



[WWW.WNYAG.COM](http://www.wnyag.com)

Client Identification:

Meet the the [Western New York Artists Group](#). The mission of this Non-profit organization, is to promote regional artists from the Western New York area. From emerging artists to well established artists, the group's primary service is to offer exhibition opportunities, education opportunities through lectures, demonstrations and workshops, for fellow the artists and the art collectors. Through their Artist group gallery, they can host exhibitions, events, collaborations and networking socials to promote artists to the public and community as a whole.

Some of the questions will they expect to have answered when they visit the site: Are there any exhibits coming soon? The answer to that will be located all in the four menus specifically under “Exhibition”.

Strategy Guide & Site Map:

When a visitor enters the website, they will see a clean and simple layout with the four navigation buttons:

Home, About, Exhibition, and Contact.

Each button will direct the user in a different page.

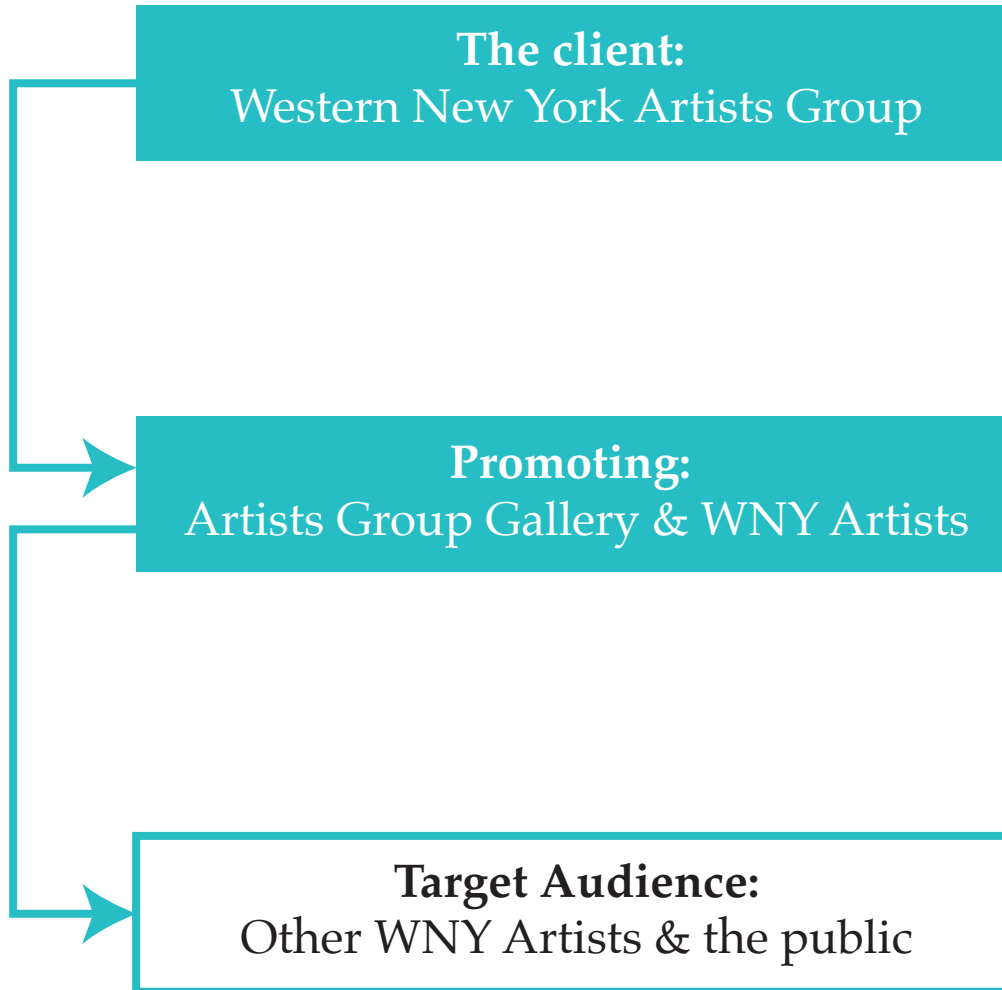
- The “Home” page has a slideshow video of the gallery and past exhibits.

