

MASSC 2018 DEMO DAY

Marta Bialy and Anne Wold: Vacuforming

Marta and Anne will explain how vacuforming works and how it can be successfully incorporated with fashion, metals and multi-media disciplines. They will have images, samples and will do a demonstration with an actual Vacuformer.

Brad Smith

Jeff Fulkerson – Keum-Boo

Jeff is a self-taught silver-smith with a background in construction and design, as seen in Art Jewelry Magazine, Rock & Gem Magazine and Step by Step Wire, Lapidary Journal/Jewelry Artist Magazine.

Ali Krajewski – Crystal Clear Resin

Resin can be a tricky material leading to bubbles, leaks, streaks, and other sticky situations. If you've had a frustrating time or have been scared to attempt to use resin in your artwork, then let me show you the tips and tricks for a perfect pour."

Nohline L'Ecuyer

Members price: \$20 Non-Member price: \$50 Includes Lunch Online registration opens August 1st, 2018

SEPTEMBER 8TH, 2018 10am - 3pm EL CAMINO COLLEGE















PRESIDENT'S MESSAGE

Another Year, Another Successful Jewelry Challenge Behind The Scene

Angelina Smith

cannot express my gratitude enough for the countless hours MASSC volunteers put into making our events a success.

Five years ago I was in a board meeting for MASSC (you should come to one of them, they're quite fun) when Diane Weimer brought up the idea of the Jewelry Challenge. Everybody was on board with the idea and the event has developed into one of our most successful annual spectacles. For the past five years she has served as the Chairman of the Jewelry Challenge Committee, finding all the volunteers and assigning the various tasks and duties that go into making an event look effortless. She also collects the headshots, statements, and registration for the challenge and creates the photo insert for the Luncheon program along with selecting the presenters who speak during the Luncheon. There would not be a Jewelry Challenge without Diane Weimer.

Angela Roskelley, one of our many unsung heroes, ordered all of the kit materials, made the entry forms and packed and shipped all the boxes; she always seems to take care of the little things that are so easily overlooked. She took care of pulling equipment out of our storage unit and photographing all of your entries, printed all the name badges, drink tickets, entree cards, voting ballots and awards for the Luncheon, as well as sitting outside at the registration

table during the event, checking people in and taking care of the ballot counting with Jennifer and Raminta Jautokas.

Jennifer took care of ordering the flowers for the Luncheon, and oh they were lovely again this year! The whole room was lovely, especially with that amazing slideshow Elise Preiss prepared all of your entries. She also helped setup the AV stuff in the morning. As you may or may not know, Elise is also our Newsletter Editor (yes the one you're look-



ing at now!) and also prepared the printed program for the Jewelry Challenge Luncheon. The details of the venue, Weingart Room at the Sycamore Centre were finalized by our Vice President Erin Proctor and Toni Federe.

Toni, our Treasurer, received all of your Challenge entries, took care of Luncheon



registration, printed all of the information cards for the pieces on display, brought all of the display equipment and all of the entries with a plan to set everything up and have it looking fantastic. That's another one of those things that looks effortless, but did you know that we actually do a dry-run of the event and set all of the pieces up on their tables ahead of time? That's right, Diane schedules a day for layout planning so we can set up quickly the morning of the event. She gathered with Ketarah Shaffer, Toni Federe, Ruth Shapiro, and Angela Roskelley to set everything up and document how it should look and what pieces need what display armature. And then Diane, Ruth and Toni helped watch over all the pieces on display at the luncheon. The Speakers at the Luncheon were fantas-

tic! Deb Jemmott gave a presentation on Metals Week at Idyllwild, which she herself began years back, and Rachel Shimpock spoke about her Jewelry Challenge Experience and a very entertaining "you know you're a metalsmith when...." segment. She also let us use her computer for the slideshow presentations when mine went on the fritz, really saved the day.

