

Editorial COMMENTARY

by Tom Starland, Editor and Publisher

ArtFields® 2015 Update For Artists

Sept. 14, 2014, is the first day artists from 12 Southeastern states can submit an entry for ArtFields® 2015, taking place in Lake City, SC. If your panic alarm just went off - breathe - you still have until Nov. 14, 2014, to get that entry in. If you're still hearing that alarm - you can submit an entry submission of a work in progress, but that final entry better look exactly like the plans you submitted. After that you might as well get used to the idea that you might be a slacker artist - one who can always talk a good game on what you want to do, but never follow through. Have another beer and dream on about what you would do with that top prize of \$50,000.

In our efforts to be your regional source for info about ArtFields®, we offer you some links to posts we've made at *Carolina Arts News* (<http://carolinaartsnews.wordpress.com/>) our blog for info about artist's opportunities - among many other visual art related topics.

Here's a link to the call for entries (<http://carolinaartsnews.wordpress.com/2014/08/04/artfields-2015-in-lake-city-sc-calls-for-entries-for-competition-for-a-share-of-100000-deadline-is-nov-14-2014/>). This blog post also offers some images of past entries to ArtFields® which will give you an "out of the box" view of what "one" entry can be.

Here's a link to ArtFields® 2015 rules (<http://carolinaartsnews.wordpress.com/2014/08/07/artists-info-to-prepare-for-artfields-2015-in-lake-city-sc-from-apr-24-may-2-2015/>).

One change in the rules that we found should be of interest to all 2-D artists. The limitations on size, which has been in place the first two years of ArtFields® has been lifted. For those of you who paint or

draw BIG - go for it. Just remember it's your responsibility to get your entry to Lake City, if selected.

If selected? That's right, no matter how many entries ArtFields® 2015 receives, only 400 or so will make the cut. And, news about the small town in South Carolina that has put up \$100,000 in cash prizes is getting around to those other 10 states, beyond the Carolinas, but North and South Carolina still have the edge on all others. You are the closest to Lake City, and you're being fed info and tips from *Carolina Arts*.

So, if you're still on the fence about sending in an entry this year, make a visit to the ArtFields® website at (www.artfieldssc.org) and check it out like you would your bank statement looking for lost money.

ArtFields® 2015 Update For Visitors

The third ArtFields® event will take place Apr. 24 through May 2, 2015, in Lake City, SC. Mark that in your smart phone's calendar.

People who come visit Lake City to see the art during ArtFields® are just as important to this event as the art is. If you come and see the art and register to vote, you'll take part in helping determine 3 out of the 4 of the cash awards. Only those works of art that receive the most votes from the public have the chance to be selected by the jury panel to be the top winner of \$50,000. The registered, voting public also selects the People's Choice winners in 2-D and 3-D categories (\$12,500 each). It's only the Juried Award, selected by the jury panel, that the public has no hand in (\$25,000).

In previous years about 20,000 + people have come to ArtFields® to see

what it was all about, yet only 5,000 + registered to vote and of those good folks only 2,500 cast a vote.

ArtFields® was designed to be a participation event - not just a lookie-loo festival. And all you have to do is give your e-mail address and show ID to prove who you are to register. Voting can be done in Lake City or from your home, as long as you do it by the set deadline. It's easy and your vote could help an artist win part of the \$75,000 people's choice awards. Last year only registered visitors received a full color catalog of all the entries.

Other news important to visitors for ArtFields® 2015 is that the new "The Inn at the Crossroads", located at 128 West Main Street in Lake City, right in the heart of the event, will open this October 2014. You can make reservations starting on Sept. 1, 2014, (for dates between Apr. 24 - May 2, 2015) through their website at (www.theinnatthecrossroads.com) or by calling 843/394-2100. Actually, you might want to book a stay any time during the rest of 2014 to go see the Francisco de Goya show on view through Jan. 3, 2015, at the Jones-Carter Gallery in Lake City.

Anyway, voting is very important during ArtFields®. Last year people planning to come to Lake City for the event could pre-register, if they do that again in 2015 - we'll let you know all about it.

The Queen Reigns On

For awhile, it looked like our cover artist in August, Edwina Bringle, was going to unseat our reigning Queen of Facebook, Wan Marsh of Charlotte, NC, who had her art on our June 2014 cover, but in the end, Bringle came in second during our Summer fun cover competition.

As of this writing, Bringle's cover art attracted 5,904 views on Facebook, with 121 shares. Wan Marsh's cover reached 7,440 people with 129 shares.

Of course our August issue broke the 100,000 + download mark, but that doesn't have much to do with Facebook.

If I've learned anything about Facebook during this Summer competition, it

is that you have to strike early and hard if you want to get a lot of people's attention on Facebook as the numbers fall off sharply after the first week.

Anyone With a Clue - Help

For some reason, sometime in July, our Wordpress blog, *Carolina Arts Unleashed*, stopped giving us access to make posts on it. You can still go there and see all the posts made from the beginning, but we can no longer make new posts there. We have tried to find out what happened, but with most of this social media stuff - there is no one you can call for help. Linda, my better half, and the only tech minded person here at Shoestring Publishing, has tried everything, including searching the Internet for help, but has found nothing.

If anyone knows how to help us with this mess - give us a call at 843/825-3408.

A Few House Keeping Notes

This Summer there were a few problems that seemed to be happening over and over again. The two biggest ones relate to our deadline - the 24th of the month, prior to the month when your exhibit starts and what makes a reception - an opening reception.

The Deadline

Again, the deadline is "always" the 24th of the month, prior to the month when your exhibit starts. We want to make sure our readers have an opportunity to go see your exhibit from the very beginning.

If your exhibit starts Oct. 1 - we want your info before Sept. 24. If it starts Oct. 15 - we want your info before Sept. 24. If it starts Oct. 31 - we want your info before Sept. 24. The deadline is always the 24th, even if it is on a Sunday or Holiday.

Opening Receptions

If your exhibit is on view from Sept. 1 - 30, you can't have an opening reception on Sept. 13. Sept. 13 can only be a reception. Opening receptions are for the first day an exhibit is on view - only.

Robert Palevitz



Sweet Land of Liberty

Oil

21 x 28 inches


THE SYLVAN GALLERY
171 King St. • Charleston • SC • 29401

CFADA

For additional information
843•722•2172
www.thesylvangallery.com