

Hanover Area Arts Guild

Standards for the Display and Sale of Work

The information below provides guidelines and requirements for members who exhibit their work at the Hanover Area Arts Guild's Gallery. Additional content about Guild standards may be published periodically in the newsletter or in other communications with members.

Artists are expected to familiarize themselves with the following standards of the Hanover Area Arts Guild. All artwork submitted for display is subject to screening by the Board of Directors and/or the Gallery Committee for compliance to these standards. *The Guild reserves the right to refuse to display any items that do not meet the Gallery standards.*

Originality

What's an "Original?"

One of the basic requirements for showing your artwork or crafts for sale in the Gallery is that the work must be *your own original creation*. By definition, original art is not copied from another artist's work. Additionally, if work incorporates trademarked images or logos (such as those of sports teams or corporations), care is needed to be certain that the representation does not violate copyrights.

This is an age of unprecedented availability of digital images. "Originality" can be compromised with the use of someone else's image (photo, composition, etc.) as the basis of your work. Downloading an uncopyrighted photo from the Internet, then making a drawing, painting, or other work based solely on that image, does not result in an original piece of art. Making art from your own photo *is* original! All work displayed at the Gallery is to be original. It's one of the rules of membership, and it's certainly one of the expectations of the buying public. The Guild may decline to show any work that is determined to be not original.

3-D & Craft Originality

The same principles of originality apply to crafts and 3-D art as they do to 2-D work, of course. Avoid using copyrighted or licensed images, such as corporate or sports team logos. For example, creating a pillow from purchased fabric sporting Steelers logos is fine for home, but does not qualify as an "original" craft. Likewise, simply assembling an object from a kit is unacceptable. All work displayed at the Gallery is expected to have a high degree of originality, even when it includes some purchased or manufactured elements.

Size Matters!

Artwork submitted for display at the Gallery is subject to some size limitations. For framed hanging work, that limit is 45 inches height or width, measured at the outside edge of the frame. For sculpture or 3D work, the limit is 45 inches in height, width, and depth, and the work must be easy to move and/or lift by one or two people. Special shows or exhibits may impose different limitations, so always check the show information or entry form to see if exceptions apply. We want you to avoid the disappointment of having your work excluded from a show due to a "technicality!". When in doubt, contact the gallery before delivering your work, and make sure you understand the requirements.

Preparation of Hanging Work

Glass or Acrylic (Plexiglas)

Framed artwork displayed at the Gallery needs to be prepared in a way that protects the work. This includes using a mat and glass or rigid acrylic (Plexiglas) when appropriate.

Any artwork done on paper must be matted, and framed under glass or acrylic. This includes all drawings, pastels, watercolor paintings, photographs printed on paper, etc. A rigid backing, such as foam-core board or acid-free backing board, should be used behind the artwork. A general rule of thumb is that if a work is matted, it must also be under glass or acrylic. Photographs printed on canvas, and art that has been coated with an acrylic gel or varnish can sometimes be framed without mat or glass. *Fixative spray is not a permanent finish!*

Whether glass or acrylic (Plexiglas) is the best choice depends on several factors. Glass is heavier, and breakable, but may be less expensive than acrylic. Non-glare and museum grade (UV blocking) glass is available. Acrylics and Plexiglas are available at hardware retailers, and through art and framing supply retailers. Acrylic is lightweight and less prone to breakage, but can be scratched. The Guild's Gallery will accept either glass or acrylic in framed artwork, though for very large pieces acrylic is preferred because of weight considerations.

Framed Work

Picture hanging wire secured with screw eyes or D-rings is the acceptable mechanism for hanging. String or twine is not an allowable alternative to wire. Sawtooth hangers or "stick-on" hangers may not be used, because they will not work on the Gallery's hanging system.

How artwork is secured in a frame also matters. If you frame your own work, refer to information about proper framing methods. Your framing method will reflect either positively, or negatively, on both you and the Guild.

Your work – including the glass or acrylic, the mat, the art, and the backing board - must all be secured into the frame using standard framing methods and materials. These include metal spring clips for metal frames, and framer's points or brads for wooden frames. Duct tape, masking tape, cellophane tape, and packing tape are not acceptable; they are unattractive, will not hold up over time, and may cause the artwork to discolor or degrade. The art should be secured to the mat or backing board with framer's tape. A final backing sheet is also preferred on most framed work (except metal frames).