- The “About” page has the mission statement of the Western New York Artist group and a brief timeline of when they got started.

- The “Exhibition” page promotes upcoming exhibits coming soon in the Artist group gallery. And not to mention, past exhibits.

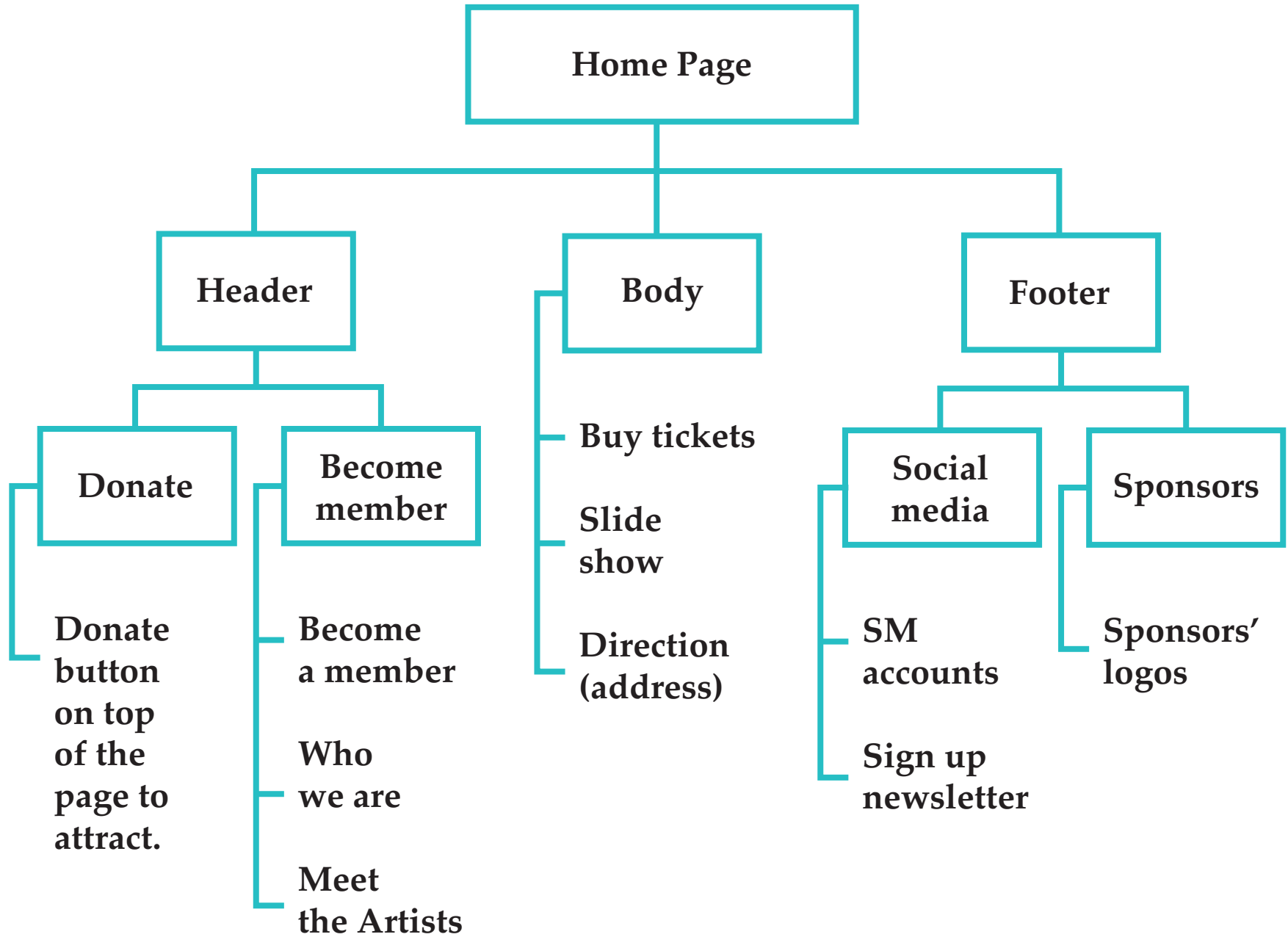
- The “Contact” page has a clearly displayed contact information where visitors can "Get in touch with us". Along with a map to locate the galley and a “Donate button”.

