

## 50 Years of Service

Philadelphia/Tri State Artists Equity Association, Inc. (P3AE) is a non-profit organization for professional fine artists. The organization was founded in 1949 (as the Philadelphia Chapter of National Artists Equity Association) to provide a means for visual artists in the greater Philadelphia area to work collectively to address the concerns of the profession. In 1997, the Philadelphia Chapter voted to become an independent organization to better serve the needs of its members and community.

The historic purpose of Artists Equity has been to work for improved economic and working conditions for artists and for the protection and expansion of artists' rights and interests in many ways, including successfully working to establish a 1% for art ordinance in Philadelphia (the first of its kind in the country), organizing a Symposium for Health Hazards in the Visual Arts at the Philadelphia Museum of Art, and sponsoring several city-wide celebrations of the visual arts.

## Why you should join P3AE

Artists working together can accomplish far more than we can as individuals. When we speak as one voice we are able to improve the conditions that affect our lives. Furthermore, we endeavor to increase our voice through cooperation with other arts organizations and through our partnership with the Friends of Artists Equity.

Artists are a valuable national resource: professionals who deserve to work in an environment conducive to creativity, to be compensated accordingly, and to be encouraged through enlightened laws and public policy.

## Benefits of Membership

- Advocacy for artists' rights
- Exhibitions
- Lectures and Panels
- Newsletters
- Slide File
- Subscription to *Art Matters*
- Networking
- Critiques

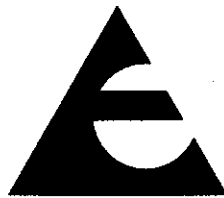
## Current Goals and Programs

Philadelphia/Tri State Artists Equity continues to work for these important historic goals. Among current advocacy projects are efforts to establish fair guidelines for juried exhibitions and to require clear documentation for artists' prints and reproductions of artwork.

In addition, P3AE benefits artists and the community in many other ways. Community outreach projects have included free art workshops for children, and artist's studio tours.


P3AE serves artists by providing at least two exhibition opportunities each year. Exhibitions have been held in many of the best museums and university galleries in the area, including Woodmere Art Museum, The Berman Museum of Art at Ursinus College, Villanova University, The Art Institute of Philadelphia, The American College, Gloucester County College in New Jersey, The Port of History Museum and the Museum of the Philadelphia Civic Center.

Other services to artists include a slide file of members' works, newsletters, and informative programs with topics that range from copyrighting artwork to good framing and conservation techniques to marketing. Networking opportunities and critiques of artwork are additional benefits to artists who spend most of their working life in solitude.



PHILADELPHIA/TRI STATE  
ARTISTS EQUITY ASSOCIATION, INC.

*P3AE is governed by an all-artist volunteer board.*

  
PHILADELPHIA/TRI STATE  
ARTISTS EQUITY ASSOCIATION, INC.  
P.O. Box 355 Lionville, PA 19353

FYI

JOIN  
PHILADELPHIA / TRI STATE  
ARTISTS EQUITY  
ASSOCIATION, INC.



## PROGRAM & MEETING SCHEDULE 1999

For further information or questions please contact the program chairperson, John Benigno at 610-642-5659.

### Financial Planning for the Artist

Thursday February 18th,  
7:30pm-9:30pm

Presenters: John H. Wenzel, Reg. Representative,  
PINCOR Financial Services;  
Michael Silvermann, 1st Vice President,  
FAHNESTOCK;  
Robert H. Louis, Managing Partner, Abrahams,  
Lowenstein, Bushman & Kauffman.

The Quadrangle, First Floor Conference Room  
3300 Darby Road, Haverford, PA

### Gallery Talk & Tour of the P3AE Members' Spring Installation at the Appel Gallery of the Katz Jewish Community Center

Tuesday March 9th  
9:30am-10:30am

Presenters: Prof. Herbert Appelson and  
Prof. Joseph Tishler

Katz Jewish Community Center,  
Springdale and Kresson Roads, Cherry Hill, NJ

### How to Photograph your Artwork

Thursday March 18th  
7:30pm-9:30pm

Presenter: Peter Lester, Commercial Photographer.  
Bring slides for critique and art work for suggestions  
on how to best photograph.

