

Social Media 2024

New Haven Sketchers is an open group that meets weekly to explore our urban landscape through art-making.

We are focused on building community, observing and interacting with our surroundings, and cultivating creativity as a regular practice that's accessible to anyone.

[Instagram / newhavensketchers](#)

Purpose

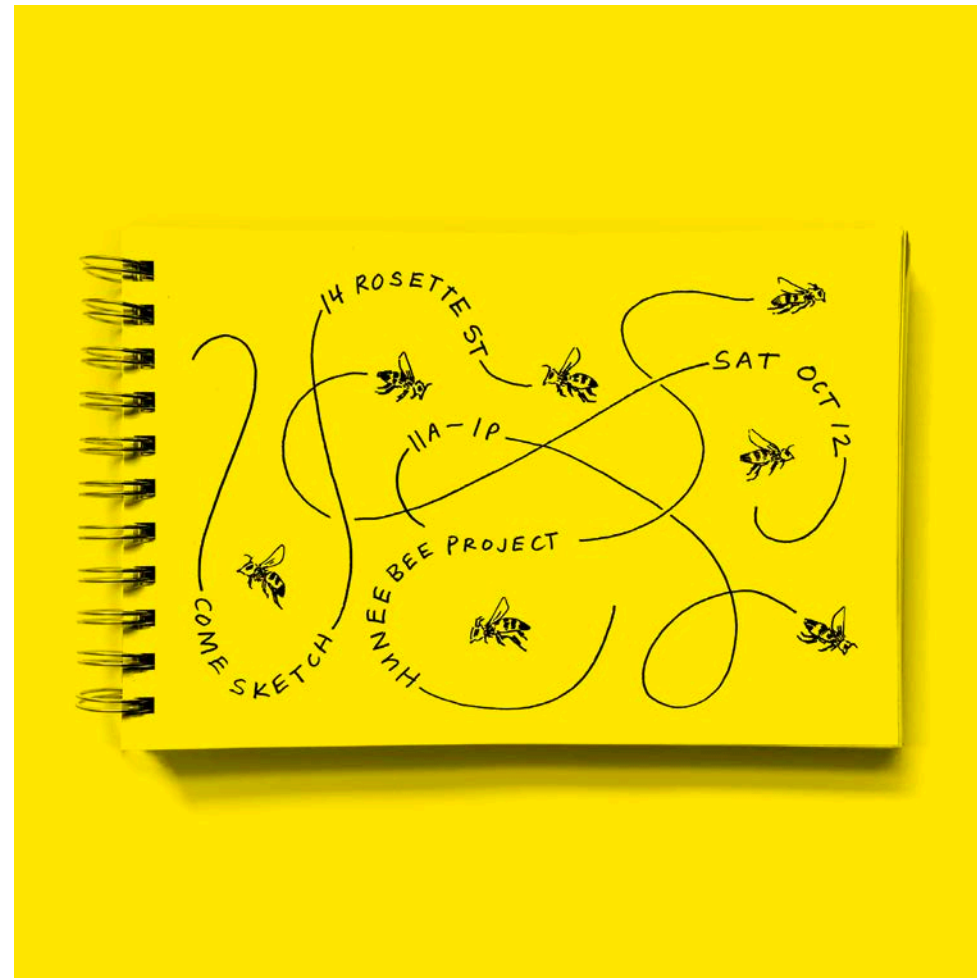
We use social media to announce the date and location of our sketching meetups each week.



♥ 75
back by popular demand: annual sketchers trip to IKEA!
lots to see and sketch here at new haven's favorite
world's-largest furniture retailer.

wednesday 12/18
6-8pm
450 sargent drive

meet inside at the main entrance. hope to see you soon!