After the final votes were in the ballots were counted and winners were awarded. We had two jurors this year, appointed by Trish Macaleer, to vote on the Grand Prize Winner(s). The jurors were Marne Ryan and Deb Jemmott. The Grand Prize Winner was

the entry from John & Corliss Rose, a pair of steampunk themed glasses. Peoples choice awards were announced. Irene Mori and Nina Gibson TIED for First place with Maryann Groark receiving the award for Honorable Mention. We were all on the edge of our seats.

The event wrapped up in a neat little bow and everybody took their pieces home. I've already heard talk about what can be done for next year's challenge. But remember, as





effortless as things seem from the outside, none of this could be done without our volunteers. So a VERY BIG thank you to everyone who helped out with the 2018 Jewelry Challenge.

If you enjoyed this event please think about volunteering to help at the next one. We also have a few Official Volunteer Positions available. Membership Chair, Hospitality Chair and we also need Photography Volunteers to help capture events.







MASSC Vision Statement

Shaping the future by preserving metal art heritage, discovering new methods while sharing our knowledge and resources.

MASSC Mission Statement

To educate the Community, inspiring and challenging those who seek excellence in jewelry and metal arts, while providing educational, visual material and experiential connections.









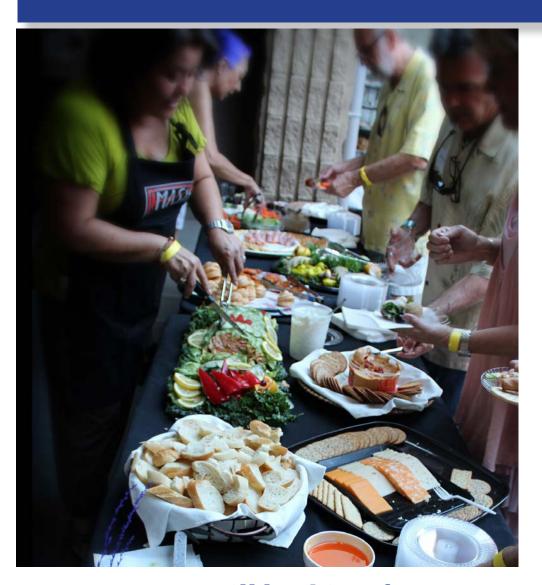




Congratulations 2018 JC winners



MASSC NEEDS YOU



We Are Still looking for a **Hospitality Volunteer**

Assist the VP Program Chair to coordinate purchase, setting up, and breaking down refreshments at a MASSC workshop or special event. This volunteer welcomes new people and offer information about the organization. This volunteer helps to secure other reliable volunteers and oversee other hospitality committee members. Attends all events that require hospitality for free, including auditing workshops.

Membership Chair Position

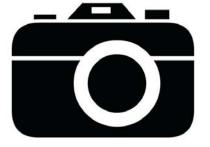
This volunteer maintains and coordinates current membership records and maintains communication with the Treasurer and membership regarding the validity of their payment type and membership status.

This position requires a person proficient with Microsoft Excel or Access to maintain accurate name and member detail list as membership payments/checks as membership documents are received. Contact and coordinate with membership if there are deficiencies or questions in the membership application.

Provide member list for distribution of all internal notices, newsletter and special reports as requested by the board. Non-renewing membership list may also be maintained for future MASSC contact purposes.

Also looking for a Photography Volunteer

Taking photos at all events that allow photography.



enjoy a shared into monthly on the sa month-to-month. meeting at the end suggestion or pop Call For Hosts. We are currently loss

enjoy a shared interest. The group usually meets

What is a special interest group?

monthly on the same day, and the topic changes month-to-month. Topics are chosen for the next meeting at the end of the previous meeting by suggestion or popular vote within the group.

A sig is a group of people that come together to

We are currently looking for hosts!

Do you have a studio that can hold up to 6 people for an activity?

Are you interested in networking and sharing your passion with other metals people in your area? Email massc.president@gmail.com and volunteer to be a SIG Leader today!



