

# Editorial COMMENTARY

by Tom Starland, Editor and Publisher

## On The Cover

On our cover this month are images from the exhibit, *BODY & SOUL: Birth – Death – Religion – Myth*, on view at FRANK - Franklin Street Arts Collective in Chapel Hill, NC. The exhibit based on the interpretation and exploration of human relationships to birth, death, religion and/or myth will be on view through Mar. 4, 2012. It's our first cover representing NC's Triangle area - Chapel Hill, Durham, & Raleigh.

We received our first paid ad from that area this month. The first of many I hope. We've been doing all we can to bring readers information about what's going on in that part of North Carolina, but we need the people in the visual art community there to step up and represent.

We also received our second ad from another group in Eastern NC, an area we call East of I-95. We have had ads from Carolina Creations Fine Art and Contemporary Craft Gallery, in New Bern, NC, and now we have an ad from the Pamlico County Arts Council about an upcoming event in Oriental, NC. One is on the Neuse River and one is at the mouth of the Neuse River. There must be something good in the water. We also need to hear more from folks in the visual arts community East of I-95. We've featured an exhibit being presented at Barton College in Wilson, NC, on the cover in Apr. 2011.

Of course we'd also like to get ads from Myrtle Beach, Rock Hill or Aiken in SC, and Asheville, Winston-Salem, or Greensboro in NC. Hey, we can dream can't we?

Although we have been publishing an arts newspaper for 25 years, we have just one year under our belt as a totally electronic newspaper - something that will take a lot of folks to get used to - those

who still like to hold a paper in their hands, but time is on our side and we're very patient. We've waited 25 years for some folks to come on board - what's another 25?

## A Few New Items

Last month saw a couple of new additions to *Carolina Arts*. First was the separation of our Index - offering one list for content and another for our advertisers. This was one suggestion from a reader which we had already been planning. Hopefully this will help people find what they are itchin' to look at first before diving into each issue as a whole.

The other new addition was a map of Upstate South Carolina. It's not as detailed as some of our maps but any time we get a cluster of advertisers in a certain area, doing ads on a regular basis - we'll be happy to add new detailed maps like we have for other areas. Anything is possible.

This month we're presenting our first installment of a report from *In the Grove* by Rhonda McCanless, who is editor and publisher of *In the Grove* ([http://www.scribd.com/professional\\_page](http://www.scribd.com/professional_page)), a monthly newsletter about Seagrove, NC, that focuses on pottery news. Rhonda and her husband Eck, own and operate Eck McCanless Pottery in Seagrove.

The Seagrove area is home of the NC Pottery Center and over 100 individual potteries - quite a unique area in central North Carolina.

We're hoping this is just the first of different voices bringing readers news from different parts of the Carolina visual art community. Although we receive info from throughout the Carolinas about what's going on, it's not the same as being

there - being part of the local news loop.

Folks interested in reporting on activities in your area should get in touch with us by e-mail at [info@carolinaarts.com](mailto:info@carolinaarts.com).

## Over on the Blog Scene

For those of you who are followers of our blogs - *Carolina Arts Unleashed*, an extension of my editorial commentary and anything else I feel the need to address, and *Carolina Arts News*, our place for late breaking news, news that's late, and news we think you need to know - we have added the *Carolina Clay Resource Directory Blog*.

By the time you are reading this commentary, *Carolina Arts News* will have posted over 700 entries since starting in Aug. 2010. This is where you'll find a wide variety of info offered from Call for Entries, info about Fundraisers, Juried Show Results, info about Awards and Grant Opportunities, notice of Art Lectures, accomplishments by individual artists, art organizations, and arts institutions, etc. - it's a real mixed bag.

Most of the time we are adding items on a daily basis, so it's the place to keep in touch with what's going on in the Carolinas that is not included in our monthly issues.

This year, *Carolina Arts Unleashed* will tackle the issue of Marketing the Arts in the Carolinas or the lack of it. Many individuals and some groups have a long way to go toward improving their techniques at marketing - themselves, their exhibits, and visual art events.

I started this series off on Jan. 12, 2012, with a piece using a technique borrowed from comedian Jeff Foxworthy. He stated that "You might be a Redneck if you...", I offered, "You might be pretty bad at marketing when you...". I hope readers got the message without getting mad at the messenger.

I'll be adding new entries throughout the year dealing in more detail about problems mentioned in that first piece.

I'm not an expert at marketing, but after 25 years of dealing with press release sent me about events - I've seen all that can be done wrong or all that is left out when people are trying to get the public to participate. Plus we may receive some contributions from those who are experts at marketing. So stay tuned.