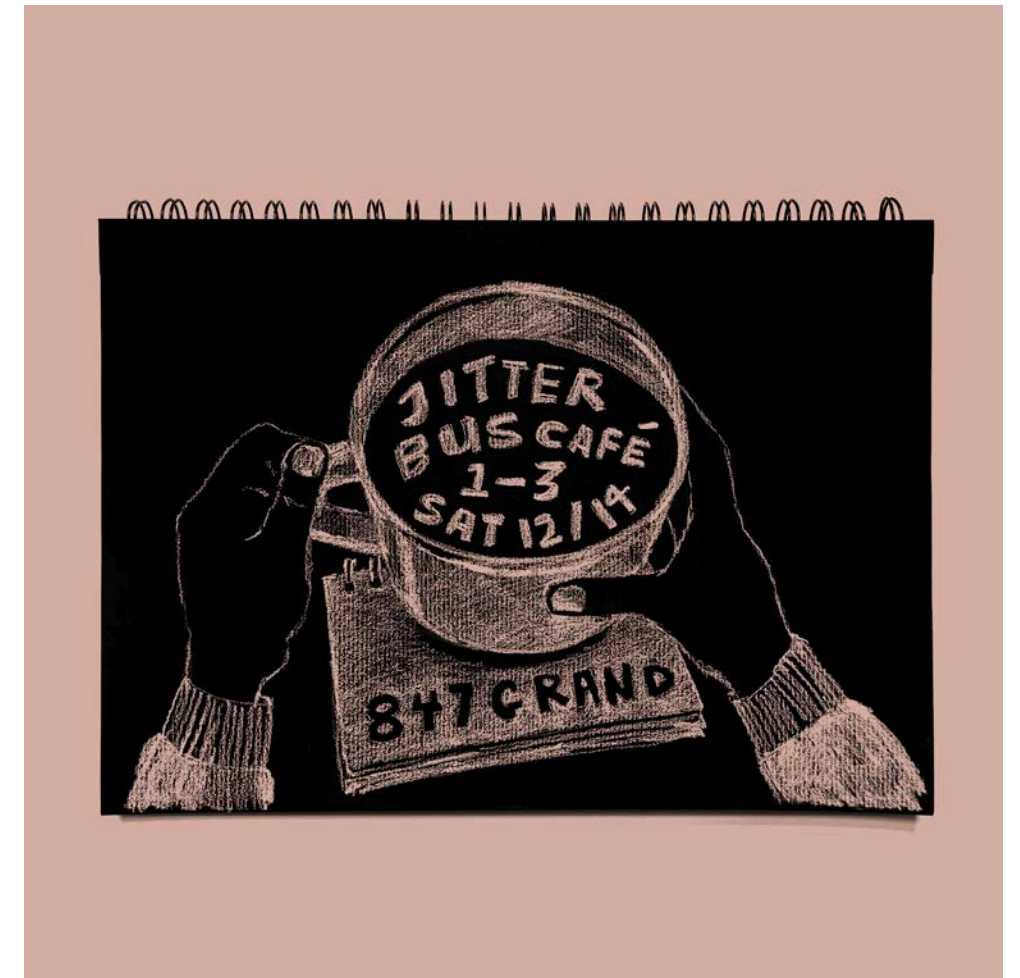


♥ 59
join us for flowers and bees in new haven's hill
neighborhood, at an urban pollinator garden and
beekeeping site!

sat 10/12
11am-1pm
14 rosette street, new haven

@huneebeeproject is a local organization that promotes
equitable employment for youth and urban pollinator
habitats through beekeeping and sale of honey products.

come sketch and learn about the amazing work this group
does in our city and beyond!



♥ 82
join us for a sketch this saturday at the new
@jitterbuscoffee cafe!

saturday 12/14
1-3pm
847 grand ave

if you plan to sit inside, please show some love
to this local business by making a purchase :)

Purpose

We try to highlight local events, businesses, and lesser-known spaces with our meetup locations.



♥ 76
excited for jazz and sketching at @bestvideohamden, one of your top requested spots! best video is a local hub for cultural events, music, and (of course) movies.

