

AN INVITATION AND THE EVENT INFORMATION
FOR
JANUARY 20, 2017
ARTIST'S RECEPTION AND BUSINESS ETIQUETTE RECEPTION
A COLLABORATION BY THE BARRETT ART GALLERY, STUDENT AFFAIRS AND CAREER SERVICES

The Spring 2017 semester begins with a new event designed for students. This collaborative event is set in arts, culture and business as an activity for students in the setting of a late afternoon business reception. The reception is planned in two parts, and those span Friday, January 20th from 1 – 6:30p.

THE ARTIST AND THE EXHIBIT at the Barrett Art Gallery

- SUSAN SOMMER, Professional Artist with Agent Representation
- Fine Art Painting and Monotype [abstract expression inspired by the rhythms of nature]
- The agency is Katharine T. Carter Agency, NYC and Kinderhook, NY www.ktcassoc.com

ABOUT THE ARTIST, Susan Sommer

For close to four decades, Susan Sommer has been expressing her moods, observations, and insights in painting and drawing. She divides her time and her focus primarily in the Hudson Valley, the West Indies, and Manhattan. Her work is at its most provocative when she develops an improvisational visual treatment of dance rhythms, gentle breezes, brisk winds and lyrical expressions on canvas or paper in color and design. To Learn More:

<http://susansommer.com/>

[http://www.ktcassoc.com/KTCassoc site Artists/06artists Paint/06artists Paint 50.html](http://www.ktcassoc.com/KTCassoc_site_Artists/06artists_Paint/06artists_Paint_50.html)

THE RECEPTION

Two reception components will take place on January 20th.

- Part One: 1 – 5p
is an open house, an open door reception to meet the artist, view the arts on your schedule. Students are encouraged to visit during these hours and play to win prizes individually with lo-tech games. Drawings for this set of prizes will be at 4:30p. [it is not required to be present to win the items].
- Part Two: 5 – 6:30p
is a Business Reception and engaging its Etiquette with mentors. Students learn to attend an actual business reception with the artist, the gallery director, mentors and students. Learn the protocols, meet and greet, work the room. Dress is business casual.
 - Individual Students will be able to play lo-tech gaming for prizes [must be present to win].
 - Student Groups attending with the largest number in attendance, and the group with the larger % of their total group membership will receive prizes that benefit the group [representative of the groups must be present to win].

ABOUT BUSINESS RECEPTIONS AND THE ADVANTAGES FOR YOUNG PROFESSIONALS

Etiquette as a set of formal social behaviors going back to ancient times. Each culture and society have shaped their own formal protocols. Etiquette is a part of 'good manners'. Good manners are a required part of business life. Miss Emily Post, etiquette maven and author of the 1922 standard on the subject, "*Etiquette -- In Society, In Business, In Politics, and At Home*," described good manners as "merely a collection of forms by which all personal contacts in life are made smooth."

In General

- Etiquette for Receptions is Basically Business Etiquette
- Business Receptions are usually occasions less formal and structured than dinners and banquets.
- It is always expected that you circulate around the room, introducing yourself to people you don't know and making small talk. This is how you meet people, engage others for business.
- You may talk again with someone or simply be initially introduced within a setting that allows you contact at a later date.
- It is your primary goal and 'job' to make a good impression at receptions—be it for yourself, or an employer or group you represent.
- If you make your focus the others you are with, and at this event the art and artist, you will become the focus of others by your relaxed and graceful self you chose to present to others. That becomes your doorway to business access in the near future.

Working the Room

- At a business reception, it is recognized all are there for business advancement in some way.
- A politician will work a room by speaking briefly to/at many and only lengthy to a few---those he needs to impress or want something from them.
- A correct business person engages anyone with respect for them and their time.
- Try to watch what you are saying, how long you spend with each person as you try to cover the room, as you work the room. How you introduce yourself and how you exit to move about are important.
- Try not to appear to disregard some and favor others in the amount of time you spend with people. You do not yet know these people and you have no idea who is going to be who you need to know and have made a good impression.
- At some point, try to settle into a speaking to a single person or small group in a discussion, stay in one spot for a bit more time, so those who wish to engage you can reach you.
- Fare and Beverages are provided and are meant to be small in scale for ease of moving about with things in hand and easy to have a one-bite item for just such an occasion as one where you are intended to meet and greet.