METALSMITHS IN FLORENCE

Ciao metalsmithing friends! I'm freshly back from Florence to give you the behind the scenes action on what happened just a few weeks ago at the Metalsmiths in Florence workshop. Two awesome groups of metalsmiths from all over the U.S. spent a fantastic week in Florence learning, laughing, and loving life living like a local in Italy. Giovanni (our master Florentine Goldsmith) was super happy to see our groups because he loves teaching and imparting his decades of experience and expertise, not to mention his tips and tricks that many of us were surprised to learn. We learned how to alloy our own gold, form it into our ring shanks and bezels and then hammer set our stones. But don't be fooled...SO much more happened... we toured the Uffizi Gallery museum, tasted wine in the Chianti region, and watched the sun set over the Arno river on the steps of Piazzale Michelangelo...there's almost too many cool things to mention, but you get the idea, right?

The Fall 2018 workshops are full, but you can start planning to join us for the Spring and Fall 2019 workshops now.

Spring 2019: April 7-14 and April 28-May 5 (All about Granulation)

Fall 2019: Sept 22-29 and Sept 29-Oct 6 (Stone setting)

Just pop on over to https://www.monicabranstrom. com/italyworkshop/ for all the information and to Preregister.

















JOANNA GOLLBERG by Diane Weimer

had been eight years since I had walked across the parking lot at Long Beach City College to take a jewelry/ metalsmithing class. Tonight Joanna Gollberg, artist extraordinaire from Asheville, NC, was going to be speaking on business practices to Kristin Beeler's Professional Practices class at Long Beach City College. Entering the studio, all students were in place and some MASSC members were in attendance like Michele Mottola, Pam Geer, Lucy Baker-Holdmann, Elise Preiss and me.

Joanna began her talk by sharing how important is was to share your story with people who would buy your jewelry. Making it personal. Sharing how do you learn? What inspires you? Joanna's interests are wide spread as she loves to sew and embroider and she can be found in the garden especially during the spring. Seed sharing is something she includes when someone buys a piece of jewelry. Making it a unique and memorable exchange.

A business plan is a must! You will need to characterize your product and describe the services you will provide. Where will you operate. Will you need a bookkeeper

or accountant? Will you use Quickbooks for Jewelry by David Geller or Jewelry Designer Manager Premier by Bejeweled, naming just a few? Will you work alone or with others? Will you be a sole proprietor, LLC what is the legal structure of your business? What permits and licenses will you need? List the responsibilities that belong to you. Be sure to keep track of the sales and use tax that is required by your state. Should the Fire Dept come and check your space? Make sure your business account is at a different bank than your personal account. Keep records of what you buy. Do you have a Mission Statement? Joanna mentioned Eileen Fisher, the fashion designer, and her Mission Statement which is "Our mission embraces simplicity, sustainability and great design", which is short and sweet.

Always check in with yourself. What is your sales goal per riage of metal, ovals that move, a cast spheres line and month? What is your net goal...how much do you want to bring home? Do you know your target market? Can you describe him or her? Take quiet photos and photograph everything.

Joanna uses consignment for her work with galleries.

and she secured the contract on the SNAG (Society of North American Goldsmiths) website. Be sure of your policies of care in case of repair, returns, shipping. How many pieces must the gallery accept to do business with her? It is usually seven pieces. It is important to establish when you will get paid. She gets paid one month after the sale. Is your shipping free? What about repair, she feels it is a service that creates good will and does it for free unless the person has run over it with her car. If the gallery wants to "trade out" the old jewelry they will have to do a \$200 minimum order. Special orders are 50% down. Be sure to send a photo to the buyer before sending the jewelry.

When creating a line of jewelry, she keeps in mind that it must be a cohesive line of jewelry. She has done marwho can forget her beautiful prongs that join in the middle creating a steeple shape with the stone trapped inside. Once the line is created, work begins.

When finished she begins the gallery planning. The line sheet which is shared with the gallery is set up just

EVENT REVIEW - Joanna Gollberg Lecture at LBCC continued from page 7

as you would see the pieces in the store. They are listed by number with the wholesale prices alongside. Big pieces may point on consignment is 50%. If they offer 40% as her share, not sell, but they have a tendency to draw the buyers "in". Her she "walks". She holds the line at 50%. Instead of totaling up new line is "fanciful". The earring might be similar but not the same... and could be called mismatch, however, in the most subtle and aesthetic way. The colorful stones are trapped in the silver prongs with attention paid to craftsmanship, color complements and are listed and sent to the buyer.