wed 2/19
7-9pm
1842 whitney ave
hamden

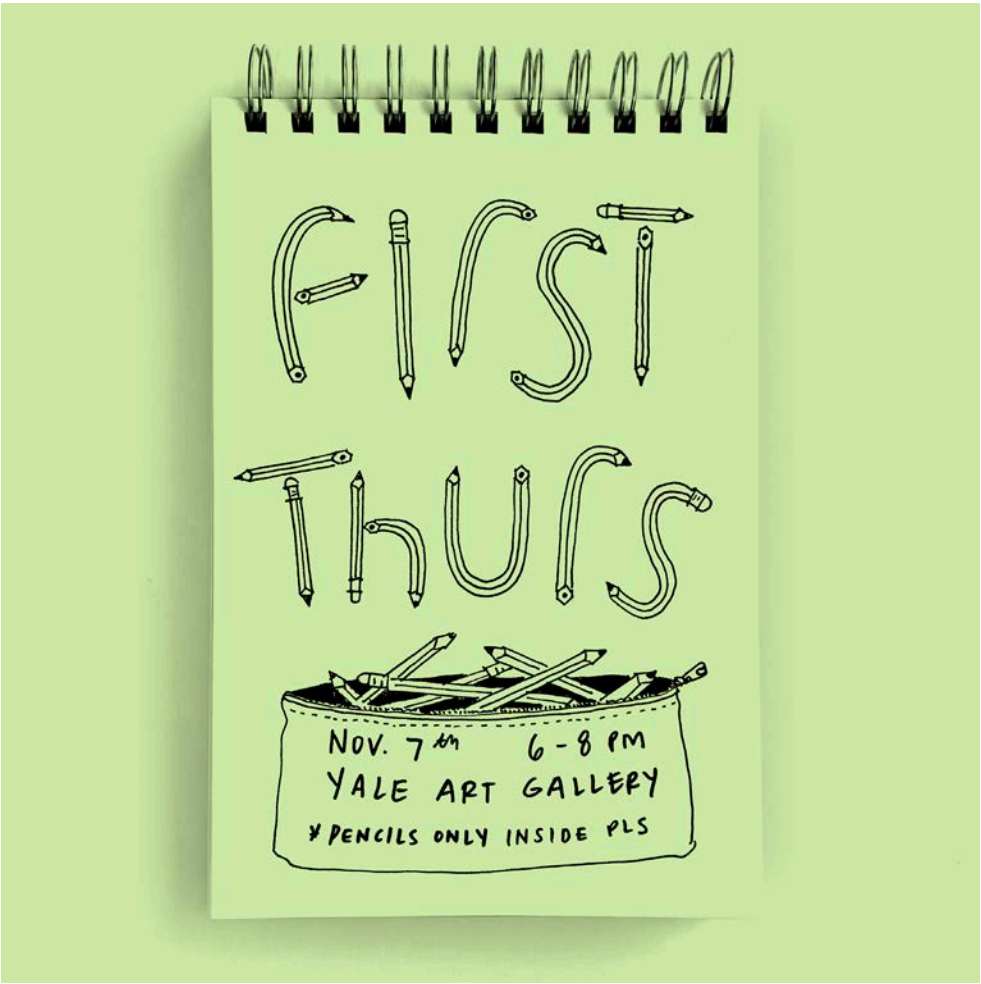
cover charge for jazz night is \$10. while we normally choose free spots, let's show some support for this important community non-profit! the cafe will be open for drinks and snacks too :)



♥ 45
this week's meetup will be outside the whitney water treatment plant!

sunday 11/17
1-3pm
meet at 120 armory st, hamden / corner of edgehill rd + armory st

tucked away off of whitney ave is a 360-foot long stainless steel building that reflects the surrounding landscape of native plants, paths, and ponds. an underground processing facility, topped by CT's largest green roof, provides clean water for the region. come see it for yourself!



♥ 50
join us this week for first thursday at @yaleartgallery!

thursday 11/7
6-8pm
yale art gallery, 1111 chapel st

options to sketch in and/or around the museum depending on weather and your preferences. pencils only inside, please! meet by the couches in the lobby.

hope to see you soon :)

