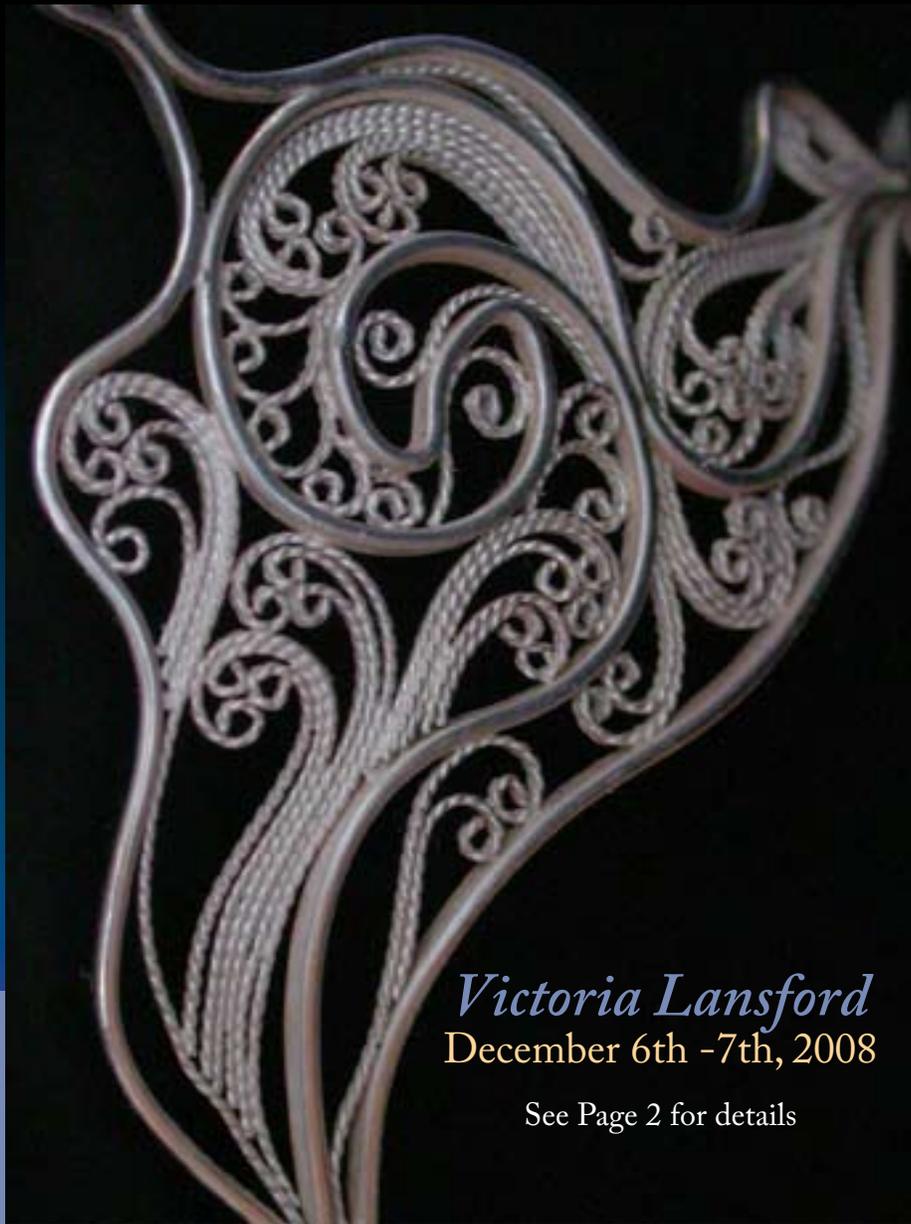


MASSCC

METAL
ARTS

SOCIETY OF
SOUTHERN CALIFORNIA

Nov/Dec 2008



Victoria Lansford
December 6th -7th, 2008

See Page 2 for details

RUSSIAN FILIGRE



New York gallery owner, curator and historian Garth Clark presents his controversial and sometimes incendiary viewpoints about contemporary craft in an exclusive interview with PortlandArt.net., “How Envy Killed the Crafts Movement: An Autopsy in Two Parts” .In this interview, Clark analyzes the current state of American Craft in an examination of how aesthetics, economics and art-envy have “killed” this 20th Century

“How Envy Killed The Crafts Movement” an interview with Garth Clark

movement. One of craft’s most influential intellectuals, this is a special opportunity to read Clark’s provocative ideas.

http://www.portlandart.net/archives/2008/10/garth_clark_exc.html

For twenty-seven years Garth Clark Gallery in New York, Los Angeles and other venues, has been the most respected resource internationally for modern and contemporary ceramic art, serving an worldwide audience of museums and collectors.

