



The RAD Art Club

Why are we Radical? We love our disability or challenge - it doesn't stop us!

This means we are Determined Individuals Striving And Beating Limitations Encountered Daily, the D in RAD.

We sift through the rocks, learn from each other and as a team discover the gems as the **Fun, Artistic Success Centered Club** under Rocky Arts Unfolded or in short RA. So that makes us the RAD Art Club!

January 2015 – Issue I

MARKETING INTERPRETION

By Michael Ventura

At the first meeting of the RAD art club the president and founder of the club, Lisa Beth Corman, discussed issues related to art marketing. Lisa discussed the hard, crushingly boring, and often futile nature of the art fair, where the artist pays for the right to sit in a spot with his or her paintings and has to hope somebody walks their way and can be interested in buying something. Sometimes you barely get back the fee, Lisa elaborated.

Lisa further stated that it's a lot better to sell your artwork at a consignment, where the artist and a store go partner on a work of art to sell it. That way even if it doesn't sell, at least you aren't in the hole and didn't waste a whole day sitting around waiting for somebody to buy something you made. Lisa also discussed that she would like for the RAD art club to eventually become a co-op, where the members will work together on projects.

MEMBERS DIRECTORY

Lisa Corfman: A mixed-media origami artist, I am the president of the RAD Art Club and dream of opening an interactive museum with a store and classroom.

Mei-Lin Po: I am a friend of Lisa's via Gateway Arts studio. My creative endeavors span a variety of media in both the visual and performing arts- from drawing and sculpting to musical theater and storytelling- although my focus lately has been more on the performance side. My primary interest as an artist is in what (I guess) might be called "Moral Beauty"; in finding ways to bring greater depth, content, and substance to mainstream culture- the books, movies, plays, and tv shows "out there"- and to refute the common (and I believe, false) idea that Good is somewhat boring, while Evil is more exciting or fun.

Michael Ventura: I'm a film major who enjoys drawing in pencil and painting watercolors. I want to learn about marketing. I like to do paintings of nature that concentrate on how the objects relate to each other spatially and to the frame.



Cartoon by Michael Ventura