Targets:

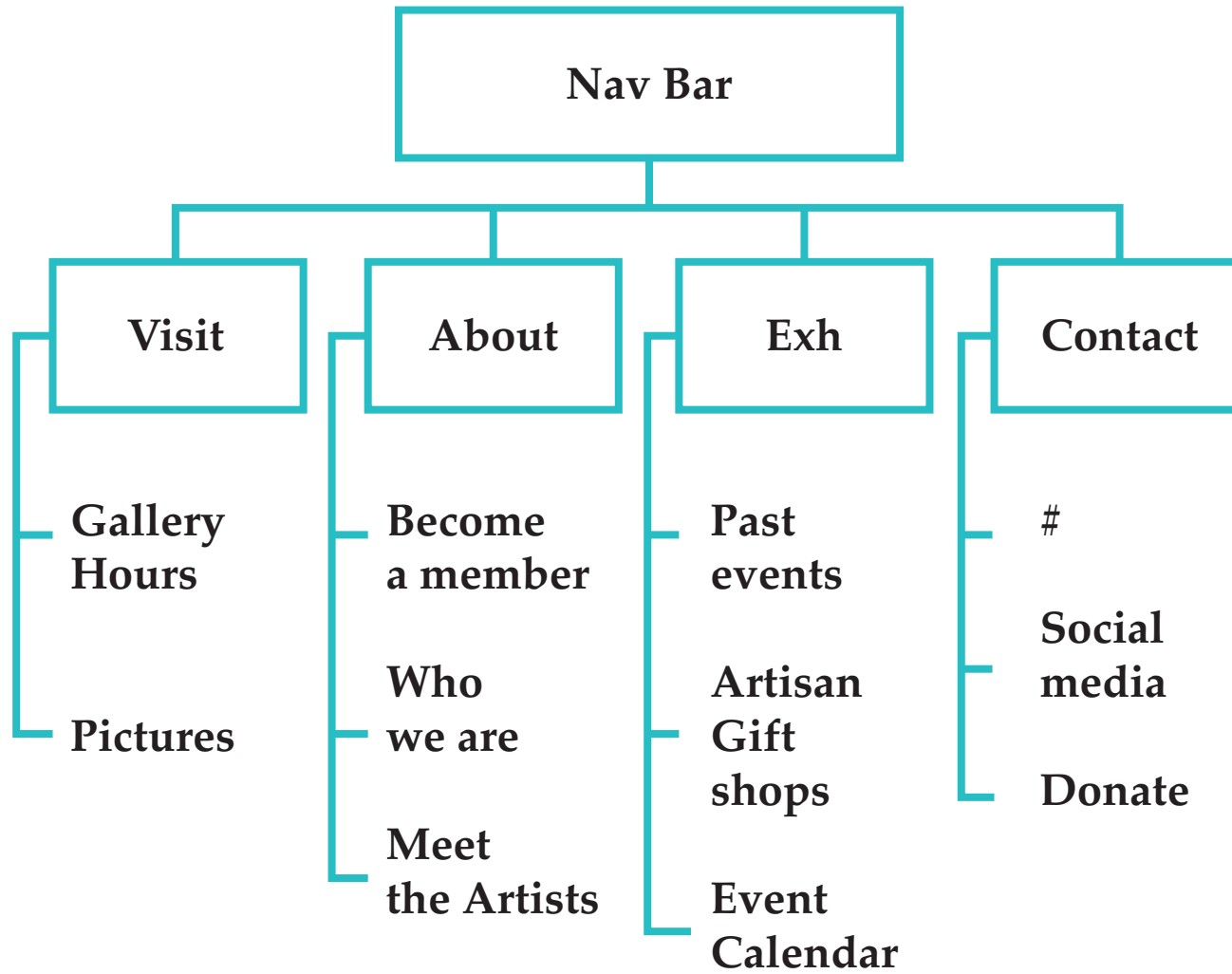


We suggest changes in Site Map and Contents (picture and writing) that is more welcoming to non-member visitors