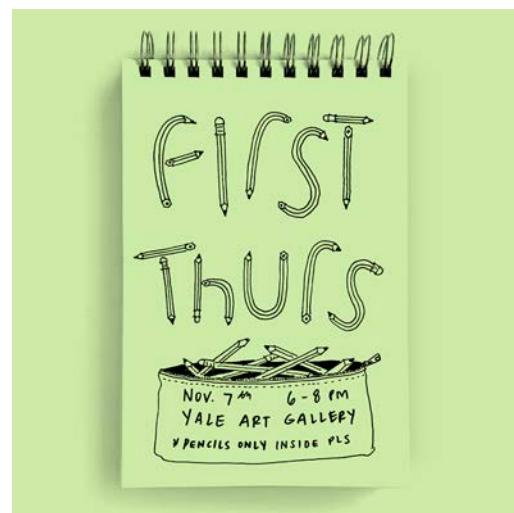
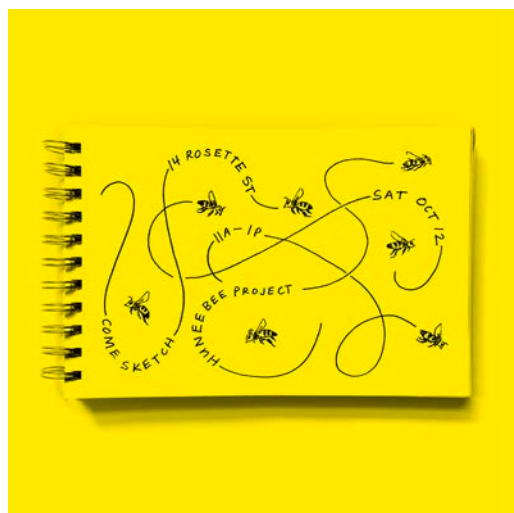
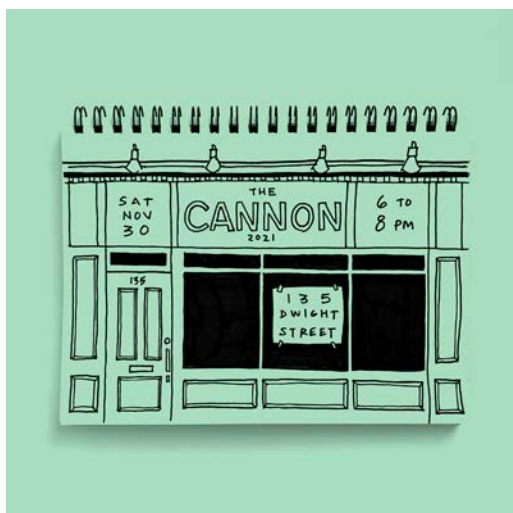
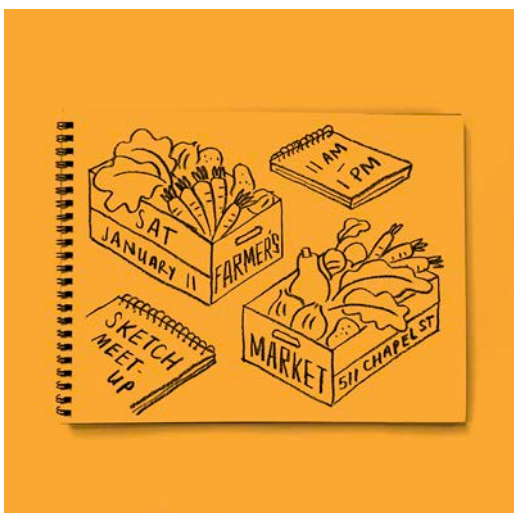
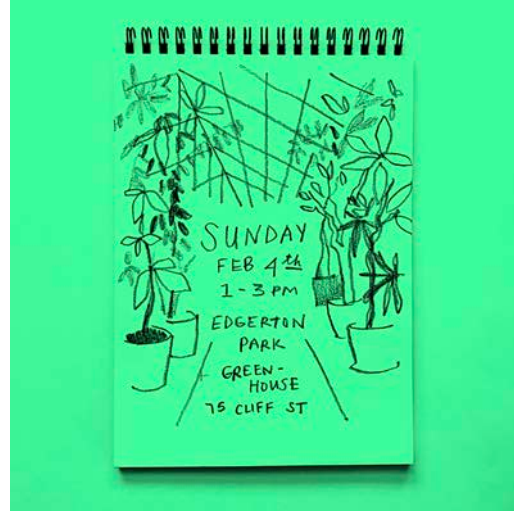
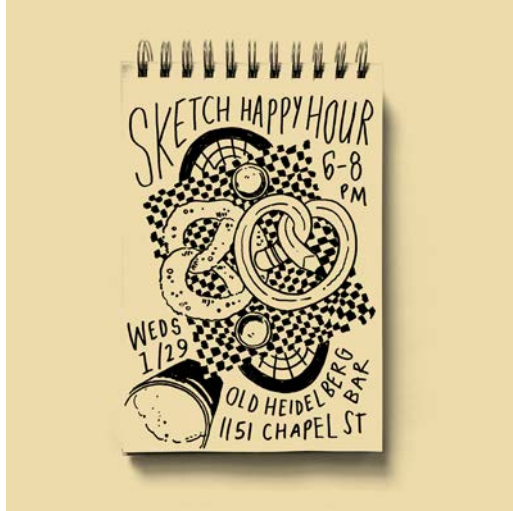




Identity

Our visual identity comes from photocopying a sketchbook onto colored paper to use as a flier, which we did in the beginning. Though we now announce over social media, each post is still a photo of a hand-drawn graphic in a sketchbook.