IF YOU HAVE QUESTIONS:

Dean of Students, Robert Perkins, 103 Strebel, 315.792.3100 rjperkin@utica.edu

Director, Career Services, Halina Lotyczewski, 206 Strebel, 315.792.3087 halotycz@utica.edu

Director, Art Gallery, Carolynne Whitefeather, 315.792.3463 cwhitef@utica.edu

ucartgallery@gmail.com

Additional Information about the artist and abstract art is provided on the following page

Art Critic Commentary

Paintings have the capacity to move us, transporting us to another reality while shifting the emotional ground beneath our feet. And paintings move us with the feeling of physically entering a world and responding to its rhythms. Susan Sommer's work is moving in all of these ways, simultaneously.

She has created two recent series of paintings with her characteristic vigor and openness, allowing the permutations of a visual idea to unfold from canvas to canvas. Each painting exists in its own right, and is also amplified by related works. Sommer pursues an abstract motif using a specific palette of colors and brush strokes, but from this basic structure emerges a dynamic range of visual experiences.

In the Monarch Butterfly series, Sommer has created paintings that have both a resonant field of lower saturation colors and small, gradated passages of red and yellow. The intense patches of color seem to appear through the welter of brush strokes and also float before it. Bright trapezoids and triangles contrast with long-limbed strokes that coalesce into a moving mass. In these works the visual energy flickers and flows, with the geometric and the organic in constant counterpoint.

The paintings evoke the migratory monarch butterfly and its environment, but poetically rather than illustratively. They capture the dancing, fugitive beauty of the butterfly that moves like colored light through a darkened world that seems to both support and threaten it. The paintings have an emotional undertow, suggesting the persistence and brevity of life, and the infinity of space of which it is a part.

In the Squarism series, Sommer has created paintings that again combine disparate approaches. Here the architectonic element is a series of linked squares that recall the built world and digital technology. The organic element is the brush stroke, gestural and personal. These two impulses – to structure and to mark – play against and with each other.

At times, the squares seem like a primary language into which the moving paint has devolved, like the bit-mapped abstraction of a digital television image that is breaking up. Alternately, the muscular brush strokes can partially obscure the squares, like foliage through which we can view pulsing city lights. In a number of works, the two motifs resemble jazz musicians trading solos, and together creating a new musical form. Like jazz, Sommer's art is by turn improvisational, rigorous, and lyrical, discovering its expressive voice in the process of its own creation.

John Mendelsohn, NYC

Artist Statement

The two recent series of paintings each have a distinct palette, influenced by the environment, the season, and the events of the recent past. The Monarch Butterfly series was inspired by the brightly colored migratory insect and by the landscape of the Hudson Valley of New York. Squarism developed from the pixilation that interrupts the image on a digital television. These paintings grow from a desire to integrate the organic and the architectonic. With the basic elements of form and color in play, the visual potential in each series has been pushed in a variety of directions.

The work is about movement, embodying the beat, whether from the sounds of nature or in jazz. Although the paintings in a series are related, removing all previous works from view allows for a fresh improvisation each time. Each painting is the next step in a life-long pursuit of what is harmonious, described abstractly on a two-dimensional field, reaching towards new possibilities. The work is best approached by a viewer in the moment, in silence, giving it time and true focus. These paintings share art's perennial aspirations: clarity, harmony, simplicity, and beauty.

Learn more about Abstract Art:

<https://www.metmuseum.org/pubs/bulletins/1/pdf/3258480.pdf.banned.pdf>

<https://www.mfah.org/learn/practice-looking-art>

<http://theconversation.com/three-simple-steps-to-understand-art-look-see-think-33020>

<http://www.artbylt.com/abstract-art-explained.htm>