

Things to Know When Exhibiting Artwork

How to Wire a Painting

STEP 1: Turn your artwork face down with the top of the picture closest to you. Measure 1/3 from the top of both sides and put a pencil mark on the thick part of the frame. This is where you will attach the strap hangers.

STEP 2: Place the strap hanger on the pencil mark and angle the strap hanger so it is facing towards the inside of the frame. Drill in the screw, repeat the process on the other side of the frame.

STEP 3: You are now ready to attach the wire. Cut the wire so it is slightly larger than the frame. Put the wire through one hook going from inside to outside, loop it over the hook and behind itself and back through the hook, front to back. Wrap the excess wire tightly around itself so that it is secure.

STEP 4: The top of the wire should be about 1/3 of the way from the top of the frame to the hanging devices. Put the wire through the second hook and pull it to determine the length. Repeat step 3 to secure in second hook. Cut off any excess wire.



How to Hang a Painting

1

Divide height (A)
in half.

2

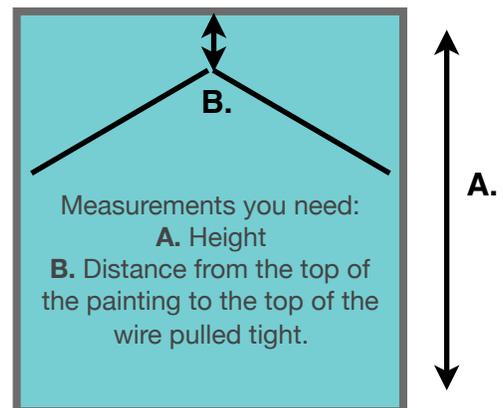
Subtract the distance
from the top of the
painting to the top of
the wire (B) from #1
(half the height).

3

Add the remainder
from #2 to the height
at which you would
like the center of your
painting to hang
(typically 58- 60").

4

Measure the total of
#3 from the floor,
make your mark on
the wall.



How to Pack 2-D Artwork

Step 1: Place cardboard corners on all four sides of the canvas, frame, wood, etc.



Step 2: Place the surface of your work face-down against the flat or smooth side of the bubble. If you put the raised side of the bubble wrap against your piece, there is a chance that it might leave an impression of the bubbles on your work.



Step 3: Choose a cardboard box appropriate in size to hold your work. Place foam on the top and bottom of the inside of the box so the artwork floats between thick, soft foam pieces. Close box and seal with packing tape.



Online Framing

www.pictureframes.com

www.craigframes.com

www.frameusa.com

Local Frame Shops

Pecan Tree Antiques

307 N Main St
Havana, FL 32333
(850) 539 - 0035
On Facebook

Kaleidoscope

PO Box 590
1185 Commerce Blvd.
Midway, FL 32343

Everything Photo & Frame

2655 Capital Circle, NE Suite 8
Tallahassee, FL 32308
(850) 386 - 1090
everythingphotoandframe.com

M Gallery

2533 Greer Rd. Suite 1
Tallahassee, FL 32308
(850) 531 - 9925
mgallery13@gmail.com

Strauss Gallery

1950 Thomasville Road
Tallahassee, FL 32303
(850) 222 - 6983

Signature Art Gallery

2782 Capital Circle Northeast
Tallahassee, FL 32308
(850) 297 - 2422
signatureartgallery.com

Picture Frames Unlimited

2774 CApital Circle NE
Tallahassee, FL 32308
(850) 422-0088
pictureframesunlimited.com

How to Photograph Artwork

Remove any framing or mats to avoid problems of glare from glass or shadows from mats and attach the work to easel or wall. If you plan to varnish your work, it is best to photograph the piece first in order to reduce glare. If your painting does not have a matte finish, the use of a polarizing filter on your camera lens and polarizing gels on the lights will allow you to dial out unwanted glare.

Adjust the tripod so that the camera is at a height equal to the center of your painting and oriented approximately square to it - make sure the flash is off and the camera set at the highest resolution. The easiest lighting for photographing artwork is outdoors in an evenly shaded area.

Successful ...and Not So Successful Artists Statements

ARTIST STATEMENT: A Quick Guide

Your artist statement is a general introduction of your work, a body or a specific piece; a written description to give your audience a better understanding of your work. Your statement may include details such as your personal history, material list, purpose behind what you created, or issues you may be addressing through your work. Overall, your statement should enhance and explain the importance of your art to you, as the creator, and to your audience.