Identity

Our system follows a set of rules so that all of our posts maintain a certain level of consistency, but is also generous enough to allow for (and celebrate) infinite variation and voices.

Anatomy of a post



♥ 82
join us for a sketch this saturday at the new
@jitterbuscoffee cafe!

saturday 12/14
1-3pm
847 grand ave

if you plan to sit inside, please show some
love to this local business by making a
purchase :)

5
WRITE A CAPTION
THAT IS CONCISE
AND INFORMATIVE

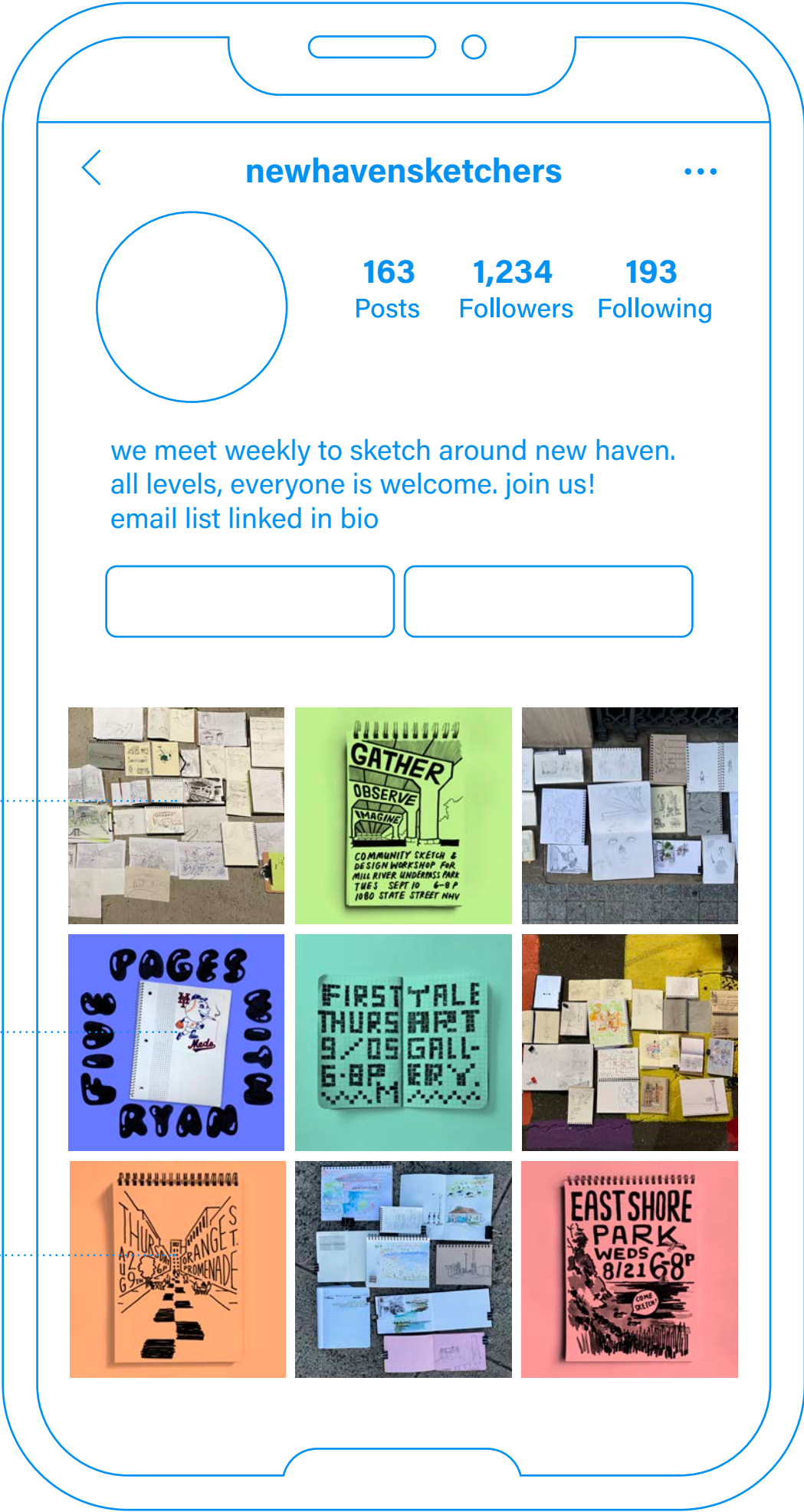
Identity

Likewise, our social feed features a mix of specific content—meetup posts and share posts—that feels both haphazard and organized, as sketchbooks tend to be.

SHARE POST: AFTER EVERY MEETUP WE SHARE PHOTOS OF EVERYONE'S WORK AND TAG WHOEVER'S ON INSTAGRAM TO HELP PROMOTE THEIR ART.

'FIVE PAGES WITH' POST: OUR MONTHLY PROFILE OF A SKETCHER FEATURING FIVE PAGES OF THEIR WORK AND FIVE QUESTIONS.

MEETUP POST: LOCATION ANNOUNCED EVERY WEEK.