The Quadrangle, First Floor Conference Room  
3300 Darby Road, Haverford, PA

### Artability—Talent that Transcends Physical Limitations

Thursday April 22nd  
7:30pm-9:30pm

Presenters: Lois Levy, Director of the  
Artability Program at Paoli Memorial Hospital.  
The Quadrangle, First Floor Conference Room  
3300 Darby Road, Haverford, PA

### Artists Equity Annual Members Business Meeting and Election

Sunday May 23rd  
2:00 Annual Members' Meeting and Election  
2:30-3:00 Gallery Talk

Presenter: TBA  
The Berman Museum of Art at Ursinus College,  
Collegeville, PA

### Symposium—Art Institutions and How They Work: Do They Serve Contemporary Artists?

Thursday, June 10th  
7:30pm-9:30pm

Moderator and panel: TBA  
The Berman Museum of Art at Ursinus College,  
Collegeville, PA

### "Fire Flower" Slide Talk by Barbara Beucar

Thursday October 21st  
7:30pm-9:30pm

Presenter: Barbara Beucar, Past President of Phila.  
Artists Equity, will discuss the work of Edmonia Lewis,  
African American sculptor.

The Quadrangle, First Floor Conference Room  
3300 Darby Road, Haverford, PA

### Symposium—The Role of the Artist In Society:

Friday, November 19th  
7:30pm-9:30pm

Moderator and panel: TBA  
The American College, Bryn Mawr, PA

*All of P3AE's programs are free and open to the public. Support from membership dues and the Friends of Artists Equity allows Artists Equity to bring these programs, and exhibitions to the community. ▲*

## EXHIBITION SCHEDULE 1999

For further information or questions please contact the exhibition chairperson, Barbara J. Zucker at 610-287-7086.

### P3AE Small Works Exhibition

Reception: January 24th, 1999  
1:00pm-4:00pm  
Exhibition: January 16-February 28  
Juror: Rose Brein Finkel, gallery owner  
Location: The Gallery at Cedar Hollow, Malvern, PA

### P3AE Members' Spring Invitational (non-juried)

Reception: Sunday, March 7th, 1999  
2:00pm-4:00pm  
Exhibition: March 7-28  
Location: Appel Gallery at the Katz JCC,  
Cherry Hill, NJ

### P3AE 50th Anniversary Exhibition

Reception: Sunday, May 23rd, 1999  
3:00pm-5:00pm  
Exhibition: May 23-September 3  
Juror: Elisabeth Osborne  
Location: The Berman Museum of Art at Ursinus  
College, Collegeville, PA

### P3AE Millennial Exhibition

Reception: Friday, November 12th, 1999  
6:00pm-8:00pm  
Exhibition: November 12-January 28, 2000  
Juror: TBA  
Location: The American College,  
Bryn Mawr, PA

There is never an entry fee for Artists Equity shows, but you must show your membership card at the delivery. For prospectuses send a SASE to: Exhibitions, 1212 Vilsmeier Road, Lansdale, PA 19446.



PHILADELPHIA/TRI STATE  
ARTISTS EQUITY ASSOCIATION, INC.

## Membership Application

Name:

Address:

City:

Your Primary Mediums:

Your local Newspaper's name and address:

Membership Classifications:

Active Member  
Please Note dues do not include membership in National Artists Equity Association.

