



WILLIAMSON COUNTY  
**ART GUILD**



## Exhibition Guide for Members



Natie Pollard

# In this Guide

How to show both yourself and your artwork

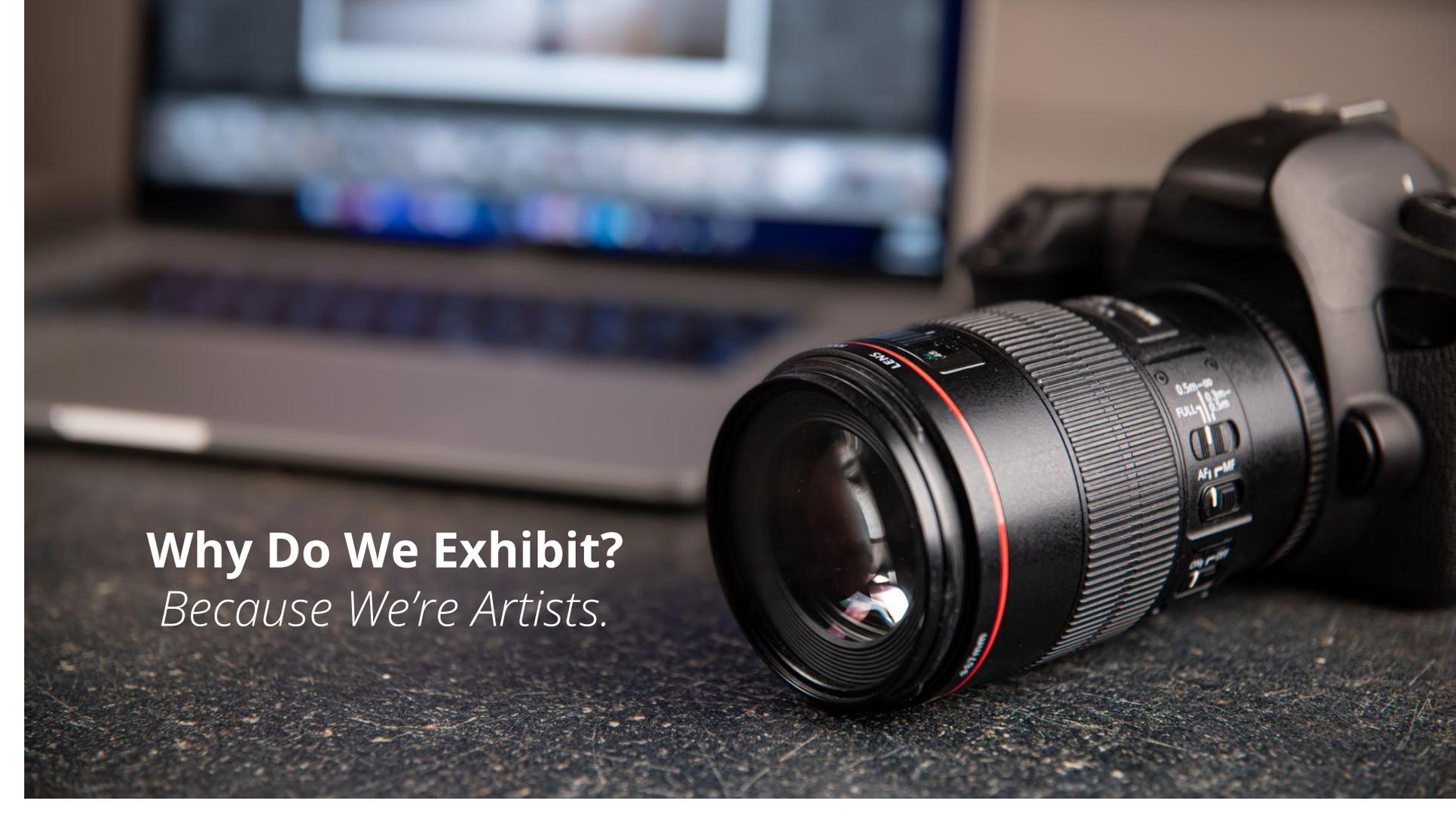
Rate exhibitions according to your goals

Decide what artwork to exhibit

Checklist for framing and exhibit equipment

Etiquette for galleries and exhibitions

Videos, articles and resources to make your next exhibit entry more professional



**Why Do We Exhibit?**  
*Because We're Artists.*



One of the benefits of belonging to an arts organization is the ability to exhibit your work as part of a group. As an exhibiting member you can show just a few of your artworks, yet still be in a large show. Your membership helps you gain entry to galleries and exhibit spaces without having to populate a full solo show. By exhibiting with a group you put your artwork in a good environment to sell.

