

Editorial COMMENTARY

by Tom Starland, Editor and Publisher

ArtFields - Redux

If you're an artist, you can now register online for the 2014 ArtFields Competition and Exhibition in Lake City, SC. The 2014 ArtFields Competition and Exhibition takes place in Lake City from Apr. 25 through May 4, 2014.

Whether you're an established or emerging artist, you can submit your artwork to the 2014 ArtFields Art Competition for a chance to win part of \$100,000 in total cash prizes! The Call for Submissions opened on Oct. 30 and will close Dec. 13, 2013, at (<http://www.artfieldssc.org/artists/how-it-works/>). So don't put it off - the window of opportunity won't last long.

If you are a first timer - make sure you read all the rules of the competition and then read them again.

One big change from last year is that the People's Choice award of \$25,000 will now be split into two categories: \$12,500 - People's Choice 2-Dimensional and \$12,500 - People's Choice 3-Dimensional.

Each of the People's Choice awards is determined by visitors' votes throughout the ten-day artfest. Visitors will register in Lake City, and vote for their favorite entries during ArtFields. Visitors may only vote once per entry. For further info visit (www.artfieldssc.org).

If you're not an artist but love looking at art, make plans now to visit Lake City, SC, to view the 2014 offering and cast your vote for your favorite works.

Oh October

Something special always seems to happen with the October issue of *Carolina Arts*. During Oct. 2012 the paper was 85 page and attracted 175,150 downloads. That was not only the biggest paper to date and the

most seen. That was awesome, but October has a rival in the month of May.

Our May 2013 issue of *Carolina Arts* was 88 pages big (the biggest ever) and it received 178,805 downloads so the October issue was on notice. Unfortunately when we launched the October issue it started out relatively slow compared to the May issue and even behind the September issue and since most of the downloads tend to come at the beginning of the month, it didn't look good. By October 10th there were 160,000 downloads which usually means we had seen the lion's share for the month - usually, but like I said something always seems to happen in October.

All of a sudden we started seeing 3,500 to 5,000 downloads come in every day until about the 25th of the month when we had gone over 214,000 downloads - a major jump in downloads. What caused this mid-month jump in activity? I don't have a clue.

All along we have seen steady growth in downloads, but this was a major spike and the October 2013 issue was actually smaller than last year's issue at 85 pages.

Now, I expect a big drop in downloads in November - which is usual, but if I'm wrong and we stay around the 200,000 mark - we'll have reached a new plateau. But, we won't know what's going on with that until this time next month.

Are You Feeling the Holidays Yet

Seen your first Christmas commercial on TV yet? I have. We're also dealing with trying to convince the three-year-old in the house that just because some unmentioned retailer sent us a Christmas Toy catalogue this early that there is no possibility of him getting any of the numerous things he wants in it until Christmas. And, that depends on

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how good he is until then. We're not having too much luck with that. We're hearing a lot of "I want this" and "I want that" - over and over again. We're even trying to hide the book, but we can't get rid of it completely as it has become a major bargaining tool for other behavioral issues. Such is life for Grandpa and Grandma these days.

Working on this November issue I've seen a number of Holiday gift related exhibits and events, so I guess the annual campaign to convince people to buy art as holiday gifts has begun. After all it is one of the best ways to get someone a unique gift - one that thousands of others won't be opening at the same time.

Who needs to have just another iPhone 5s or a new 55" 3D TV? That's the 21st century equivalent of a new sweater or socks. But a gift of art - that's not only making a statement about the giver, but the recipient too. These are people who can see beyond the current fads and commercials. They see the lasting value of art - which can be enjoyed for generations to come. Art is

an investment. That's what they say. And I agree. Linda and I have invested a lot in the visual arts. And, we actually have one example of how it works.

Back in the 1980's we purchased a work of art for \$250 - which was a big investment for us at the time. Back when the recession came we sold that work for \$5,000, which was probably less than what it was really worth because of the recession. It was a buyer's market, but we really needed the money. We hated giving up the piece, but we had enjoyed it for over 20 years. And, in some ways I think a lot more of that work of art than I did in the old days as a great investment that came through for us in a time of need. It's a great memory - one we'll never forget and it makes us wonder what other treasures we invested in.

Thanks ObamaCare!

During the last couple of weeks our household has been sick. I guess that's another thing we can blame on ObamaCare.

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NOVEMBER 21st - DECEMBER 17th, 2013

linda hyatt cancel

RECEPTION FOR THE ARTIST : THURSDAY NOVEMBER 21

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Spartanburg Art Museum in Spartanburg, SC, Features Contemporary Art from Switzerland

The Spartanburg Art Museum at Chapman Cultural Center in Spartanburg, SC, is presenting *From 'Bourg to 'Burg*, an international exhibition, featuring works by nine artists from Fribourg, Switzerland, on view through Dec. 21, 2013. A reception will be held on Nov. 7, from 5-8pm.

This collection of contemporary artwork includes over 40 paintings, photographs and mixed media works. Six of the nine artists will be in Spartanburg in early November attending receptions, conducting workshops and informal gallery talks at SAM, Chapman Cultural Center and USC Upstate. All of the scheduled programs are free. This promises to be a fantastic opportunity to share cultures, provide international exposure and promote the exchange of ideas.

What began back in the spring of 2010 as an idea to share the works of these Visarte Fribourg artists with the Spartanburg community has culminated into a collaborative cultural art exhibition and visiting artist exchange. (Visarte Switzerland is the country's professional artist association, and Fribourg has approximately 60 members) A call for participation was presented to the Visarte artists back in 2011. The Swiss American Society of the Piedmont and Spartanburg Art Museum supported this idea, and the exhibition grew from there.

Exhibiting artists include: Marie Vieli, Cornelia Patthey, Catherine Liechti, Francesco Ragusa, Magdolna Rubin, Andre Sugnaux, Olivier Zappelli, Hafis Bertschinger, and Karin Kurzmeyer.

The participating artists are at various stages in their careers from emerging to mid-career to well-established. Karin Kurzmeyer, a photographer and conceptual artist is the youngest of the group, in



Work by Olivier Zappelli

her mid-twenties. Her work in this exhibition involves a large projection as well as four other works including a plaster cast of an actual Swiss mountain peak.

Magdolna Rubin is a trained architect and her work created out of recycled corrugated cardboard is minimal in form and color, but full of rhythmic texture. Olivier Zappelli's three paintings are the most humorous and whimsical with surprising details worth seeking out. Francesco Ragusa's photographs capture interior spaces that are composed of clean and minimal architectural lines that exhibit well in contrast to Cornelia Patthey's design oriented paintings on vinyl.

The three abstract painters, Hafis

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