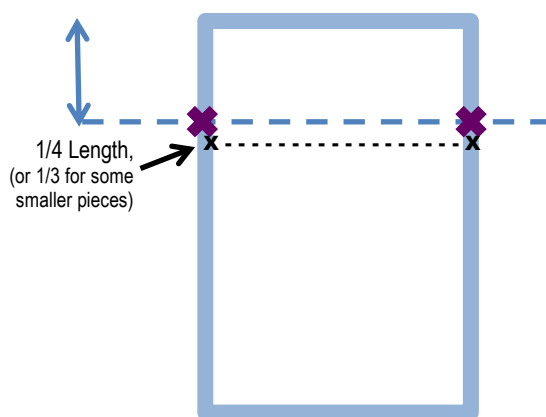
Gallery Wrap: An Alternative to Frames

One acceptable alternative to a frame for paintings on stretched canvas is a *gallery wrap*. For a gallery wrap, the canvas is stapled on the back of the stretcher strips rather than on the edges. All four edges of the canvas are then carefully painted. Often the artist will extend the image from the painting onto the sides, top, and bottom; others will use an appropriate color or colors to finish the painting. Either way is acceptable, as long as it is neatly finished.

Using a gallery wrap has the benefit of avoiding the cost of a frame while giving a different look to a finished painting. *Note: It is still necessary to attach screw eyes or D-rings and wire to the back of the stretcher strips to prepare the painting for hanging (see below).*

Get Wired

Any framed or flat work that is intended to hang in the Gallery must be prepared appropriately for hanging. A properly prepared piece uses picture hanging wire attached to screw eyes or D-rings. These are affixed to the back of both sides of the frame or stretcher strips. They should be placed at a point measuring one fourth to one-third of the total length down from the top, as shown below. *Sawtooth hangers, single point hanging hardware and stick-on tabs are not acceptable.*



Unframed Flat Work

Unframed artwork can be an attractive alternative to a framed piece for both artist and buyer. Flat artwork offered for sale at the Gallery must be properly protected and clearly labeled to identify what the piece is. As with framed work, flat work should be periodically rotated to keep the display fresh.

All items should be attached to a backing board and must be neatly covered with acetate film, shrink-wrapped, or inserted in a plastic sleeve. A mat is recommended for most unframed work.

Quality prints or reproductions must be of *the artist's original work, and identified as such*. Limited editions of prints typically include the sequence number/total number, and are signed by the artist.

Artists should provide a freestanding sling for display of unframed work. Slings should sit on the floor, not a tabletop, and be marked with the artist's name. Slings are available at many art supply stores or through catalogs. Some artists have notecards printed with images of their original work, and offer them for sale either singly or in sets. Racks are available for the display of note cards.

Gallery Tags

Standardized tags available at the front desk are required for artwork that hangs in the Gallery, unless special labeling is used for a particular exhibit. Standardizing the tags presents a more professional appearance for the Gallery. A sample tag is printed below.

Tags are made to hang below the frame, near the bottom right-hand corner. *You should clearly and neatly print your information on the tag.* Tags are attached to your work with blue tape, available at the desk. Apply the tape in a way that does not allow it to show. If you are unsure how to do this, ask the desk staff for assistance.

| |
|--------------------------------------|
| Artist: _____ |
| Title: _____ |
| Medium: _____ |
| Price: _____ Artist # _____ |
| Hanover Area Arts Guild, Hanover, PA |

Work that doesn't hang can use the gallery tag, a smaller stringed tag, or a sticker with the same information.

Selling Artwork at the Gallery

Art for Sale

A portion of the Guild's income comes from Gallery sales. Because Gallery sales are important to us, member work displayed here must be for sale. There are only a few instances in which some member work may be shown and marked not for sale. These include the Artist of the Month window, special invitational shows, or shows for which entry rules clearly allow work to be designated as not for sale (NFS). Members who are reluctant to sell a work they want to display should consider pricing the piece to discourage all but the most serious shopper. And if you simply don't want to part with the piece, please just enjoy it at home rather than assigning an obviously absurd or outrageous price. We promote the Gallery as a place where people can browse and buy the art on display. When people come in but can't buy the piece they want, we do both the Guild and the public a disservice.

Pricing your Work

Deciding on a price can be frustrating for artists once their creations are completed. The price an artist places on a piece of work will be influenced by many factors: cost of material, time, cost of framing or presentation, emotional investment in the piece, reputation of the artist, and history of past sales. The Guild provides a venue for the display and sale of work, and takes a percentage of the sale price that is lower than most galleries. It is in the interests of both the artist and the Gallery, of course, that work is priced appropriately to maximize sales. The Gallery takes 30% on sales over \$100, and just 20% if below \$100. Serving on the board or as a volunteer (see information in this packet) can lower the percentage even more.

When determining an "appropriate" price, consider what a reasonable person would think is a fair value, given all factors. "Fair" doesn't mean cheap, or a bargain, but a fair representation of what the market in Hanover would bear for work of that quality and content by that artist.