PHOTOS: JR LOGAN





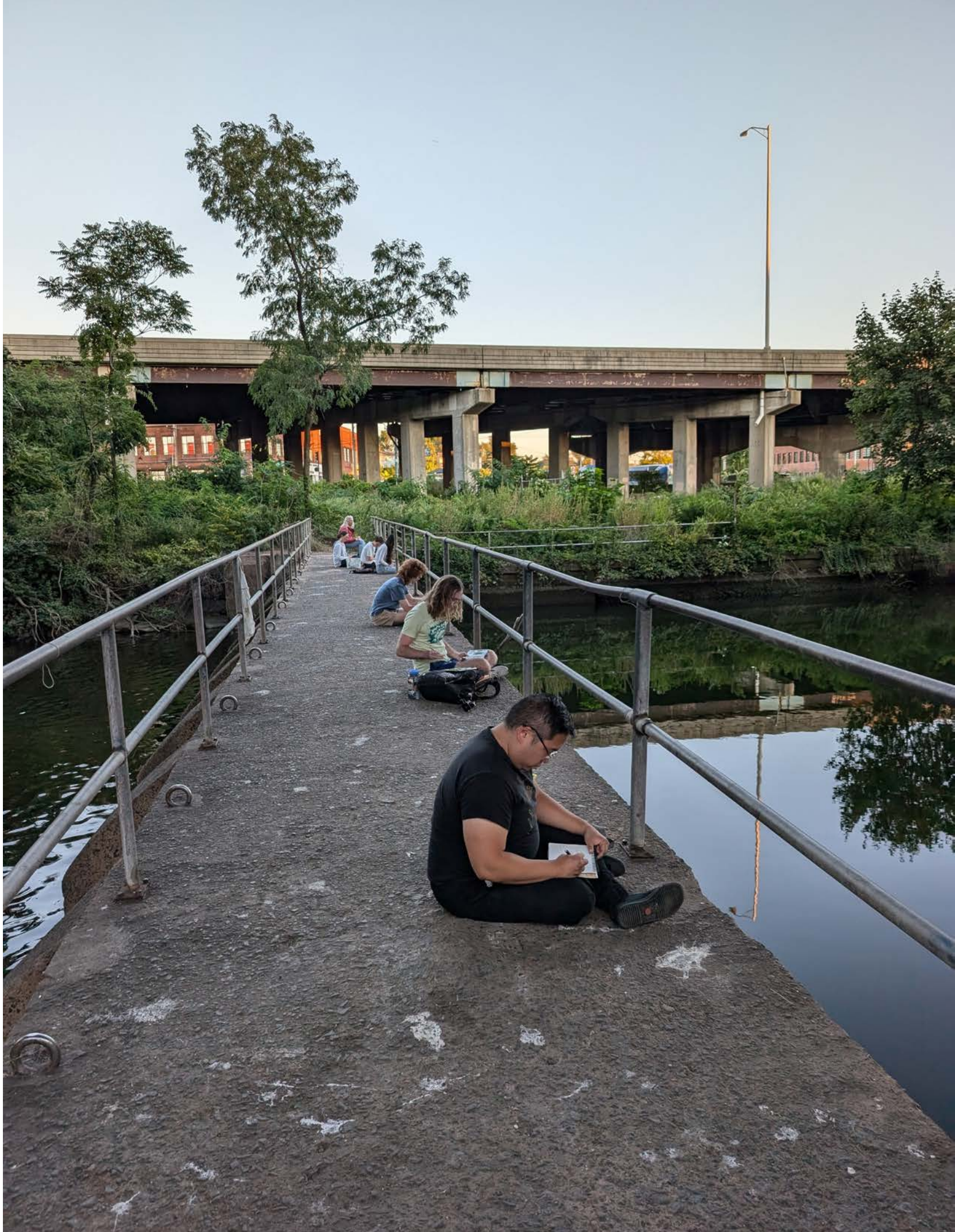








PHOTOS: JR LOGAN



Use case

Our system is flexible and allows us to promote collaborative events while still upholding our own identity.

For example, this past summer we co-organized an art & educational series about the Quinnipiac River, and adapted the posts we created for our partner to our own illustrative versions.



Post for the Ely Center of Contemporary Art

LONG
WATER
LAND

SAT JUNE 29

11AM—1PM

FORM &
FUNCTION

with Save the Sound

Trumbull Park, Linsley Dr, Plainville

Details in caption ▼



Sketchers adaptation



PHOTOS: AUDREY KIM

Sketching at sites along the Quinnipiac River
as part of *Long Water Land*.





Use case

This flexibility also allows us to create mini-series such as a monthly “Five Pages With” artist profile where we feature five pages of someone’s sketchbook and five questions about them.



♥ 89
march five pages with ... RORY!!!

* * * * *

(1) What was a good piece of creative advice you’ve received? don’t take anything too seriously. everything is silly and fun and nothing is ever perfect, so try something new!

(2) What’s on heavy rotation right now? (music)
been listening to a lot of

1960’s femme punk rock and shoegaze indie vibes ! anything a lil angsty or something to make it feel like it’s already summer.

(3) Medium or practice you’d like to explore?
3d art and modeling ! i would love to dip my toe into trying blender out and experiment more!