Site Map: Home Page

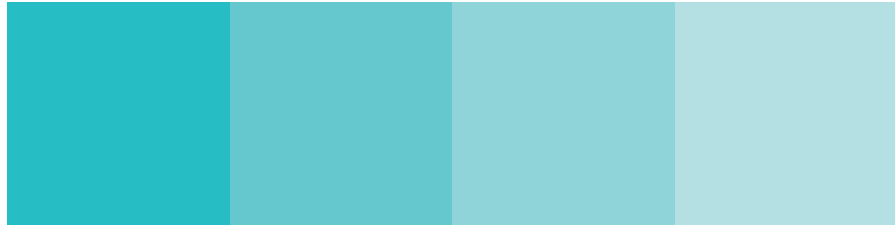


Site Map: Nav Bar



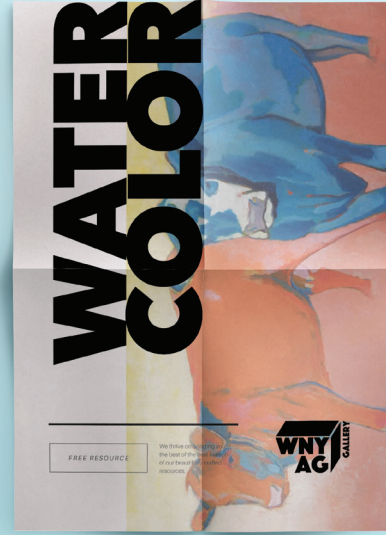


GALLERY



Branding:

Branding:



Pilatino

a b c d e f g h i j k l m n o p
q r s t u v w x y z
a b c d e f g h i j k l m n o p
q r s t u v w x y z

LEMON MILK

A B C D E F G H I
J K L M N O P Q
R S T U V W X Y Z

Avenir
Next

a b c d e f g h i
j k l m n o p q r
s t u v w x y z
a b c d e f g h i
j k l m n o p q r
s t u v w x y z

Training - improvement:

With any progress or accomplishment, let your audience and social media platform know.

Keeping up with updating your website is key. If there are upcoming events/exhibits, uploading them onto the Exhibition section of your page along with updating the calendar would keep your users informed and involved.

For any upcoming exhibitions make sure the website is updated with new flyers and dates. Studies show on Social media platforms like your Twitter account, posting 3 times per day a week, helps keep you active and bring awareness in the buffalo community for people to visit more.

- For the clients mission statement and having insight on what the organization is, everything is located in the About section. Along with informations about becoming a member of the Western New York Artists Group and a donation button to contribute.

For creating a new page on wordpress:

- Click the “Add New” button at the top of the page. This will take you to the Add New Page page, which has the WordPress editor and all the settings for your new page. In the top box, you'll enter the title of your new page. The editor area is where you'll enter the text of your page and insert images.

- Often WordPress beginners get confused between posts and pages. By default, WordPress comes with two content types: posts and pages. Posts are blog content listed in a reverse chronological order (newest content on top).

- Using WordPress as a blog, will end up using posts for the majority of your website's content. You can add and edit your WordPress posts from the 'Posts' menu in your dashboard.

- Pages are static "one-off" type content such as your about page, Exhibition page, contact page, etc. While the WordPress database stores the published date of the page, pages are timeless entities. You can add and edit pages in WordPress from 'Pages' menu in your dashboard.

- Posts are social vs. Pages are NOT.