RUSSIAN FILIGREE WORKSHOP

December 6th & 7th, 2008

Victoria Lansford

Location: Farrin O’Conner Design Studios in Pasadena

Fee: \$165 (MASSC members) plus \$22.95 material kit

In this workshop, students have the opportunity to learn Russian or open back filigree through extensive demonstrations and hands on exploration. Victoria teaches the method of forming, framing, and placing individual wires to create works of more depth, pleasing complexity, and unique design. Students will make a pendant and a ring as well as exploring other three-dimensional possibilities with the technique. Most importantly students learn the necessary tips and tricks to ensure success and fun through this technique. Students must have beginning skills and know how to solder with a torch. More information about Victoria Lansford can be found on her web site www.victorialansford.com

This workshop will be filled via the MASSC lottery system. To put your name into the lottery, contact Ketarah Shaffer by November 10th. Everyone will be contacted on November 11th with the lottery results. ketarah@earthlink.net or Day 714-556-9286, Evening (before 8pm) 949-643-9693. Please ask for Ketarah if calling.

MASSC Board of Directors

President 714 778 5336	Corliss Rose tworoses@2roses.com
Vice Pres., Pgms. 949 643 9693	Ketarah Shaffer ketarah@earthlink.net
Recording Secy 949-854-8004	Dianne Ravin dianneravin@cox.net
Corresp. Secy 562-596-5841	Diane Weimer diaweimer@verizon.net.
Treasurer 714-531-4041	La Verne Christenson laverne@socal.rr.com
Membership Chair LA & OC 949 -951-2118	Pat Wierman Pat Wierman goddesswoman@hotmail.com
San Diego Rep 619-281-6447	Carol Sivets ladysmith@fastmail.fm
Santa Barbara Rep 805-963-5693	Janice Lorber jylorber@cox.net
Hospitality Chair Videographers	Doreen Endo Nancy Monkman Pat Wierman
Video Archives	Nancy Jo Stroud uniquesbynj@cox.net
Newsletter Guy	Duke Sprue DukeSprue@massconline.com
Yahoo Group 949-643-9693	Ketarah Shaffer ketarah@earthlink.net
Board Members at Large	
Randi Newbill	macr7@cox.net
Stella Schloss	es_schloss@hotmail.com
Trish McAleer	tmcaleer@att.net
Marilee Nielsen	marilee.nielsen@yahoo.com

MASSC web site: www.massconline.com

MASSC Newsgroup:

MetalArtsSociety-subscribe@yahoogroups.com

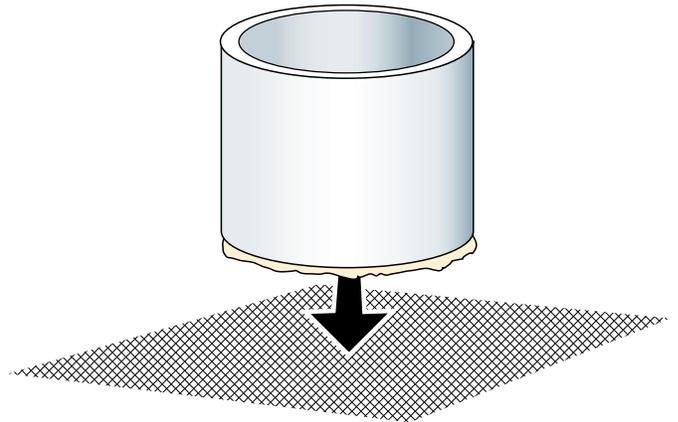
MASSC serves the needs and interests of artists working in metals and provides an environment for the exchange of information, instructional workshops, demonstrations, lectures, and panel discussions. Annual dues Sept 1-Aug 31); Regular Member, \$30; Family, \$45; Full-time Student \$20. Please add \$5 to your annual dues if you would like to receive a printed copy of the MASSC newsletter. All others will receive the newsletter via email. Membership forms are available at MASOnline.com

Tricks & Tips

from John Rose of 2Roses

Tips and Trick courtesy of Barbara Minor

Make your own enamel sifter



A really nice set of enamel sifters can be easily made for a fraction of what they cost if purchased. All you need is 2.5" pvc pipe (available from any hardware store, a hot glue gun and 100 mesh screen (available at www.amaco.com or www.thompsonenamel.com).