Golden Associate (age 65+)  
\$25.00 annual dues

Joint Members

\$45.00 annual dues for two members living at same address

Check one:  New  Renewal

(Membership renewal deadline  
May 31st each year.)

e-mail address:

ZIP:

State:

Phone: ( )

SEND your completed application and a check (made out to: Philadelphia/Tri State Artists Equity Association) to:  
P3AE, Box 355, Lionville, PA 19353

FYI



## PHILADELPHIA/TRI STATE ARTISTS EQUITY ASSOCIATION

### 50 YEARS OF SERVICE

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### CURRENT GOALS AND PROGRAMS

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### WHY YOU SHOULD JOIN P/3AE

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### BENEFITS OF MEMBERSHIP

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*The Friends of Artists Equity work in partnership with P/3AE to carry out our programs and achieve our goals. The Friends have created a task force to find new ways to market contemporary art and an endowment fund to provide long term support. Contributions to the Friends are tax deductible.*



PHILADELPHIA/TRI STATE  
ARTISTS EQUITY ASSOCIATION, INC.

## ART FORUM 2000 – A SERIES OF FOUR PANEL DISCUSSIONS

To begin in the spring of 1999, continuing into fall of 2000, this series of four panel discussions will mark the 50<sup>th</sup> anniversary of Artists' Equity and provide direction for advocacy issues in the New Millennium.

Each panel will examine the role, contribution and image of the contemporary artist within society. A goal of the discussions is to explore ways to dispel the lingering romantic myth of artist as starving Bohemian and to suggest means of achieving recognition within society and by the media of artists as a *distinct body within our society*, one which makes enormous contributions, has special needs and, as educated professionals, is vastly undercompensated. A long-term goal, through these means, is to achieve increased financial and general support of artists.

PANEL B – November 19, 1999, 7:30-9:30 pm  
American College, Bryn Mawr, PA

## THE ARTIST AND SOCIETY

### WHY HAVEN'T ARTISTS DEMANDED MORE?

- **Predisposition or Fate** - Just who is an artist? What makes an artist/why do we do it? Drive, obsession, commitment, involvement. "Sunday painters" and daily workers. Who makes a contribution and what is it? History of fine arts in the US and its impact on today's scene.
- **Artist as Segment of Society** – The silent minority the media never covers. The news media rarely covers artists as a distinct group within our society, yet it regularly reports on other segments of our population – ethnic, racial, religious, poverty, etc. – which have "special needs." What is the "correct" way to view artists as contributing members of society? What of the TV advertising campaign in Los Angeles which is designed solely to present a positive image of Latinos? Do artists need such a campaign?
- **Vernacular and Romance** – When is "starving artist" going to be seen as a "financially stressed cultural worker?" Do artists themselves reinforce the myth and why? WHY HAVEN'T ARTISTS DEMANDED MORE? Other groups do.
- **Art Schools** – Are they remiss in preparing artists to market themselves and/or in creating an arts educated public (art consumers)? Ethics/values in a society where artists spend thousands of dollars on education with little hope of earning a "good" living.
- **More Myths?** Artists who teach: the worst of both worlds? Working full time with "left over" time to create.

#### Participants:

Glenn Curry, Editor of *Art Matters*, Moderator  
Donald P. Eckard, Sociologist, Temple University,  
Specialist in artist-related issues  
George Gerbner, Telecommunications Professor, Temple  
University, Specialist in media analysis  
Bruce Holly, Artist, Psychotherapist, *Art Calendar*  
Columnist  
Jill Rupinski, Artist, Teacher, Painting Chair,  
Pennsylvania Academy of the Fine Arts

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PANEL A – June 10, 1999, 7:30-9:30 pm  
Berman Museum of Art, Collegeville, PA

**ART INSTITUTIONS AND HOW THEY WORK**  
**DO THEY SERVE CONTEMPORARY ARTISTS?**

An introductory forum to examine any/all of the following:

- **Curators** – Who are they and why are they there? Why do shows happen at museums?
- **Museums** - What do art institutions do for the community? For contemporary artists? How is a museum able to pay \$1 million for a work of art? Finance exhibitions? Who visits museums? Free admission for artists?
- **Fear of Galleries** – Why do galleries put people off? What percentage of the public actually goes to galleries? The general public is allowed to own art, so why do so few American homes have an original? Do **YOU** have fear of art?
- **On-Line Galleries** – Here now. What of the future? Bill Gates and his \$30 million Homer.
- **Art Centers** – Local and regional. Their role and contribution to the current scene. Pros and cons.

