

# Editorial COMMENTARY

by Tom Starland, Editor and Publisher

## On Our Cover

On our cover this month is a paper sculpture work by Tina Marcus, of the Durham-Raleigh, NC, area. It's part of the exhibition, *Material Differences: Fragments, Forms, Realities*, featuring works by Allison Coleman, Tina Marcus, and Jordan Grace Owens, on view through Mar. 10, 2024, in the DAG Truist Gallery, of The Durham Art Guild, located in the Royall Center for the Arts, on Morris Street, Durham, NC.

Marcus says, "I am a sculptor creating life-sized figures formed from cardboard. Papers' characteristics are integral in my work that I call 'Pulp People' as my work underscores how fragile life can be revealing a relationship between resilience and vulnerability; the experiences of being human."

We don't hear that much about exhibits taking place in Durham - we hear some, but nothing compared to what must be going on there in the visual art community. We're all ears - send us your press releases and a few high resolution images of works in your exhibits and people will be able to read about them in *Carolina Arts*. Info can be found on our website at ([www.carolinaarts.com](http://www.carolinaarts.com)) under the heading "How the Paper Works". Give us a try - it's free.

## Not A Fan Of Mass E-Mail Programs

I like to receive information about visual art exhibits and other related events, but I'm not the general public. Carolina Arts presents info about visual art exhibits taking place in both North and South Carolina. We like to offer complete details of these events so we can present it to our readership representing all points in the Carolinas and beyond. Our goal is to give our readers the info they need to go see those exhibits which might appeal to them - that means the Who,

What, Where, and When. As far as the Why goes - so people can enjoy the art being produced and presented by artists living in the Carolinas and beyond. Some of those people will buy art.

Art groups, art organizations and art museums who use Constant Contact, Mail Chimp, and other mass e-mail programs are not using those programs correctly - in my opinion.

First off, *Carolina Arts* should not be included on these e-mail lists. We are not the general public. These people need to send us a detailed press release with info about exhibitions. They should also be sending a few high resolution images of artworks from those exhibits to make the press release more appealing.

Most of these mass e-mail are targeted at people who have already interacted with the sender - that's how they got on an e-mail list, so it's more like a reminder to return for another event. Many just include a reception date and time for an exhibit and not much more. We need more info than that. We need beginning and ending dates for the exhibits, detailed descriptions of the exhibits and something which will give readers a reason WHY they would go see this exhibit over the dozens and dozens of exhibits being offered during a period of time. Competition for the public's eyeballs is pretty fierce in the Carolinas, but a good press release can break through the public's many choices and say, "I'm the one you don't want to miss!"

And I don't need "links" to transfer files or other sites to find the info - send it to us directly in plain text in an e-mail with images attached.

Stop trying to do your marketing all in one basket with one e-mail. The media is not impressed with a fancy e-mail - they want the facts - just the facts. And, by deadline, if not before. We're not all the same.

## Charleston Artist Guild

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trait of former Mayor Joe Riley will also be previewed on days when he is in the gallery, Mar. 1, 9, 17 and 21. He will be available to meet guests at the gallery by appointment throughout March.

The Charleston Artist Guild (CAG) was founded well over half a century ago by a small group of artists who wanted to network with other artists, reach out to the community with impactful volunteer projects and display their own work. Today the CAG has emerged as a vital non-profit organization of more than 600 members who enrich the community in countless ways with limitless beauty and inspiration.

Our mission remains largely the same and you'll find CAG artists all over town exhibiting their work, teaching art classes and sharing their talents by volunteering in outreach projects. The CAG offers a diverse selection of volunteer opportunities that include outreach efforts and engaging programs for children, Alzheimer's patients, high school seniors and younger school children. We're pleased to make a difference by sharing art and fostering the magic art brings to many.

In addition, exhibitions and special art shows are held throughout the year, allow-



Work by Robert Maniscalco

ing our members the opportunity to showcase their work and be recognized. See our Events Calendar for the current schedule.

For further information check our SC Institutional Gallery listing or call Steve Jacobs at 843/722-2454.

er's recent mixed media large scale charcoal drawings, and accompanying detailed sculptural installations. Geter's work shows both the harsh truth of the subject's reality of bearing the brunt, as well as their strength and power to adapt, providing the audience with a sense of awe of their strength and

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## Redux Contemporary Art Center in Charleston, SC, Features Works by Tyrone Geter

Redux Contemporary Art Center in Charleston, SC, will present *Brave New World: A Solo Exhibition of Tyrone Geter*, curated by Leila Davenport Ross of Show & Tell Art and Design, on view from Mar. 29 through May 18, 2024. A reception will be held on Mar. 29, from 5-8pm.

*Brave New World* is a showcase of Get-  
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*Carolina Arts*  
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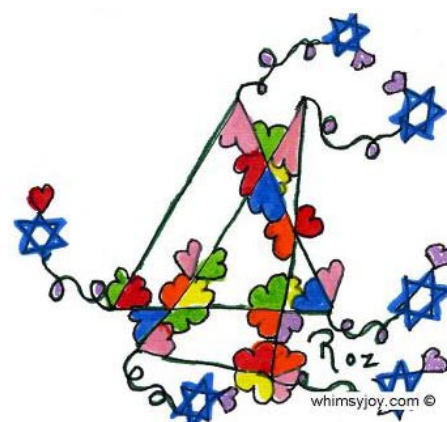
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## Whimsy Joy© by Roz

Therapeutic Expressions for All Ages



Mogen David - Flying Kites

"I have lots of Kites.

They are filled with Stars and Hearts"...

"I feel so Happy when I am in the Sky above."

"This way, I can share my love."

If You want to fly with Me, Catch a Star

and We will See,

Which Way the Wind takes Us around,

Up and Down, all over Town.

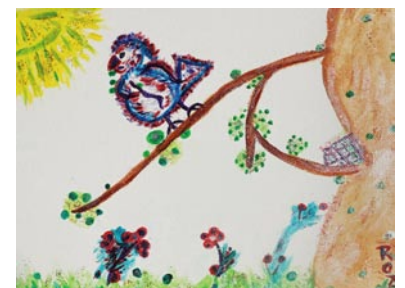
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"Blowing Bubbles with the Flowers"



"Ellie's Apple Tree and Bird"

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