- For placing adding media on wordpress: Place the cursor where you want the image to appear in the article. Click the "Add Media" button on top of the screen. Upload or select a picture from the Media Library tab. Edit the image and its details if necessary. Click on "Insert into post" button.

Screenshots:



Lakeside Scene by Andrew Sanders



Western New York Artists Group
**Artists Group
Gallery**

Come visit us at
One Linwood Avenue, Buffalo, NY 14209

Gallery Hours
July 1 - August 31

Sunday	Closed
Monday	Closed
Tuesday	Closed
Wednesday	11am - 5pm
Thursday	11am - 5pm
Friday	11am - 4pm
Saturday	11am - 2pm

September 1 - June 30

Sunday	Closed
Monday	Closed
Tuesday	11am - 5pm
Wednesday	11am - 5pm
Thursday	11am - 5pm
Friday	11am - 5pm
Saturday	11am - 3pm

Our Story

Our Mission, Our People, Our Services

The mission of this Non-profit organization, is to promote regional artists from the Western New York area. From emerging artists to well established artists, the group's primary service is to offer exhibition opportunities, education opportunities through lectures, demonstrations and workshops, for fellow the artists and the art collectors.

Through our Artist group gallery, we host exhibitions, events, collaborations and networking socials to promote artists to the community as a whole.

Become a member

By becoming member, you have access to exhibition opportunities and Auction events. Showcase your official website onto our Western New York Artist Group page. Forget about buying tickets for admissions. Like a piece of artwork get Framing discounts! By becoming a member you also get Dental insurance! Become a member today!

Who we are WNYAG Board of Directors

Eileen Graetz	Board Chair
Thomas Camuso	Treasurer
Jane Liebner	Governance
Jean Jain	Recording Secretary
Dominic Ballachino	Technology
Donald J. Siuta	Gallery Director
James Pappas	
Dennis Stierer	
Jennifer Dowdell	

Meet the artists

[Mindy Airhart](#)
[Jane Ashwill](#)
[Dianne Baker](#)
[Melissa Berger](#)
[Mark Cavallaro](#)
[Cornelia Dohse-Peck](#)
[Jennifer Dowdell](#)
[Frani Evedon](#)
[Jane Foley Ferraro](#)
[Joan Fitzgerald](#)
[Pat Fortunato](#)
[Patti Harris](#)
[Joyce Hill](#)
[Len Kagelmacher](#)

[Karla J. Levi](#)
[Wendy Caldwell Maloney](#)
[Kathleen McDonnell](#)
[John Merlino](#)
[Fran Noonan](#)
[Lynn Northrop](#)
[Marie Prince](#)
[Eileen Pleasure](#)
[Paul Rybarczyk](#)
[James Sedwick](#)
[Kath Schifano](#)
[Catherine Tillou](#)
[Sean Witucki](#)
[Jen Seth-Cimini](#)

If you're a current WNYAG member and would like us to include a link to your artist's website, please let us know via our Contact page.



Please consider supporting us. Any amount will help. Thank you!

Western New York Artists Group Tribute Gifts

Making a tribute gift to the Western New York Artists Group is a meaningful way to honor or to hold someone in memory. The tribute gifts listed below (from 2015 and on) will assist in sustaining WNYAG's rich arts legacy. The names of the contributors are listed to the right of the names of those in whose honor or memory each gift was made. In Honor of:

EDWARD G. BISONI

In honor of my friend and artist. For all you have done to help my career as an artist and, most of all, for your friendship.

Donald J. Siuta

PRISCILLA BOWEN

In honor of and with great admiration.

Jane Liebner

DIANA BECKER

In memory of my friend.

Audre Bunis

EDWARD G. BISONI

In remembrance.

Audre Bunis

In remembrance.

John R. Cichon

In remembrance.

Sylvia Coles

In remembrance.

Annette M. Cravens

In remembrance.

Robert Freeland

In remembrance.

Eileen Graetz

In remembrance.

Len & Donna Kagelmacher

In remembrance.

