographed for an on-line exhibition as well.  
For further information, contact Regina Coupar at [artsandtheology@astheology.ns.ca](mailto:artsandtheology@astheology.ns.ca).

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MARY E. BLACK GALLERY CALL FOR PROPOSALS deadline March 15, 2009.

The Mary E. Black Gallery is Nova Scotia's only public gallery with a fine craft mandate. It is a public gallery whose purpose is to give exposure to the work of artists, craftspeople and designers, to give focus to the quality and achievement of practitioners in the province, and to exhibit

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curated, juried and travelling exhibitions from the region, from across  
Canada and from around the world. Proposals for 2011 are welcome from  
community groups, cultural groups, guilds, artists/craftspeople, and  
curators. Proposals from community and cultural groups should provide a  
brief description and mandate of their organization. Exhibitions can be  
solo or group.

Typed proposals need to include the following:

- clearly describe your theme or idea and the type of work whether  
defined by medium, technique, membership or function (maximum 500 words)
- proposed or working title of exhibition
- a list of artist/s and justification for their inclusion
- works to be in the exhibition (include artist, title, medium,  
dimensions in metric, date of work) OR if not yet created, a list of what is  
planned for inclusion and images of existing work to enhance the Committee's  
understanding of quality and/or diversity of work
- support material which can include any material relevant to the  
application such as slides or photographs (maximum of 20), promotional  
materials, reviews, catalogues – do not send original art work
- a list of the support material provided including the title and  
type of material
- a résumé of the principal organizer/curator

Only PC-compatible files are acceptable. All images must be

jpg files

72dpi

1024 x 768 pixel files

Do not submit compressed files or hyperlinks to Internet sites. Clearly  
mark each CD-ROM or DVD with nominee's name. Label each file (image) with a  
number and title.

Start the numbers of the first nine images with zeros (e.g. 01 title.jpg, 02  
title.jpg, etc) to ensure they are presented chronologically and follow your  
image list. Do not put any special characters, symbols or quotation marks  
in the file name.

If you are submitting via email, do NOT send files exceeding 5 MB.

Proposal evaluation is based on:

- the artistic merit of the exhibition proposed
- the quality of the applicant's work to date
- the ability of the organization/individual to bring the exhibition  
to fruition

Mary E. Black Gallery covers the following:

- Artist's Fees based upon the recommended CARFAC rates
- the cost of an opening reception
- a colour invitation
- inclusion in the NSCCD standard publicity program

Proposals and support material must have a postal date of March 15, 2009 or  
be delivered electronically by 4 p.m. to

susan@craft-design.ns.ca

or by hand to

Mary E. Black Gallery, Exhibition Proposals  
Nova Scotia Centre for Craft and Design  
1061 Marginal Road, Suite 140  
Halifax, Nova Scotia B3H 4P6

In the event that the application deadline falls on a weekend, applications may be postmarked or delivered to the office on the following business day.

Late submissions will not be accepted.

Contents of the proposals and proceedings of the Exhibition Review Committee meetings are strictly confidential.

For any additional information about your proposal please phone Susan MacAlpine Foshay at 902-492-2522.

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## Just for Fun

### Theme and Intent

This exhibition is about the joy found in creating works by hand. Just for Fun seeks submissions of works of whimsy and charm that will beguile, enchant, and captivate the viewer. Members are encouraged to push the boundaries of their craft through experimentation and innovation - here's your chance to try new techniques, to experiment with new materials, or to explore new forms.

This exhibition will be open to submissions of both one-of-a-kind and production works. At no time will quality of fabrication and construction be ignored.

### Eligibility

Open to all individual members of the NSDCC, in all membership categories. Individuals who are not currently members of the NSDCC may participate in the exhibition by paying membership dues.

### Entry Fees

There will be a fee of \$10 for each entry. A maximum of three items may be submitted by any one member. Cheques and money orders should be made payable to the NSDCC. Visa and MasterCard are also accepted.

### Entry Rules

Each entrant may submit up to three entries. Each entrant must complete and return the application form with their entries. Entries accompanied by incomplete entry forms will not be put before the jurors for consideration. Artists whose work(s) is accepted will be asked to provide both a brief biography (max. 200 words) and an artist's statement (max. 200 words). To be considered, entries must have been fabricated after June 2008. All entries must fit through a standard doorway. Entries must not require unusual care. Objects intended to be hung on the wall must arrive with hanging devices included. Please call the office to make arrangements for delivery of entries weighing over 22 kg (50 lbs).