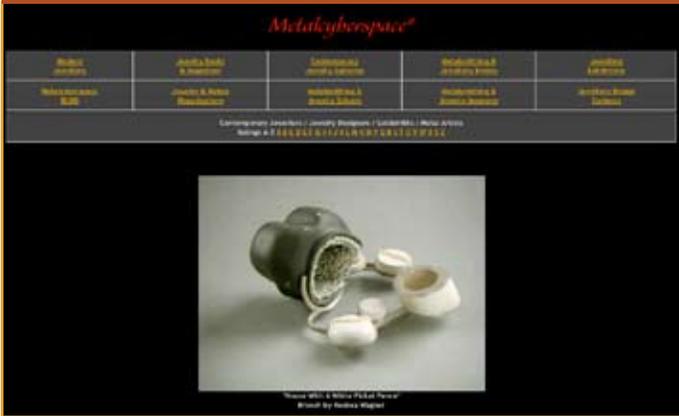
To make your sifter:

1. Lay the screen on a piece of wax paper or silicone sheet (like the kind used for baking).
2. Cut a 2" length of pipe.
3. Sand the bottom edge smooth and even.
4. Round the top edge off for comfort.
5. Apply a bead of hot glue around the bottom edge of the tube.
6. Quickly press the tube onto the mesh screen.
7. Let the glue cool and trim off excess screen with scissors.

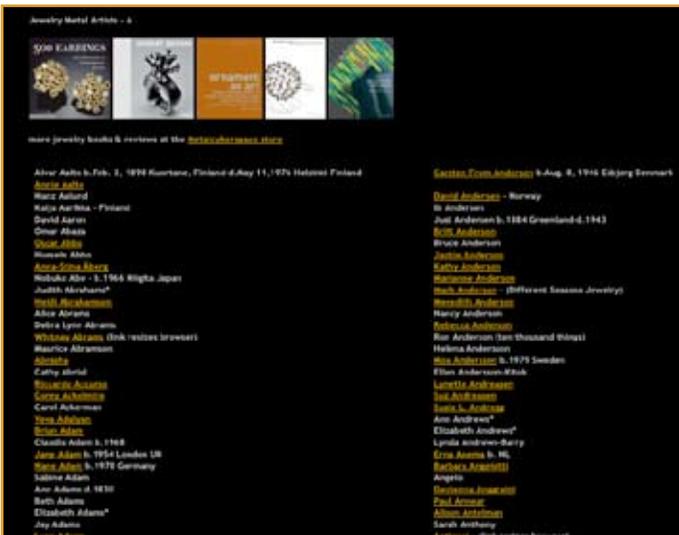
You can use the same technique to make a set of calibrated nesting sifters. Sturdy plastic drinking glasses, plastic pipe caps, or any nesting containers you can cut the bottom out of will work. The screen can be purchased from the listed sources in 80, 100, 150, 200, 300 & 325 mesh.

Got a tip or trick you want to share ?
-send it to DukeSprue@massconline.com

WEB WATCH



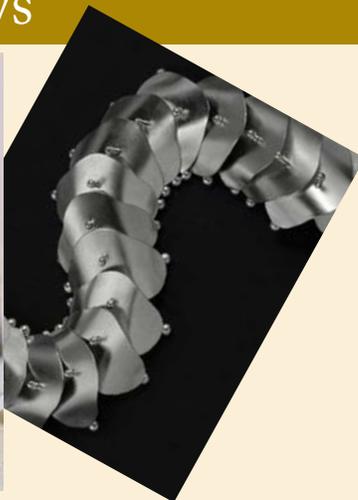
<http://www.metalcyberspace.com>
 One of the most comprehensive information sites for jewelry and metal artists on the web. While the site does not have links to every jewelry artist alive, it comes far closer than anyone else. They have a very good section on jewelry books too.