So to recap.... Get a line together of no less than 40 pieces. She usually has more earrings than anything else. Give people options by making the pieces all go together with subtle tweaks, remembering a cohesive line is what it is all about.

Sharing your story is the key, make it personal for the buyer. She has cards that are "about me". When a piece is getting ready for shipment she will write a thank you note to the buyer expressing her gratefulness for their support. She creates a short "BIO" or artist statement.

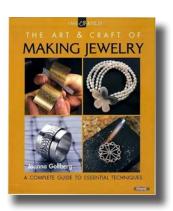
As important as the "BIO" is, your resume is just as important. It should include: education, employment, exhibitions, books written, awards, publications of your work or articles you have written and your teaching experience. You will need to update it every time something changes.

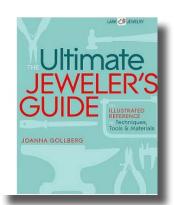
Invoicing should include: date, who is it for and their address. It should list the description of the piece, including materials, size, design, for example: half round band with squiggly wire which comes up to the main stone is an appropriate description.

When pricing her jewelry, she goes to galleries where they have similar styles to hers. Her wholesale prices are 50% of retail. When scouting out a new gallery, she believes that making an appointment and going to the gallery with the work is the best practice. When marketing for a gallery she believes it is a good idea to visit several like galleries. You might pick 6 galleries within a state or area, make an appointment to show your work, then travel to the area and visit the gallery. If it is a good fit, you might follow up with and email.

She has 4 images of her work at the top of the email. Her price materials cost and time it takes to make it she weighs the piece to determine the materials cost.

As the meeting drew to a close, we were filled with all kinds of information spelled out in a succinct and clear manner. Her talk was so "Joanna," it was clear, to the point, and down to earth.









It Was 2002 when I started school at Cal State Long Beach as a photography major. Two years later, I took a required Intro to 3D Art class where we had to choose a household item and re- construct it in our choice of materials. The choices were paper, fabric or metal. I chose metal and the course of my life changed forever!

I recently found that very first piece I made, it was a Zippo lighter. First I made it in translucent vellum, then for the next part of the assignment

Erin Proctor - MASSC VP PROGRAM CHAIR

I got to choose to make it in metal, and decided it would be cool to make it out of copper. Then I didn't know how to solder and I had never even seen a jewelers saw before. It's admittedly put together with plumbers glue, a few clever bends and the roughest little hinge you've ever seen, but you could actually fill it with lighter fluid and fire it up.

It impressed the instructor so much he suggested I check out the Metals Program the following semester. That's how it all started for me. I changed my major to Metals & Jewelry and began my journey into the fascinating world of metalsmithing.

I joined MASSC as a student shortly before graduating with my BFA in 2009, and attended my first Demo Day which CSULB hosted. I

remember there were demos on sandblasting, heating and bending acrylic, stone setting, and there was a presentation on unusual gadgets and tool modifications. I remember feeling so excited to meet and learn from metal artists outside of school, and feeling like I was part of a larger community of artists and professionals in my field. That is a feeling I still carry with me at every MASSC event, and it's what keeps me coming back year after year.

I tend to have a very retro midcentury aesthetic, often inspired by aviation, outer space, and occasionally cats. My focus this year is to expand on my work that combines painting and metal. One thing about my practice that is always true is that it's experimental in nature. I like to try and see how far I can push things, and bend the rules. I encourage my students to be as curious and experimental as I am. If you're not sure if something is going to work, don't just take some other metalsmiths word for it, TRY it. See for yourself. This is how you discover new things about yourself, your style, and your own unique way of doing things.