### **How do you know which exhibits are right for you?**

Read the show invitation or description to learn the Statement of Objectives prepared by the exhibiting organization. No matter what their objectives, you can also apply your own. Be sure one of them is showing your artwork at its best.

Some of our venues are limited to 2D artwork, but every opportunity is sought to include 3D art on pedestals and in display cases.

You also may want to consider, in forming your own objectives, how experienced an exhibitor you are may help you determine **if you need the show or the show needs you. Study the environment, the audience and the location.**

- Is it busy and fast or slow and considered?
- Is the lighting conducive to display or do you need to consider works that create their own attention?
- Will the exhibit be open or juried?
- Is there a theme?
- Is it one I can contribute to?
- What is the length of the exhibit?
- Will there be promotion, a reception, an awards event?
- Is there a cost?
- Are there prizes?

Is your thinking purely artistic? Do you have images, ideas, vision or a message that you want to share? If you feel it meets your objectives, then align your expectations to the conditions of the exhibit.

We've put together some thoughts to help become an exhibitor if you haven't before. If you've tried exhibiting and didn't get what you wanted from it (other than awards), maybe these ideas and tips will make the experience better for you.

No matter, after reading this we expect you'll be a better prepared exhibitor.



# Framing 101

by Janet Fulk

## Framing Supplies



**D-rings:** There are a variety of styles and sizes including this one with a plastic spacer. For thin frames use a shorter, slimmer screw with a large head to prevent splitting frame material.



**Hanging Wire:** Available in raw or plastic-coated. Be sure to follow the weight guidelines.



**Offset Clips:** To frame artwork created on canvas. See Janet's list for specifics and sizes.

**Pre-cut Mats:** To frame photographs, watercolor, pen & ink, drawing, alcohol, it's easiest to purchase pre-cut mats.

**TIP:** choose acid free mats, they age well and don't yellow.

**TIP:** Galleries have dark corners, back walls and far edges. You may have different objectives than the show does based on the size and color spectrum of your piece(s), so talk with the curator for best placement and lighting.

## Tools Needed

**Scratch Awl:** to make a starter hole in your frame.

**Wire Cutters:** small

**Phillips and Flat-head Screwdrivers**

**Measuring Tape**

**D-ring Hangers and Picture Wire**

**Microfiber Cloth:** for dusting and removing fingerprints.

**Piece of clean carpet or a towel:** to protect the frame from scratches while wiring and transporting.

# How to be a Successful Organization Exhibit Leader



**On**

**the**

**Administrative**

**Side**

The position is a critical one for both the arts group and each exhibitor in your group. Your administrative and art skills are important in making the exhibit a success.

### **Get it right the first time**

Meet the curator and the exhibiting organization's exhibit chair to go over the instructions and establish a friendly working relationship. Don't leave with unanswered questions. Meet the specifications the gallery has set forth.

In communicating with members, state the objective, theme or purpose of the exhibit. Define it further with a theme or explanation with meaning to your members. Note restrictions like 'family friendly' or created after dates, and category rules. Set clear deadline dates for all actions.

### **Be a star with your paperwork**

Create a calendar list, jury bios and an exhibit plan in a single document and set it in stone so you never need to revise it. Be prepared for questions from the gallery.

### **Gallery documents are legal documents**

Do not modify the Gallery's liability release and/or payment documents.

If gaining entry to the exhibit is to be "entry by jurying," then select the juror(s) early, making sure their qualifications are appropriate for the expected artwork. Educate them on the show objectives. Brag on them.