<http://www.klimt02.net/>
 This site is about connecting schools/venues and people who teach. The site features each artist an exhaustive resume. This is a relatively expensive site to list on, so it is not comprehensive, but it does provide in depth information on many of the top names in the industry.



Member News



2Roses featured in Vogue!
 MASSC members 2Roses were featured in Vogue for the second time this year. The “Segment” series was the latest design to be shown.

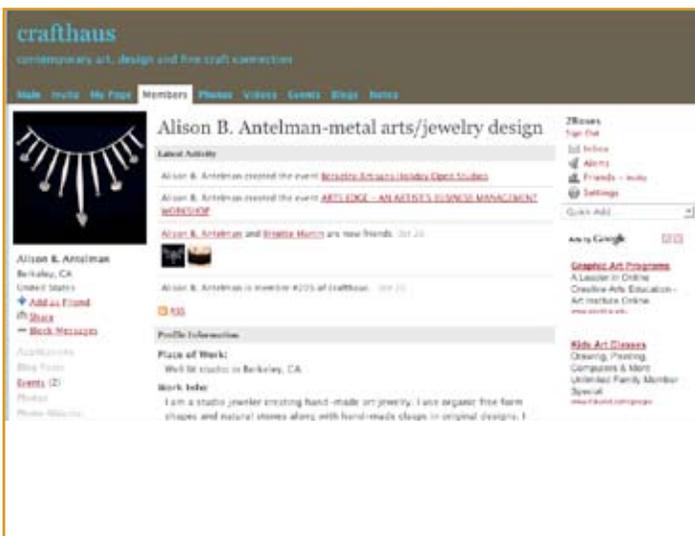
4 sites worth checking out



<http://www.crafthaus.ning.com/>
 A lively forum made up of established artists and emerging talent. This artist/gallery run site is very useful for networking and frank artist to artist discussions. The site also features a very comprehensive listing of upcoming shows and events.

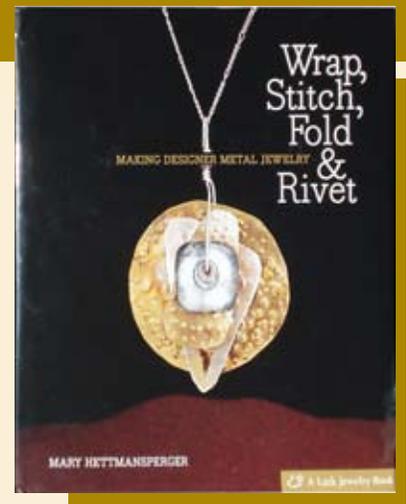


<http://www.etsy.com>
 The big kahuna of on-line jewelry sales. Don't be fooled by the plethora of DIY kitchen-tablesque "art". There are plenty of major artists selling work for serious money on ETSY. Be prepared to spend a little time - its a big site.



Member News

Four MASSC members have work included in a new Lark Jewelry Book, entitled "Wrap, Stitch, Fold and Rivet" by Mary Hettmansperger. The MASSC members are: Edna Kuhta of Newport Beach; new member Jeanie Pratt of Nipomo; 2Roses of Anaheim and Patricia Wierman of Mission Viejo.





Enameling Workshop

with Barbara Minor

You know Barbara Minor is from Louisiana. Her workshop feels more like hanging out at an old friend's house doing arts & crafts at the kitchen table [albeit really advanced arts & crafts] than a formal classroom. Its relaxed, easy-going fun - and then she starts talking about Fusion Flow and Softening Point. And my God, that woman can talk! We all got us a deluxe education in enameling.

From my early school days I got the impression that enameling was akin to making sugar cookies. Sprinkle the sugar on, pop'em in the oven, and viola! instant crap. It turns out that if you do enameling that way, that's a pretty accurate description of what you get. On the other end of the spectrum is how Barbara does it, which is a blend of art and science.