I began teaching jewelry making workshops in 2010 on the grounds of the Sawdust Festival in Laguna Beach as part of their new year-round studio art program. I started with a Water Casting workshop where students could learn to melt metal and create unique pendants and earrings while gaining confidence with an acetylene torch and experimenting with their pours of molten silver into water











MASSC Member Profile - Erin Proctor - MASSC VP/ Program Chair continued from page 6

and over straw from a broom. That class got super popular, and soon I was getting requests for more classes which led to an intro to soldering where students learn to make a simple stacking ring.

Fast forward to 2018 where I'm now offering six different beginner and intermediate classes

in jewelry and painting! I love teaching more than anything. I always feel most excited and most inspired after I've taught a workshop. It has been eight years, and it just keeps getting better. My husband and I recently converted our spare bedroom into a quaint little studio space which now allows me to teach private lessons and small groups up to 3 people from home in addition to teaching at the Sawdust and at corporate event locations.



I'm excited to learn more, teach more, and connect more within our fantastic Metal Arts community!

To see my work, upcoming class schedule, or to just connect and say hi, check out my website: www.saturn5studio.com or follow me on Instagram @saturn5studio

MASSC BOARD OF DIRECTORS

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MASSC web site: www.massconline.com MASSC Instagram: @metalartssociety

MASSC on FaceBook: http://www.facebook.com/groups/134035216002/

MASSC serves the needs and interests of artists working in metals and provides an environment for the exchange of information, instructional workshops, demonstrations, lectures, and panel discussions. Annual dues Jan1- Dec 31)

Regular Member, \$30;

Family, \$45

Full-time Student \$20.

Membership forms are available at www.MASSConline.com

Columbia University MFA Students Demand Tuition Refunds

51 of the 54 students in Columbia's MFA program demand full tuition refund.

Students in Columbia University's MFA Visual Arts program have demanded full tuition refunds due to decrepit facilities and absentee instructors. 51 of the 54

students in the program met with Provost John Coatsworth and David Madigan, the Dean of the Faculty of Arts and Sciences, and asked that their tuition — \$63,961 for the 2017–18 school year — be refunded. Though Coatsworth reportedly concurred that the program is a "disgrace," he

told the students that the university would not provide them with refunds.

Columbia's MFA visual arts program is consistently ranked among the 10 best in the US and the world, both by general interest college ranking sites and by arts publications. Meanwhile, one rubric where it often comes first is the cost of tuition. It has far and away the highest tuition rate of the schools on College Choice's list of the "25 Best MFA Degrees for 2018," and its fees page notes: "Historically, tuition and fees have risen each year." Columbia University's Lee Bollinger is the highestpaid president of a private university; in 2013, his compensation totaled \$4.6 million. The university's endowment is \$10 billion.

In addition to the faltering facilities provided to them, the MFA students are frustrated by the inaccessibility of full-

time faculty. Of the 11 full-time faculty members listed on the Visual Arts website, three are on sabbatical (Sanford Biggers, Shelly Silver, and Tomas Vu-Daniel) and one is only teaching undergraduate classes at the moment. And the photographer Thomas Roma retired from the Columbia

School of Arts in January following allegations of sexual misconduct by former students.

Jon Kessler, a full-time faculty member in the MFA Visual Arts program said, "It's almost criminal to endebt a student \$100,000 to be a painter or a performance artist ... and if this

program was a third of the price, I don't think we'd have quite the intensity around the tuition reimbursement."

This action by Columbia MFA students is unprecedented in the arts and represents a growing backlash fueled by grim financial statistics. Astoundingly, U.S government statistics on student debt show that arts students, on average, graduate with higher debt levels than any other profession, including doctors and lawyers. These high levels of debt are followed by one of the lowest potential earning rates of any graduate degree.

If Columbia is regarded as one of the "top 10 MFA programs" in the U.S., then what expectations should students at other schools have about their training for successful careers in the arts?