**Participants:**

Glenn Curry, Editor of *Art Matters*, Moderator  
Anne Fabbri, Director, Paley Design Center  
Rick Snyderman, Principal, Snyderman Gallery  
James F.L. Carroll, Director/Founder, New Arts Program  
Fred Danziger, Artist, Teacher

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George Gerbner, Telecommunications Professor, Temple  
University, Specialist in media analysis  
Bruce Holly, Artist, Psychotherapist, *Art Calendar*  
Columnist  
Jill Rupinski, Artist, Teacher

PANEL C - April 27, 2000, 6:30-8:30 pm  
Federal Reserve Bank, Philadelphia, PA

**THE ECONOMICS OF BEING AN ARTIST  
OR  
HOW LONG DID IT TAKE YOU TO DO THAT?**

- **Professional Parity, Inequities and Income** – Are you working for \$2.50 an hour and paying your doctor (if you can afford it) \$60 for a brief visit? What ARE artists worth?
- **Royalties** – Musicians and actors receive them; why not artists?
- **Artists and the Charitable Act** – Create now, pay later: tax and inheritance laws.
- **Cheap Art** – Should we have more Stephen Keenes (residency at Moore with paintings sold for \$1-\$5; huge media coverage)? Should there be a campaign to make art financially appealing? How would the artist make out? Is “art fear” a factor?
- **Cultural Tourism** – Pro and con? Big business in Philadelphia and other cities, with even more development predicted. How will the benefits of cultural tourism trickle down to the individual visual artist, who is unlikely to benefit from tourist dollars spent in hotels, restaurants and shops? Some cities have an answer; does Philadelphia? Who, besides the business person, is actually benefiting?
- **Market Adjustment** – Making the art fit the market - from AIE residencies (strong interdisciplinary/multicultural emphasis) to choosing the right color. How to take advantage of an opportunity vs. compromising your vision.
- **Foundations and Granting Institutions** – Who, what & why. The European system of artist support. The NEA. Do we need a WPA?

**Participants:**

Glenn Curry, Editor of *Art Matters*, Moderator  
Donald P. Eckard, Sociologist, Temple University,  
Specialist in artist-related issues  
Frances Galante, Artist  
To be announced  
To be announced

PANEL D – Fall 2000

Woodmere Art Museum, Chestnut Hill, PA

### WHAT ARTISTS NEED: 2000 CHANGES

- **New, professional image.** Currently viewed as “starving” – par for the course. Using the media to facilitate the change.
- **Jobs -** Appropriate employment with benefits and good wages – part-time and job share.
- **Funding/Support** – General and specific. Health care.
- **Free Museum Admission.** Who is an “artist” and who decides?
- **Barter/Materials and Services Exchange** – Can it work? Economic credits as a means of support for artists.
- **Marketing** – Do artists market themselves and are they successful? Need for improvement. What updated marketing know-how are art schools providing?
- **System Reform** - What can artists do to improve their standing and economic position? Artists taking responsibility, individually and collectively, for their own future.
- **Alternative spaces, co-ops, on-line exposure.** The wave of the future?
- **OTHER – TO BE ADDED AS A RESULT OF INFORMATION GATHERED IN FIRST THREE PANELS.** Adjustments to above in accordance with information gathered.

**Participants:**

Glenn Curry, Editor of *Art Matters*, Moderator  
Arthur B. Shostak, Sociologist, Futurist, Drexel University  
To be announced  
To be announced  
To be announced