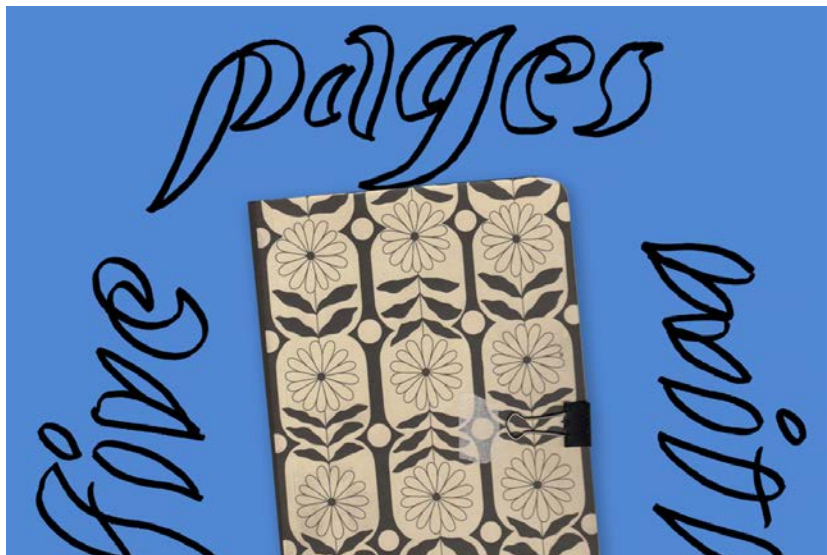
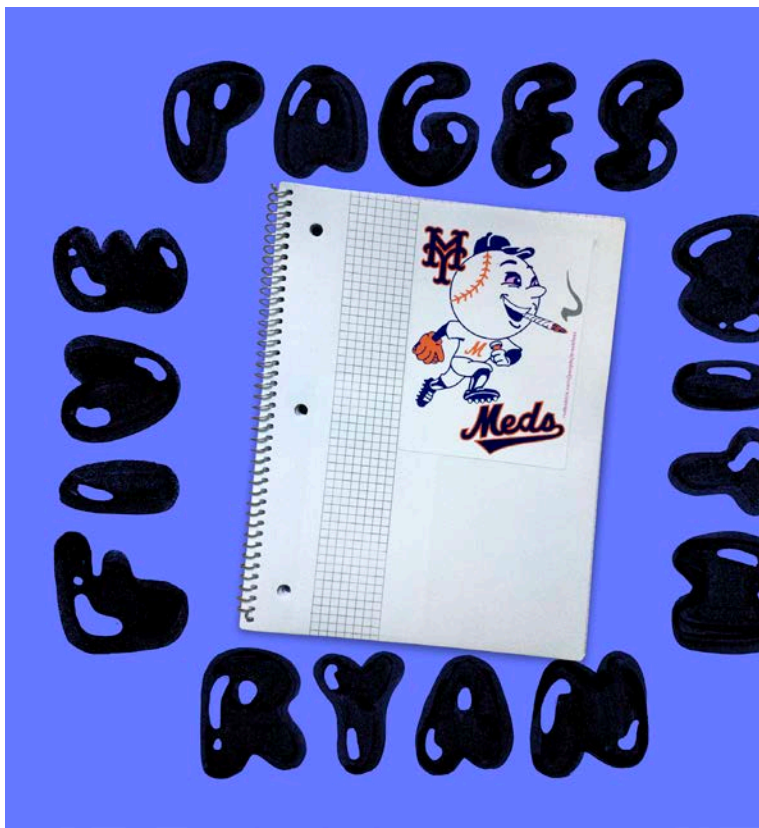
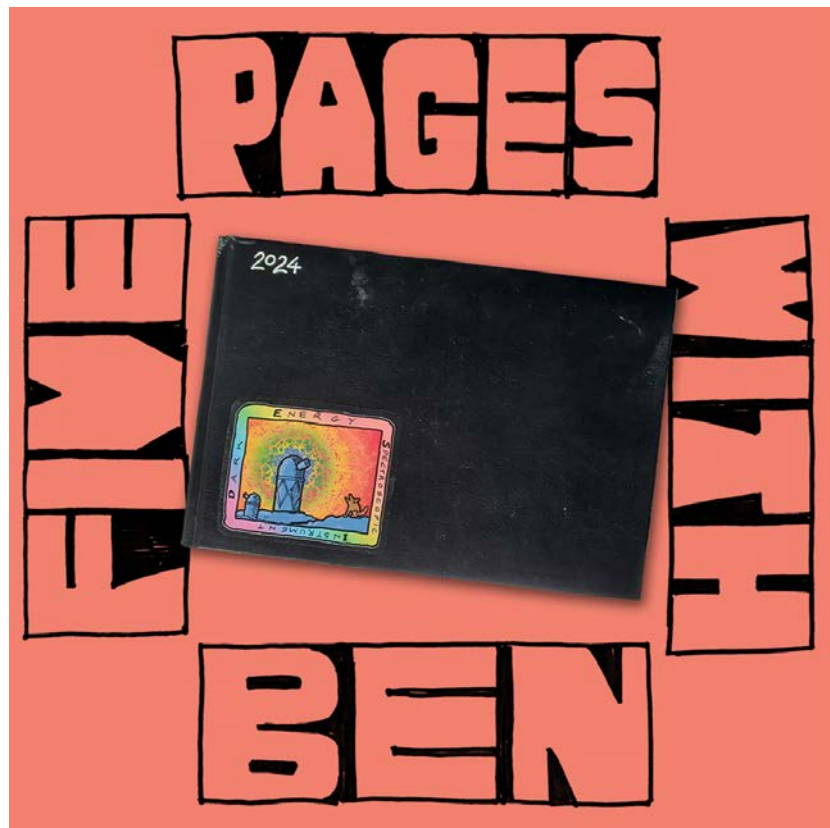
(4) Ideal art retreat: where are you going, what are you doing?
stroll around a new city,

experience the environment, get some nice coffee and look at cool architecture!

(5) Favorite subject matter to sketch?
i love sketching architecture and intricate details recently, or knick knacks and cute antiques !

*

thanks @roryyyy0 !!





[Thanks!](#)

We use social media to bring people together to make art and explore our world.

Social media is a free tool that allows us to gather in person and create real-life connections and experiences. We are grateful for this resource and the community that shows up each week :)

[Instagram / newhavensketchers](#)