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Hey {first name},

First, a bit of housekeeping.

The POPI Act came into effect on the 1st of July. You've probably already received a bunch of these emails, so I'll keep it short.

You're getting this email because you signed up to my list or bought something from me in the past.

If you don't want to be kept in the loop, with occasional deals and discounts, and some insight into the behind the scenes life of an artist (me), you can unsubscribe here. There will be an unsubscribe link at the bottom of every email.

I promise I'll never collect, harvest, or sell your information. If you have a thing for legalese, you can read all about it here. Otherwise, no action is required from you.

Phew, things got a bit serious there for a second. Onto the fun stuff! And if you make it all the way to the end of this email, there might be something in it for you.

## Evoking thanks

A heartfelt THANK YOU goes out to everyone who came to the first ever Evoking Art Experience. We were blown away by the support from our community. And reports are still trickling in about how much fun you all had.

Art was bought, poetry was enjoyed, and the dancefloor was positively heaving at one point. The quality of the local art and entertainment really shone a spotlight on the talent of the artists in the Garden Route. This event created some serious momentum. Momentum that we intend to keep going for the foreseeable future.

The best part? You *might* not have to wait a full year for the next event, but I've said too much...



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## Call for artists

One of the goals of Evoking was to provide a platform for local artists to network with one another. It was a great success, so I want to keep this artist network going.

So I want to start up Art Nights in my studio again.

It will take the form of a creative late afternoon, where local artists get together to network while you work. You can bring all your own supplies and feed off the creative energy of the other artists in the room.

Here's the thing though; due to Covid, getting together willy-nilly isn't as easy as it used to be.

So, if you're interested in these art nights, and are serious about expanding your network and platform amongst the artists in the area, **reply to this email telling me you want in** and we can get chatting.

## West Coast refills my cup

After all the fun and games of putting an event together, I needed a change of pace and scenery to refresh my artistic vigour. And boy, what a treat it was.

I started off with some good old family time before heading up the West Coast. I was on a mission for inspiration and, of course, waves. For those of you who've been up the West Coast, you'll know that this stretch offers up plenty of both.

I returned inspired and stoked. The harsh desolation of the West Coast brings a rawness to nature. Juxtapose that against abandoned buildings and you have scenes that are hard to describe. So I painted them instead.

There's something special about that strip between Eland's Bay and Lamberts Bay, something that you might see in my new work. (Prints available at <https://ingridnuss.co.za/artwork/inspiraintion-paper-print/>)



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## New exclusive release sneak peek

I present to you my newest original, 'Three Little Birds'.

This piece is intended to bring hope in these trying times. It's about opening oneself up, allowing people into your space, with a reminder that you don't have to share the deepest, darkest part of yourself.

It's about being fluid and adaptable when we're constantly forced to 'expect the unexpected'. It's a nod to the passing of time, and the reassurance that decay leads to rejuvenation.

And to bring it home (literally), there's a favourite local beach in the background (can you guess which one?). The modern interior is confirmation that yes, this is all happening now, in real time.

All of that wrapped up in a phrase that the late, great Bob Marley said best, "Every little thing, is gonna be alright".

Because no matter what's happening in the world, there's beauty all around us, and we can be comforted by the thought that everything, in fact, is gonna be alright.

As always, my originals are first available to my subscribers (that's you), before I release them to the masses. So if you've found yourself staring at the image above, transfixed by the colours and subject matter, trying to uncover the layers of meaning hidden under a thousand brush strokes, you should probably buy it quickly before someone else does. **Hit reply to enquire.**

## Zigzag comes knocking

Dreams do come true. And when they do, it's an absolute joy to spread the news. This happened to me recently when I was featured in the latest Zigzag Magazine.

Yup, that's right. South Africa's core surf mag ran a feature on me in their "Make or break" issue. There are four whole pages dedicated to my artwork and my story. There's also a double-page spread of my "Ty's Dream" piece.



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Stoked is an understatement. Make sure you grab yourself the latest issue to read all about surfers who make stuff, including me.

## Art In Academics

Off the back of that Zigzag article, I was contacted by a researcher from Stellenbosch University. Dr. Glen Thompson, who calls himself a scholar who surfs, is going to be referencing my artwork in a piece about Covid-19, life in lockdown, and surfing.

This got me thinking about how art and academics collide, and how art is a representation of life during a particular time in history. I'm excited that a research professional is taking an analytical look at how my work represents these weird times we've been living through. Who could've predicted that getting into the ocean would be illegal?

## You wanted something?

As promised, I have something for you. And I'm not one to break a promise. So, as a reward for reading this far (or scrolling to the bottom) I'm going to run a quick sale on all prints. How about a hundred bucks off any A3 print on my website, for one week only. Sound good? Good.

Use the discount code ***STOKEDI00OFF*** and get any print of your choice for R250 instead of R350. That's a pretty good deal, I reckon, almost 30% off. And it's only going to apply for a week, so don't dawdle.

This sale is aimed at the locals, so you can come and pick up your print at my studio and nobody has to worry about couriers and postage.

## Dropping hints

Anyways, I hinted at a super secret up and coming announcement about the second version of everyone's favourite art festival on the Garden Route. If you thought the first one was cool, wait until you see what happens next. This is just what's been coming off the rumour mill recently, so details are a bit sketchy.



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If you want direct access to the horse's mouth, why don't you follow the Evoking Art Festival on all the socials? You might be in for a treat before Christmas.

Insta - @evokingartexperience

FB - @EvokingArtExperience

[www.evoking.co.za](http://www.evoking.co.za)

That about wraps it up for me. For now, anyway. Winter is in full swing, so if I'm not in my studio, I'm out the back at Vic Bay, waiting for my turn on a bomb.

In the meantime, don't worry, cause every little thing is gonna be alright.

Ingrid

P.S. For the scrollers, the skimmers, and the skippers, the discount code you're looking for is **STOKED100OFF**. It'll give you a hundred bucks off any A3 print, and you can pick it up from my studio. Applies for one week only, so be fast. To save you time, here's a link to the prints page on my website.