

THE Well-Crafted Word

news from the del ray artisans

may 1995

DEL RAY ARTISANS GENERAL MEETING

7:00 P.M., TUESDAY
MAY 9TH AT ALEXANDRIA VOLUNTEER
BUREAU 2210 Mt. Vernon Avenue,
Alexandria

AGENDA:

7:00 Refreshments

I. Old Business

John Mannell (Del Ray Newspaper,
CORE Support)

Membership Drive

Status of Renewals

Membership Drive Week

Corporate Membership Categories

Treasurers Report

Virginia Commission for Arts Grant

II. New Business

FOCUS ON DEL RAY - Target Gallery
Exhibit

Farmer's Market

Staffing

Success in Signing up New/Renewal
Members

Fund Raising: T-Shirt Inventory

Members' Slide Portfolio- Status of
Submissions

Exhibit Calendar for Balance of Year

Ad Sales in **Well-Crafted Word**

III. Break-out Sessions

IV. Re-convene: Groups report

FOCUS ON DEL RAY!

Mark your calendars, check your inventory, gear up for **FOCUS ON DEL RAY** our mid-summer exhibition to be held at the Torpedo Factory's Target Gallery. This is a real opportunity for Del Ray Artisans to SHINE!

We are planning a juried, multi-media, membership show (so make sure your dues are current!). It will include any 2-D or 3-D works (including furniture).

Timeline is as follows:

Submission of Actual Works

Saturday, June 10th from 10 AM - 5 PM
(Bring to Torpedo Factory, 105 North Union
Street, in Old Town, Alexandria)

OPENING RECEPTION June 18 2 - 4 PM
Closing July 16

Pick-up Exhibited Works

Sunday, July 16 from 3 - 5 PM

Monday, July 17 from 10 AM - Noon

There will not be an "Entry Fee", but rather an "Acceptance Fee". Artists will be allowed to submit 3 pieces each, and for each piece that is accepted there will be a \$5.00 fee. There is also a 40% commission on any works sold through the show, but half of that will benefit the Del Ray Artisans!

Call **Kathryn Brown** 549-5227, who is heading the Selections Committee, if you need additional information or want to volunteer to gallery sit. We will need help in this area because we will be sharing gallery duty with Torpedo Factory volunteers. Hours will be daily except Monday from Noon to 5 PM. Remember JUNE 10th is SUBMISSION DAY!



FARMERS' MARKET REOPENS

When the Del Ray Farmers' Market reopened on April 15th Del Ray Artisans' were ably represented at a well organized table display thanks to the efforts of new member **Rebecca Kudla**. We're once again selling our T-shirts with the distinctive **Becky Heavner** design. We're also using the market to talk up the Del Ray Artisans and enlist neighborhood support. The market provides a friendly atmosphere for schmoozing thanks to the bakery goods, Kaldi's Coffee wagon and the goods from several top notch produce and flower vendors. As the weather has warmed there have been more vendors popping up and lots more browsers at the Artisan table on Saturday mornings.

Because we want to continue to make our presence known in Del Ray, we plan to staff a table every weekend, from 8:00 AM to Noon. Volunteers are most welcome to join the group for coffee and chatter. Call Rebecca to sign up for just an hour or for an all morning get together. It's easy, fun and your participation is certainly needed and very much appreciated. Call Rebecca at 684-0440 to sign on.

BENEFITS OF MEMBERSHIP

Great news! We've successfully negotiated with a local art supply retailer and can offer as a benefit of membership a 10% discount on supplies. You could save enough in a year to easily pay for your entire year's dues. With this year's membership renewal you'll receive a membership card that you can proffer when purchasing supplies. Who is the retailer? Renew your membership and we'll let you know.



Field Services

**ENDORSED HEALTH INSURANCE*
FOR THE SELF-EMPLOYED
AT AFFORDABLE RATES!**

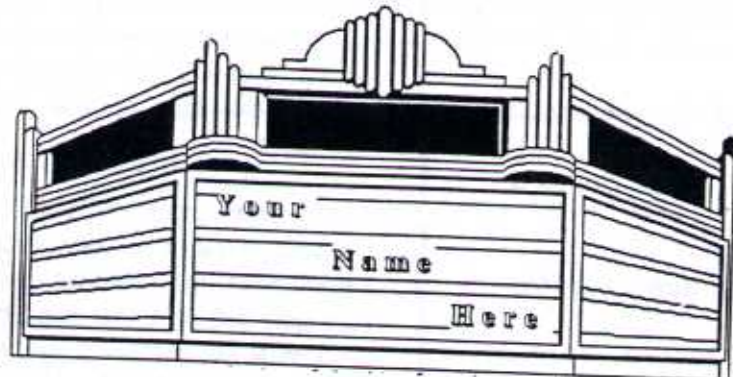
SHARON ROTHSTEIN

703-356-3117

Representative

*Underwritten by PPL Life Insurance Company

Ms. Rothstein has agreed to donate \$25 to ARF for each new client she obtains through this ad.