Your statement should communicate the language aspect of your work to the viewer - help answer any questions the viewer may have. Explain clearly and precisely why you make art, what it means to you and what materials you use. Tell a story about something that moved you into making a specific body of work. Draw the reader into your world.

Other uses include: To help dealers and other art professionals talk about and sell your work; provide background information for writers of articles, reviews, and catalogues; function as the basis for cover letters and grant proposals. An artist statement is never finished for long. Like your resume, it will be revised frequently, as your work changes and you find new ways of expressing what you are doing.

Example #1- Less Successful:

T.S. Eliot Spoke of how the present shapes the past as much as the past affects the present. These paintings aspire to blur the distinction between the two and enter into a free-flowing dialogue between my present and my past. They ask fundamental questions as to the nature of time, the nature of change, and the meaning of invention. The ambition, which inspires their making, is to step outside of the linear, chronological unfolding of events and celebrate the eternal present that is the time art shapes.

Evaluation: *This statement, although poetic does not really dress any specific aspects of the body of work. The reader is given very little information. Try to avoid using words like “aspire” along with “hope,” and “attempt.” They are weak and may reflect insecure feelings on your part. Try to use more active and strong phrases. Notice how much more active and stronger the phrase is without the word “aspire”: “These paintings blur the distinction between...”*

DON'Ts of an Artist Statement: Avoid using overly theatrical or intellectualized writing. Avoid discussing art criticism or art history. Avoid weak phrases such as: “I am hoping to” or “I am trying to.” Do not announce what you are trying to do, just clearly express what you have accomplished through your work.

Example #2- Successful:

I began using a typewriter for its obvious function - to record my thoughts and ideas. Communicating is a crucial yet constant struggle for me. The more I typed, the more the letters and words on the pages began to take on a new function, a new language. My discovery of this new language created with my type writer and paper was one made up of patterns and grids formed by punctuation marks: commas, colons, apostrophes, and brackets. It was as if the typewriter was experiencing a breakdown, and this breakdown was my breakthrough. I had discovered a new way to communicate. There is an endless source of information that can be reached through a limited use of materials: paper and a typewriter. I became, and am still, intrigued by this process.

Evaluation: This is a good statement. It is precisely written and fun to read. The sentences are strong and simple. It answers kind of questions that arise when viewing the work, in this case, how are these marks being made and why while providing supportive information about the artist's process and thinking.

DOs of an Artist Statement:

Keep is concise, clear, and easy to understand; assume your reader knows nothing about you or your art. Focus on topics not apparent from viewing your slides, such as symbols or metaphors, themes and issues underlying your work, materials, scale, etc.

Pro Tips

1

Create an Excel document to keep track of your artwork. Include title, date created, medium, dimensions, and current location of the work - if the work is sold, document to whom it was sold to and the price. Document the exhibitions your work has been in, including dates, museum/gallery, publicity, etc. Be sure to scan and keep digital copies of all publicity as well. Also include when and where pieces have been displayed in the past. It is also helpful to include images of the works. Keep in mind that some galleries or shows take commission so be aware of the percentage when pricing your work.

2

Write a biographical sketch to include when you submit your work for display. A biographical sketch is a short, 1-2 paragraph summary about you; it is a shorter version of a complete biography. It should inform the reader about you as a person, and give them an overall sense of who you are as an individual, not just as an artist. Your main goal is to highlight the most basic information about you as a person so that the reader can get to know you at a glance.

3

When choosing which bodies of work to submit for exhibition, do not think of it as an opportunity to show off all your skills as an artist. Rather as a time to exhibit a cohesive collection of your work that when displayed together portrays a specific and unified collection.

4

Pricing artwork is one of the most complex tasks that emerging artists face, especially when they first begin to establish their art business. Standard advice for pricing your work is to give yourself a fair hourly wage (the standard is \$15-\$30) and add the cost of materials you used and other expenses. Once you have an idea of how many pieces you'll sell in a year you can include annual costs like your website hosting. Be CONSISTENT with your prices; you can get a bad reputation with galleries and customers if your prices vary based on the customer.

5

As you begin submitting your work for exhibition be confident, professional, and respectful. It will take time to get your work exhibited but believe in your artwork, and don't give up. It can also help to be a part of your local art scene and network with other artists, curators, and gallery owners.



13 North Madison Street, Quincy FL 32351

www.gadsdenarts.org • (850) 875-4866

Exhibition Hours:

Tuesday-Saturday, 10am-5pm

Art Zone Hours:

Wednesday-Friday, 2pm-5pm, Saturday, 10am-5pm

Curator of Exhibitions & Collection: Angie Barry

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