Our newest blog entry, *Carolina Clay Resource Directory Blog* helps solve a problem we suffered ourselves in converting *Carolina Arts* to a totally electronic newspaper. That change called for different software and using different computers to accomplish this task.

We had started the Carolina Clay Resource Directory, our attempt to keep those interested informed about what's going on in the Carolina clay community, just before our big change using the software we have used for years. I was just learning how to use it myself when a lot of changes and the need to learn newer software on a different computer - very

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• jewelry • glass • art • furniture • sculpture • yard art  
• pottery • jewelry boxes • kaleidoscopes • story people  
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The Red Sea • acrylic on canvas • 60" x 60"

**Annette Ragone Hall**

[ragone.com](http://ragone.com) • 704-798-9400 • [annette@arhall.com](mailto:annette@arhall.com)

*The Red Sea* is on display in The RED Show at Rail Walk Studios & Gallery in Salisbury, NC, from Feb 2 - Mar 31, 2012. The RED Show is part of a fundraiser for the Red Cross that is being hosted by Rail Walk. 25% of all sales from The RED Show will be donated. When you purchase *The Red Sea*, you'll own a spectacular work of art and you'll also be contributing to a great cause.

Rail Walk is located at 409 N Lee Street, Salisbury, NC, in the Rail Walk Arts District and is open Thursday - Saturday from 11 a.m. - 4 p.m., or contact Annette to make an appointment to see her work. For more information about the Red Cross fundraiser, which closes March 31st from 6 - 8pm with a Silent Auction of work donated by local artists, go to [railwalkgallery.com](http://railwalkgallery.com).

## Pottery 101 in Salisbury, NC, Features Works by Verna Witt

Pottery 101 in Salisbury, NC, will present the exhibit, *All Dressed Up*, featuring pottery by Verna Witt, on view from Feb. 10 through Mar. 9, 2012. A reception will be held on Feb. 10, from 6-9pm.

Witt has studied art and wood sculpture with Toshio Odate at the Brooklyn Museum and figurative sculpture with Chaim Gross at Educational Alliance in NYC. She also studied basket making at Peter's Valley Craft Community in New Jersey. She received a degree in Textile Design from the Fashion Institute of Technology and worked with several companies specializing in home fashion fabric.

Witt is now retired and is an active potter. She is currently a member of ClayMatters Pottery Guild in Charlotte, NC, and also acts as a docent at the Mint Museum in Uptown as well as the Mint Museum on Randolph. She has attended workshops with many accomplished potters such as Mark Hewitt, Suze Lindsay, Nicholas Joerling, Joyce Michaud, Daniel Johnson, Sandi Pierentozzi, and Neil Patterson.

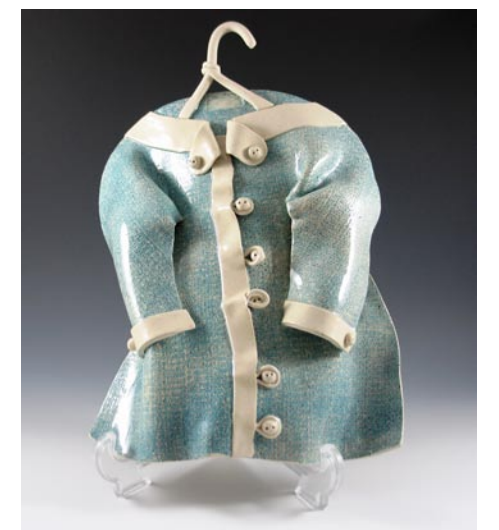
Influences from Witt's career as a textile designer can be seen in her current work. Whether she is incorporating materials such as beads and pine needles or "dressing up" a vase with buttons and zippers, she creates pieces that use both form and texture to challenge the senses.

Witt offered the following artist statement: "Pottery began as a means to create functional vessels for everyday use. I now enjoy stretching the limits of the clay to reach beyond the functional to create works that challenge the senses in both form and texture."

"My current work draws from my career as a textile designer. What started as a simple button at the collar of a vase has evolved into endless possibilities of 'dressing up' or 'fastening down' clay."

"Exploring the possibilities of incorporating other natural materials as reeds,


pine needles, sea shells, and beads into my work allows me to experiment," adds Witt. "However, the whole of the piece must be more than the sum of it's parts. Harmony and beauty are more important than conventional prettiness."



Work by Verna Witt

Located in the heart of Historic Salisbury, NC, Pottery 101 offers an extensive and diverse selection of pottery from across the Carolinas. A potter herself, gallery owner Cheryl Goins represents artists whose works are recognized regionally and

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