Jacqueline V. LoRusso

In remembrance.

Kathleen McGuigan-Sadoff

In remembrance.

Daniel & Julie McIndoo

In remembrance.

Bernard Mullane

In remembrance.

Jane Notides-Benzing

In remembrance.

Marie Prince

"When love and skill work together, expect a masterpiece"
– John Ruskin

Kevin T. and Joanna M. Ransom

In remembrance.

Michael Rozmus, Jr.

In remembrance.

Donald & Bonnie Scheller

In remembrance.

Dennis & Angela Scherer

In remembrance.

Robert J. Seivert

In remembrance.

Donald J. Siuta

In remembrance.

Carol Townsend

PRISCILLA BOWEN

In remembrance.

Sylvia Coles

In memory of WNYAG's beloved artist and friend.

Jane Liebner

In memory of Priscilla Bowen. The Artists Group will surely miss part of their family.

Dennis & Angela Scherer

JOHN CARONARA

In remembrance.

Jane Liebner

WINNIFRED A. GILHAM

In remembrance.

Elenore H. Link

In remembrance.

Janet R. and Ross H. Ramsey

In remembrance.

Walter A. Rozicki

In remembrance.

Judith E. Schultz

EILEEN GRAETZ

In remembrance of my mother, who always encouraged my artistic endeavors.

Eileen Graetz

In memory of my mother who would have been 97 on October 11, 2015.

Eileen Graetz

SUZANNE HOFMEISTER

In memory of my friend.

Audre Bunis

ARUN JAIN

In remembrance.

Jean Jain

In remembrance.

Jane Liebner

In remembrance of my late husband who passed away in 2006.

Jane Liebner

To make a tribute gift, please contact the AG Gallery at 716-885-2251. A Tribute Registry of all gifts received will be at the AG Gallery.

We sincerely thank our sponsors



ART DIALOGUE GALLERY



The Western New York Artists Group is a 501(c)(3) non-profit arts organization. ©2019 Western New York Artists Group.

Based on the needs of our Buffalo Community, our organization showcase a variety of events that include art exhibitions to auctions

Upcoming Exhibitions



THE WESTERN NEW YORK ARTISTS GROUP cordially invites you to

TRILOGIES XXIX

THE WORK OF THREE ARTISTS

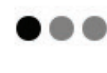
John Brach • Oil Paintings
Carl Graetz • Sculpture
Karen J.S. Tashjian • Oil Paintings

Opening Reception
Friday, April 26, 2019 from 7:30 to 9pm
On view through May 31, 2019

Gallery Hours:
Tuesday through Friday 11am to 5pm,
Saturday 11am to 3pm.
For more information contact us at 716-885-2251
or visit our website at www.wnyag.com



This exhibition was made possible through funding from the County of Erie, the City of Buffalo, Our Members and Our Friends
Thank You for Supporting the Arts.



Exhibition Schedule

[70160c_c8b681ab0f094c158328d0e0402e45e0](#)

Past Events



23rd Annual Juried Members Exhibition, Modern Works Reception
March 22, 2019



THIRD ANNUAL SPEAKER SERIES
"PUBLIC ART and PRIVATE SPACES"
Colin Dabkowski, Arts Critic, The Buffalo News
Sunday June 3, 2018 at The Saturn Club

Artisan Gift Shop



Call us at 716-885-2251 or send an email via the form below

Name *

Email *

Comment or Message *

Find us at
One Linwood Avenue, Buffalo, NY 14209



Social Media

Contact us through our social media



Donate

Your support helps sustain our Organization's exhibit opportunities, demonstrations and workshops. Please note that your contribution is tax-deductible within the limits prescribed by law. Thank you for your support.

Member Categories *

- Basic - \$40.00 USD
- Family - \$70.00 USD
- Lifetime - \$800.00 USD
- Corporate - \$500.00 USD

Are you an artist? *

- Artist
- Non-Artist

Are you renewing? *

- Renewal
- New Member

Street, City, Zip *

Phone Number *