John Rose



NEW ARTIST WORKSPACE & GALLERY TO OPEN IN VENICE THIS SUMMER

VENICE METAL ARTS

Venice, Ca – Local Venice artist Leila Levi, and Brad Smith, have announced the launch of a new artist space, Venice Metal Arts, to be unveiled at an open house during the Venice Art Crawl on July 19, 2018 from 6pm – 9pm at 18 N. Venice Boulevard. Focusing on the craft of metalsmithing, the intimate studio will offer classes, as well as workspace for those interested in a full range of metal arts. A collaboration between Ms. Levi, Artists, Credentialed Arts Instructor, metalsmith, and MFA, and well-known instructor, metalsmith and author, Bradford Smith, the new studio will offer resources and tools for fabrication, soldering, casting, fold forming, and forging in both precious and semi-precious materials.

"There are many metal artists including myself who are always looking for classes to advance their skills, resources like casting that you can't really set up in your home, and open space for larger projects. With the recent loss of affordable metal arts classes here on the Westside, there is a need for a unique

space like this," said Ms. Levi.

Mr. Smith added, "When local school districts cut these classes, there was a great outcry in the jewelry arts community. Leila and I worked together for the past year to find a suitable space for us and others to continue pursing our passion in this extraordinary medium. We are very excited to have this fabulous space in Venice that can offer focused classes plus available studio space to work."

Starting July 19, 2018, Venice Metal Arts will offer classes for beginners, intermediate, and advanced levels on Mondays through Thursdays during the day and evening. Mr. Smith will be the lead instructor for all classes with frequent guest instructors. Each class will have up to eight students for personal hands-on experience. Ms. Levi will teach classes, coordinate studio times (available by the hour) and arrange artist shows, some in conjunction with the Venice Art Crawl. For more information about Venice Metal Arts and classes, please go to facebook/VeniceMetal/

EVENTS / MEMBERS EVENTS / WORKSHOPS

Ongoing

Deb Jemmott occasionally offers small classes in her home studio a bit north of Escondido. If you would like to receive notification of the dates / times of future classes, please contact Deb metalsmithdeb@gmail.com and ask to be on her email list.

MASSC Board Meeting
August 5th, 2018
Sunday 10:00am - 12:00pm
All welcome

We encourage all members to attend, please rsvp to diaweimer@gmail.com

MASSC SUMMER MIXER
Let's Mix Things Up!
Metalsmithing Trivia Night

Wednesday July 11th, 2018 8-11 pm

Venue: Craft Beer Cellar

1353 Colorado Blvd, Los Angeles, CA 90041

Hosts: Angelina Smith and Rachel Shimpock
MEMBERS FREE / Non-Members \$10 at door
PRIZES

More info here

RSVP TO Massc.President@gmail.com



Jewelry Challenge
Discussion Panel
Saturday August
18th, 2018
2-4 pm

Camera Obscura Art Lab 1450 Ocean Ave, Santa Monica, CA 90401

Join us for our first MASSC Discussion Panel Topic: Challenges of the Jewelry Challenge Panelists: Rachel Shimpock, Virginia Hyatt