Delivering Your Art

The Guild normally asks that you deliver new pieces for display on the last Friday or Saturday of a given month, unless the Guild has announced specific delivery dates for a special exhibit (such as the Annual Fall Show or the Spring Show). *If specific dates have been announced for an exhibit, please deliver your work only on those dates.* It creates clutter and confusion in the gallery to do otherwise. If you are unavailable to deliver art on a specified date, we suggest that you ask another person to deliver it for you. Be sure to list delivered work on your page in the *Inventory Book* located at the gallery desk.

Inventory Book

All of the work you have on display in the Gallery must be recorded on your page (identified by your artist's number) in the *Inventory Book*, which will be found on the counter in the front of the Gallery. It is your responsibility to fill in this information at the time you deliver (or remove) work. The Gallery desk staff will also record sales on this page, and will make a copy of the page for you at your request. Please be sure your information is accurate and current at all times. A blank inventory page is included in this packet.

Display of Your Art

Gallery staff will show you where to place your art when it is delivered. You are required to fill out a gallery tag and place it on your work. Artists may use price tags or adhesive "sticker" labels only for small items on which a standard gallery tag is unusable or cumbersome. *Information must be printed and easy to read on all tags.* You will not put art on display yourself, unless special arrangements have been made with the Gallery Committee. The Gallery Committee normally installs new work on the first Tuesday of each month, and Gallery staff may add items in the interim. You can confirm show and delivery dates by reading the newsletter, referring to our web site, or by calling the gallery desk (717-632-2521).

Removal of Art

The Guild asks that you remove and replace the work you have on display every three to four months to keep our displays "fresh." Art that has been on display in the gallery for a longer period of time may be removed from display and placed in storage at the discretion of the Gallery Committee. Please read the show information as it is published for the Annual Fall Show and the Spring Show, as these shows will have specific requirements for the removal of your art. Any time you remove your art from the Gallery, you must initial your entry in the *Inventory Book*.

Artist of the Month Space and Other Exhibit Opportunities

The Guild offers all member artists the opportunity to have their work featured in the space just inside the gallery as an *Artist of the Month*. Artists may request to be added to the *Artist of the Month* list by contacting the front desk. The Guild may also offer member artists the opportunity to be featured in a one-person exhibit or to organize a small-group (two to four member artists) exhibit. Anyone wishing to do so should notify the gallery desk staff. Your name(s) will then be given to the Show Planning Committee for consideration.

Condition of Art Work

Two-Dimensional Art

For paintings, drawings, photography, etc:

- Frames and mats must be clean and in good condition.
- Works on paper must be framed under glass or Plexiglas acrylic.
- Oil and acrylic paintings on panels must be framed.
- Oil and acrylic paintings on stretched canvas may be unframed only if the edges are gallery wrapped and painted to coordinate with the painted image.
- All framed work must have picture hanging wire attached to the back with screw eyes or D-rings. Wire and hardware must be heavy enough to bear the weight of the piece. No exceptions will be allowed.

Three-Dimensional Art

For sculpture, assemblage, jewelry, fine crafts, etc:

- Large sculpture or assemblage pieces must be easily moved and handled by two people.
- Objects must be finished with safety in mind. This includes but is not limited to: proper attention to stability, secure assembly methods, no sharp edges or corners that could cause injury to handlers, and proper electrical wiring.
- The bottoms (floor and table contact surfaces) of sculpture and assemblage pieces must be finished in a way that will not scratch or cause other damage to display surfaces.
- If a sculpture or assemblage piece is intended to be hung, be sure the hanging hardware is strong enough to support the weight of your piece. Very heavy pieces will not be hung if we determine it is not safe with our hanging system.
- Sculpture and some crafts must have suitable, sturdy bases for display. Smaller pieces, such as jewelry, some wearable items, and various crafts, may be displayed in showcases or on racks provided by the artist. If you wish to provide your own rack or any other display device, you must obtain the approval of the Gallery Committee before placing it in the gallery.

Notifications

Notifications regarding removal of work for special exhibits, gallery cleaning, and other purposes, will be announced ahead of time via our newsletter (available online), on our web site (www.hanoverareaarts.com), and by email. Notifications are also provided for upcoming exhibits and events. Please keep informed by reading the newsletter, checking our web site regularly, or calling the gallery desk.

The Gallery Committee may take work off display and place it in storage if space is needed for a special exhibit or if your work has been on display for more than several months.

Questions?

If you have questions about any information included in these Standards for Display and Sale of Work, please email the Guild at info@hanoverareaarts.com or call 717-632-2521.