Which brings us back to Fusion Flow and Softening Point. Enamel does not "melt", it softens and flows. Softening Point is the temperature at which the enamel will start to flow. Fusion Flow is the rate of speed that enamel will fuse/flow at a particular temperature. 1450° is the optimum temperature that most enamels fuse at.

All of this has to do with how you layer enamels to get different effects.

Each enamel has a Fusion Flow number and Softening Point temperature. Knowing how to decipher those numbers provides a degree of control and determines which enamels work over or under other enamels.

There is a general use formula that provides a guide.

The formula looks like this:

High Fusion Flow/Low Softening Point
Low Fusion Flow/High Softening Point

Simply put, the formula means that enamels that soften and flow faster should be layered on top of enamels that will soften and flow slower. Reversing the formula will create an underlayer of enamel that softens and flows before the top layer. This will result in any number of undesirable effects and loss of control, all of which I was able to achieve without fail.

Since 1450° is the optimum firing temperature, my brain immediately goes to “what happens if I fire at a higher or lower temperature”. Fire at a higher temperature, say 1600° and the enamel will soften and flow much faster, but you lose control. It also increases the chances that the piece will be over-fired (read “de-



stroyed’). Fire at too low of a temperature and the metal will oxidize before the enamel flows. I experienced this on my first enameling attempt by producing an object that looked very much like a shiny poop diaper.

The third factor to learn is how long to leave the piece in the kiln. The general place to start was given as – “minute to a minute and a half, or till done”. We quickly found that “or till done” was the more operative part of the guideline. The good news is that enameling is generally a very forgiving medium and allows plenty of room to learn while you burn.

Mind Your Marketing

You’re the Top, You’re the Louvre Museum

No doubt about it: corporate images are important, and many companies work very hard to cultivate them. But how do specific corporate images (eg, an image of being innovative, trustworthy, socially conscious) affect customers’ impressions of the products a company makes? In some instances, quite a lot.

Research shows that when a company comes out with a new product, customers use the associations they have made to the company in evaluating the product. Furthermore, the type of image that the firm has affects whether and how much they like the new product. For instance, when a new product has a higher price tag, companies with images of being innovative and/or trustworthy get better results. People tend to “like” the new pricey brands better, and see them in a more positive light. (Think: BMW’s latest model.)

Companies with images of being socially responsible see virtually no impact of their image on customers’ evaluations of an expensive new brand. (Think: any pricey hybrid vehicle? Just speculating here.)

In short, this research indicates that customers tend to be more willing to trust a pricey product’s quality when they already trust the company, and see it as being on the cutting-edge in terms of product development.

The Point: Image affects spending. If you offer pricey products, make sure your image is ironclad, trustworthy, and ahead-of-the-crowd.

On the Web

BLING YOUR PRAISES **'DIGIT'AL RING BOASTS GOOGLE RANKING** **STATUS SYMBOL: The readout of this prototype** **ring shows your number of Google hits.**

A German artist has invented an accessory that publicizes how many mentions you get in a Google search - a ring that flashes the number on a digital display.

"Your Google ranking is the new status symbol, more than diamonds and wealth or even being on television," said Marcus Kison, 30, who spent six months producing the glass prototype.

Kison is looking for a marketer for the titanium band, which he says should fetch upwards of



\$700, and wants it to hit the market next year. It comes with a jewel-case docking station that plugs into a computer. Every time you "charge" the ring, it updates your latest Google ranking. (Paris Hilton, you're at 17.5 million hits as of this writing.)

"Being in people's minds means being important . . . Every content creator that copies and pastes your name will raise the value of your virtual mirrored importance," Kison said.

Kison says President Bush is No. 1 in Google hits, with 40.1 million.

"Just by inventing the ring, I've jumped to 10,000," Kison boasts.



1644 S. Clementine St. Anaheim CA 92802

Upcoming Workshops

December 6th - 7th, 2008

Victoria Lansford - Russian Filigree

January 31st- Feb 1st, 2009

Diane Falkenhagen - Mixed Media
Techniques For Jewelers

May 2009 Demo Day

September 2009

Kathy Palochak - Tufa Casting

LAST ISSUE

Renew your MASSC Membership. Don't miss out on the workshops, the newsletter, Demo Day and all the other things you love about MASSC.

Renew on-line www.massconline.com