More Info here

MASSC DEMO DAY

September 8th, 2018 El Camino College

See cover for details

MASSC Workshop

October 6th & 8th, 2018

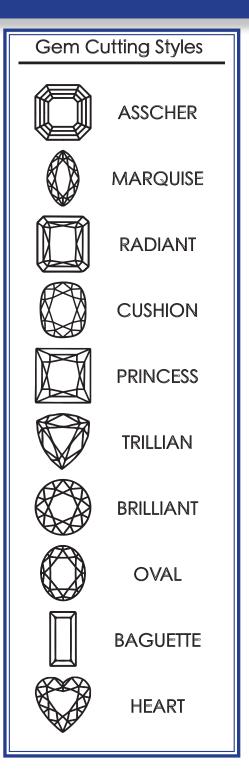
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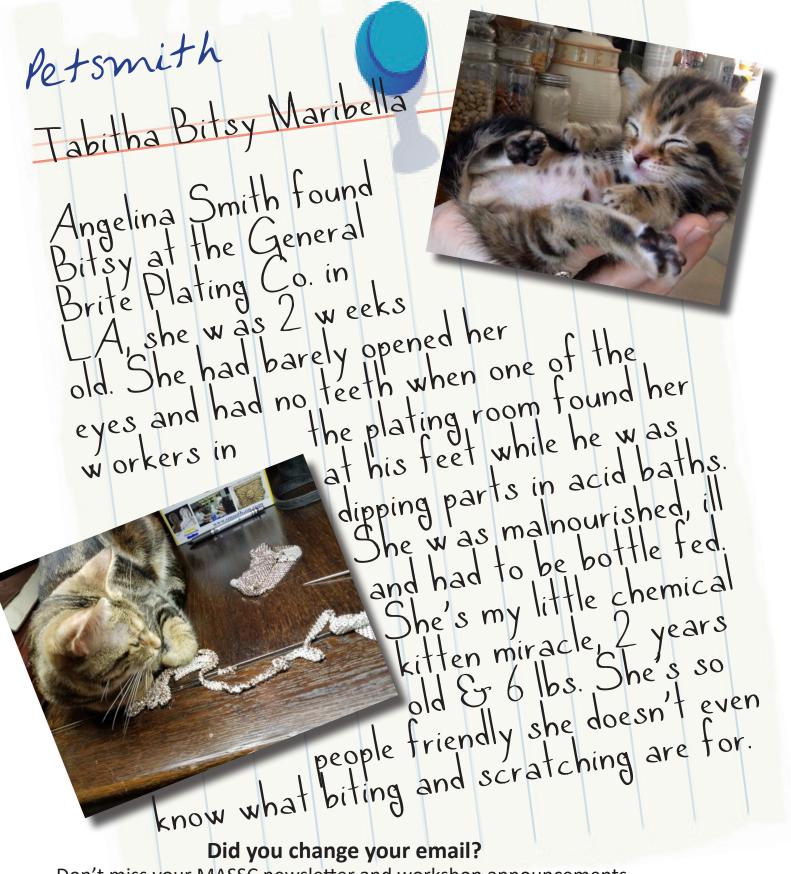
From Flat to Fabulous

Long Beach City College

More details in our upcoming newsletter Register to enter the lottery by emailing

massc.vp@gmail.com More info here





Don't miss your MASSC newsletter and workshop announcements. Send changes to Monica Branstorm at join.massc@gmail.com

MASSC Video Library Now Available on DVD

The MASSC video library currently has 20 videos on DVD of past workshops that members can check out. These DVDs are direct videotapes of actual workshops and have not been edited. Watching a MASSC workshop video is akin to being there in person.

Elise Preiss - Enameling with Decals

Pauline Warg- Carved Bezels

Jillian Moore - Resin in 3D

Sarah Doremus- Kinetic Jewelry

Charity Hall - The Brooch Approach

Demo Day 2011 - 5 demos

NC Black Micro-Shell Forming

Alison Antleman - Custom Clasps

Belle Brooke Barer - Sculptural Hollow Ring

Diane Falkenhagen - Mixed Media Techniques for Jewelry

Leslee Frumin - Classy Clasps

Mary Lee Hu - Weaving and Chains

Charles Lewton-Brain - Fold Forming

Betsy Manheimer - Fold Forming

Trish McAleer - Metal Corrugation

Bruce Metcalf - Jewelry Alternatives

Ben Neubauer - Wire Fabrication

Harold O' Connor - Surface Embellishments &

Efficient Workshop Methods

Katherine Palochak - Tufa Casting

2Roses - Metal Patination

Carol Sivets - Metal Reticulation

Lisa Slovis Mandel - Hydraulic Press

Carl Stanley - Cuff Bracelet

Pauline Warg - Metal Beads

Wayne Werner - Stone Setting

Betty Helen Longhi - Forming Techniques

Jeanne Jerousek McAninch - Chain Making

A \$20 donation is necessary to check out each DVD. This includes the use of the DVD plus 2-way shipping. There is no additional security deposit. Members can keep each DVD for up to 30 days. Videos can be checked out on the MASSC website at www.massconline.com. Click the "Video Library" link on the home page.