Do you have your own business? Looking for an inexpensive way to sell your product or service? Keep your name in the spotlight. Advertise in the **Well-Crafted Word** a monthly newsletter of the Del Ray Artisans.

We reach out to the community at large and have a corporate, individual and household mailing list of over 250 people. Our membership is diverse and community oriented. If you're interested in learning more about advertising with us call **Mart Larson** evenings at (703) 836-0413.



ARTISANS' PORTFOLIO SUBMISSIONS

Last month we let you know about the slide portfolio we are assembling to help further our efforts when we're approaching potential contributors and those interested in buying our artists' work. We'll continue to accept work from members on an ongoing basis that demonstrates the depth and breadth of Del Ray Artisans' work. You should not overlook this opportunity to let your work be part of the Del Ray Artisans portfolio.

Ellyn Ferguson has agreed to accept and work on assembling identical trays of slides. To this end we are asking that each interested member submit up to three examples of their work. Please submit two (2) slides of each work. Each slide must be captioned on the cardboard mount. It should state your name and the name of the piece. Additional information, such as medium or size, is optional at your discretion and subject to the space available on the slide mount.

The portfolio will be available at the **FOCUS ON DEL RAY** exhibition at Target Gallery. Forward slides to **Ellyn Ferguson**, 104 E. Del Ray Avenue, Alexandria, Virginia 22301 or call her at 549-2660 if you have further questions.

ARTISAN EXHIBITION AT TRW

Daniele Piasecki has taken her photography on the road to Fairfax County where her current exhibit *The Works of New Visions* is on display at TRW Systems Integration Group until July 21st. Daniele's work is being shown along with the work of Tomoko Yamamoto and features selected works using a variety of subjects in black and white, color, gelatin silver and cibachrome prints. TRW is located at 12900 Federal Systems Park Drive, Building FP1, in Fairfax, Virginia.



Be Part of the Excitement !

**Join the Del Ray Artisans
Now !**

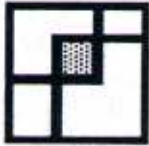
Name _____
Street _____
City _____ State _____ Zip _____
Phone _____

I am interested in volunteer opportunities. Yes No
Membership categories Student-\$25, Individual-\$35, Household-\$50
Remember, if you wish to make an additional contribution, many corporations have a program where they will match your tax-free donation, dollar for dollar.

Please make check payable to: **Del Ray Artisans** and mail it to 2210 Mt. Vernon Ave., Alexandria, VA 22301, attn: Membership.

DEL RAY ARTISANS CALENDAR

MAY	STEVE CROSSETT EXHIBIT - HANNIBAL'S COFFEE
MAY 9	DEL RAY ARTISANS GENERAL MEETING 7 P.M.
JUNE 10	SUBMISSION DAY FOR FOCUS ON DEL RAY EXHIBITION
JUN 18	OPENING RECEPTION FOCUS ON DEL RAY... 2 - 4 PM
JUN 18 - JUL17	TARGET GALLERY EXHIBITION/ TORPEDO FACTORY
MAY - JULY 21	DANIELE PIASECKI PHOTOGRAPHY-TRW FAIRFAX, VA.



Del Ray Artisans' Center
2210 Mt. Vernon Avenue
Alexandria, Virginia 22301
703-684-6549

GENERAL MEETING

MAY 9TH, 7 PM

2210 MT. VERNON AVE.
(ALEX. VOLUNTEER BUREAU
CONFERENCE ROOM)

ARTS RESOURCE FOUNDATION is a 501(c)(3) public membership organization formed to create and support community based arts organizations and promote the arts as a resource for community development. DEL RAY ARTISANS is a community arts group featuring two and three dimensional works of decorative and functional art and fine crafts through exhibitions, lectures, and instructional classes in the community. DEL RAY ARTISANS is funded, managed and operated by ARTS RESOURCE FOUNDATION.

EXECUTIVE BOARD MEMBERS

Nick Bayus, Community Involvement Director, (703)-549-1094
Kathryn Brown, Selection Committee Chair & Ass't Treas., (703) 549-5227
Charlotte Corcoran, Assistant Membership Director, (703) 548-1521
Ellyn Ferguson, Director, (703) 549-2660
Randi Korn, Director, (703) 548-4078
Martha Larson, Communications Director, (703) 836-0413
Marlin Lord, Treasurer (703) 549-5227
David Nicholson, Executive Director & Public Relations (703) 836-2975
Helen Ottaway, Director (703) 549-6947
Les Perkins, Marketing & Graphics Director (703) 836-7731
Dara Schumaier, Membership Director, (703) 836-7731
Lauren Smirniotopoulos, Children's Programming Director (703) 548-9530