### Selection

This exhibition will be selected from the submitted entries by a group of three jurors. Works will be identified only by number. Jurors will be asked to select works bearing in mind: (a) the exhibition theme; (b) that works selected will work well with other works selected to form a cohesive exhibition; and (c) that the exhibition overall will fit within the Mary E. Black Gallery. Jurors will not be asked to explain their selections. The jurors' choice will be made in private, and the jurors' choices will be final.

### Inquiries and Questions

For a full call for entry brochure or for any questions contact the NSDCC

1 April 2009

Deadline for delivery of completed works and entry form to:

NSDCC

1113 Marginal Road

Halifax, NS B3H 4P7

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We now have a wonderful Product Gallery section to the NSDCC website that will really showcase our juried members' work to the world!

You can see samples of these by visiting the Portfolio Index page of the site here:

<http://www.nsdcc.ns.ca/portfolio-index.html>

(at time of writing the Clay, Metal and Wood galleries have entries and more are being prepared.)

Reasons to be included?

NSDCC website has a high profile and gets a lot of visitors every month. This means that your products will be easily found by web searchers from anywhere in the world. For those who don't have a personal website this is the perfect opportunity to establish a web presence at a very low cost - a service to juried members offered by the NSDCC. For those who have a website, this is an excellent way for the visitors to the NSDCC site to be able to be directed to your own website after having seen a sampling of your finest products.

What is included?

\*\* Basic price of \$75 plus tax includes:

- listing under one category/medium (see below for cost for inclusion on additional category/medium pages)

- bio not to exceed 250 words (\*\* NB must be carefully checked for errors\*\*)

- contact information including link to website if available (\*\* NB must be carefully checked for errors\*\*)

- Name text listing on album page as well as drop down search by name and thumb image on general category gallery

- up to 4 photographs with title/name and dimensions of product as supplied (see below for cost of additional photos)

- brief descriptive listing on Portfolio Index page and inclusion in all relevant search tabs

What do you need to provide?

\*\* Must be juried member of the NSDCC

\*\* Photos: Preferably professional quality (remember that this is the first impression that

possible collectors/buyers from around the world will have of your work, so we want it to be a good

one!) - up to 4 included in the basic price of \$75 plus tax. Additional photos added at time of

photo gallery construction \$10 each. Size of photo to be no smaller than 800

px at the largest dimension, larger is fine. sRGB colour space.

(Don't worry if the photo requirements are confusing. Just call if in doubt (Ellie at 902-582-3795) or send one by email to [ellie@iistudio.com](mailto:ellie@iistudio.com) to see if it fits the criteria. We'll help you to get the best images for your own gallery.)

\*\* Photos should be named including the name of the artist and the order in which they should appear if the order is important. Please do not have spaces in the file names. For example: jane\_doe\_1.jpg. A text document should be included with title, dimensions and materials for each piece/photo that the artist wishes to be displayed, clearly showing to which photo this relates. For example: Image: jane\_doe\_1.jpg; caption: Turned pen; materials Ebony, gold nib. Size: 5 1/2" Image: jane\_doe\_2.jpg; caption: Turned ebony pen, detail.

\*\* Changes of images or additions can be made at a later date at a minimum charge of \$40 for up to 4 images, each additional image \$10. There are no limits to the number of images. \*\*

\*\* Please specify Main medium / category for your listing and any additional media listing you wish. (\$25 for each additional medium / category listing). For example: Main category: Visual Arts; Additional Category: Decorative Arts.

\*\* Artist's Bio/statement 200 - 250 (max) words plus artist's name, business name (if applicable), contact information and website address (if available). Please include a descriptive sentence to appear beside your name in the Portfolio Index directory to include all relevant search words - medium, products, etc. For example: Jane Doe: Fibre Artist, works in wool, silk, mixed fibres. Produces capes, scarves, coats, hats, blankets, throws, shawls, gloves, mitts. Do not use the word "etc." This is so that people searching for products that you make will find your gallery easily. If you work in more than one medium, include all information for all media you work in.

\*\*NB. Please ensure that all written information for bio, contact etc. is accurate as once the bio page is prepared, there will be a charge for making changes. I will just copy and paste to make sure that I make no typos! \*\*

If you have any questions about the above, contact Ellie Kennard on 902-582-3795 or [ellie@iistudio.com](mailto:ellie@iistudio.com)

Ellie

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Innovative Imaging Studio  
<http://www.iistudio.com> | <http://www.shadowsandlight.ca>  
9545 Hwy 221, Canning, Nova Scotia, B0P 1H0;  
Phone: 902-582-3795 | SKYPE ID: innovativeimagingstudio

7. Funding & Opportunities

Next Issue

8. Education & Learning

As we approach our busy summer season, we hope that you'd agree that there's an element of magic to the Ross Creek

Centre for the Arts and that you'd like to be a part of making that magic.

Perhaps you are attending Two Planks and a Passion Theatre's Summer Theatre's Off the Grid. Swallows swoop over the

ponds, while you enjoy a picnic in the company of friends and family. Then, as the play unfolds before you on a

summer evening at the Creek, you are part of the magic – the enchantment is unforgettable.

Perhaps you are coming for the end of a Summer Art Camp, watching the pride on your child's face as they perform or

show the artwork they have been creating during a fabulous camp led by some of Canada's finest artists.

As we look ahead enthusiastically to the 2009 season, we are looking for sustained support from the wider community

to help us carry on a vibrant tradition that for our organisation spans 19 seasons and for our public spans

millennia and the world.

We hope you will help us continue that magic this year, through this green donation request, which saves energy,

resources and money.

While the Centre operates year round, preparing for summer is the most expensive and busiest time of year. We need

your help. Your donation means that we can continue to tell stories that reflect our regional heritage, offer rich

insight into our past, and resonate far beyond our community. We invite you to be a part of the tradition that has

grown from a local phenomenon into an exceptional experience for theatre-goers and families, artists and art lovers

throughout Nova Scotia.

This season, we are bringing a new outdoor musical to the grounds of Nova Scotia. Rockbound, by Allen Cole, based on

the Frank Parker Day novel, is a fabulous gothic romance. Our SummerArts Camps are expanding and offer amazing new

programs. Our galleries and community programs are becoming a vital part of the life-long education and artistic

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success of our wider community.

We hope you might be able to donate to the Centre to help us continue our work. If there is anything you would like

to see that would help you stay involved, please let us know and we look forward to hearing from you. If you can't

afford to donate money but have time or skills, we are always delighted to welcome new volunteers. Thank you so much

for your support and we look forward to seeing you at the Creek!

Best wishes,

Ms. Chris O'Neill

Ken Schwartz

Executive Director

Artistic Director

555 Ross Creek Road Canning, NS

For more info call 582-3842 or visit [www.artscentre.ca](http://www.artscentre.ca)

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NSDCC Workshop

**BOOST YOUR BUSINESS !!**

Three sessions full of good ideas, hands-on exercises, information and sources with Jeffrey Cowling.

Fee per session: members \$75 non-members \$90

Registration form PDF

<http://www.nsdcc.ns.ca/main/documents/REGISTRATIONFORMMar2009.pdf>

Location for all sessions: NSDCC, 1113 Marginal Road, Halifax

SESSION 1

Good Booth Design for Retail & Wholesale

Saturday, March 7, 2009 10:00 AM - 4:00 PM

Member \$75 non-member \$90

This component will address such topics as:

- \* Lighting for impact - how to display with pizzazz
- \* Shelves that work for your product - options you need to know
- \* Alternate materials for walls & risers - affordable options
- \* Legible high impact signage
- \* Cash/sales area of your booth - be ready and organized
- \* Set-up and tear down - surviving with a smile
- \* Shipping/receiving and crating - why the anxiety?
- \* Fire regulations - know what's expected of you

Good booth design and product presentation are critical components in successfully selling product at wholesale and retail trade shows in both export and domestic markets.

SESSION 2

New Product Design and Development

Saturday, March 14, 2009 10:00 AM - 4:00 PM

Member \$75 non-member \$90

This component will address such topics as:

- \* The changed economy - what to do
- \* Developing new products from existing lines - keep it simple
- \* Realistic production capabilities - what's in your studio?
- \* Designing product for retail and wholesale markets
- \* Fashions and trends
- \* What is a designer/maker? - valuing your talent

New product design and development are critical for any crafts business wishing to maintain and expand its share of the marketplace, in both domestic and export markets.

SESSION 3

Marketing Yourself

Promotion for Artists and Craftspersons

Saturday, March 21, 2009 10:00 AM - 4:00 PM

Member \$75 non-member \$90

This component will address such topics as:

- \* How to get and keep media attention - they need you.
- \* Communication with customers - what they need to hear from you
- \* Promotional materials such as media packages - what are they?
- \* Emphasize the unique qualities and materials of your product
- \* Closing the sale - overcoming buyer apprehensions

Good communication, promotion and product presentation are critical components in successfully selling one's brand and product at wholesale and retail trade shows in both export and domestic markets.

\$75 + hst for members, \$90 + hst for non-members  
10% Discount if you register for all three workshops.  
www.nsdcc.ns.ca for more information and registration form

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Joanne Hunt, CSPWC, SCA is offering spring weekly watercolour classes, an oil workshop and a watercolour workshop.

Please see her site [www.joannehunt.com](http://www.joannehunt.com) for further details. Location: Hammonds Plains

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9. Classifieds  
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Next Issue

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