### **Pay them well and publicly recognize them.**

## On the Creative Side

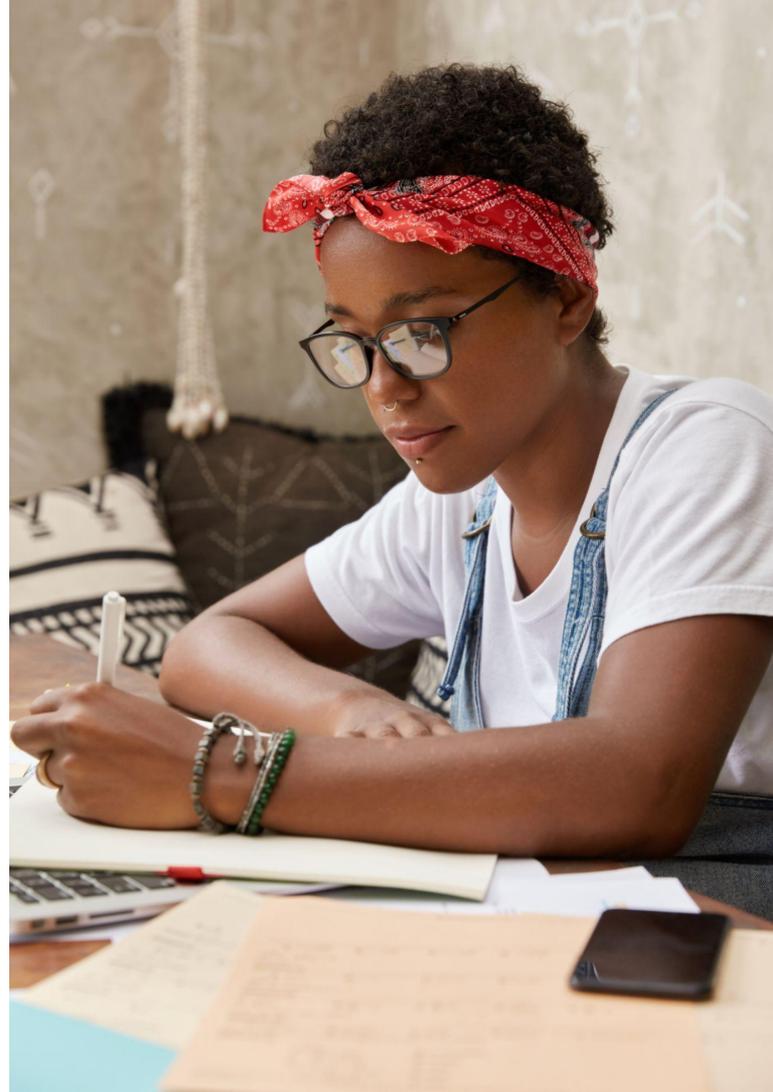
**On delivery day** get there early and stay until all the artwork has been received.

### Check in the artwork from the exhibitors

- Is the paperwork complete?
- Is it signed?
- Is the artwork ready for exhibition?
  - Is the frame solid?
  - Is the hanging system correct?
  - Is there a label?

Now it's ready to be turned over to the Curator(s) for hanging. Be sure you have contact information for everyone and send exhibitors reminders about the pickup day.

**On pickup day**, arrive early. Don't let anyone take down or remove art until the curator has released it. At the end of the exhibit, take any unclaimed artwork with you; don't leave it at the gallery, with the curator, or for the artist to pick up at some later date.



## What's the curator do?

An exhibit begins months before the show. Hanging day is the physical start and also switch over day.

Cleaning the gallery between exhibits, preparing the hanging hardware, then receiving and checking in the new artwork. Once accepted, it is transported to the gallery where the curator's expertise comes into play.

Hanging or installing an exhibit has been compared to making a collage, or finding order in the chaos. A curator's task is to create artwork from all the works assembled.

The curator sorts them by style, intensity, or tone, then according to subject matter; then by size, orientation and finally a pass to get the best work in key sight lines in the gallery.

Done well, you won't notice how the works support each other, or how they guide your eye from one framed piece to the next.

This process is made easier by some pre-planning with the exhibition chairperson. The closer you and your group meet the agreed to specifications the better the installation and therefore the better the exhibit will be. Thank the curator for helping make your work look it's best among other good works.



## What leading publications say about professional standards and becoming an exhibiting artist

[Artist Etiquette: Shows and Openings](#)

[Tips for entering Art Shows, Juried Exhibitions and Competitions](#)

**Going to an Art Gallery Opening?**

[6 Do's and Don'ts for Gallery Representation](#)

[How to Approach an Art Gallery with Your Paintings](#)

# Resources

Call for Entries • Exhibit Trends • Supplies • Video Help



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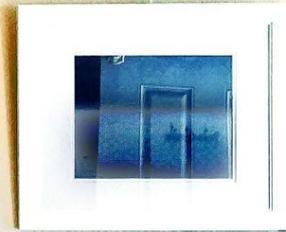
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## WCAG Artist Opportunities

WCAG members can exhibit in the below Williamson County, TX venues. WCAG annually arranges multiple exhibits and negotiates *exhibits-of-opportunity* in the community for its members. Exhibited pieces can be offered for sale by the artist. An exhibit chair and a set of exhibit coordinators manage submission guidelines, acceptance, reception, hanging, and take-down activities for each of these events. Visit the [exhibits page](#) for more information.

- WCAG Gallery at The Framers Gallery
- Wesleyan at Scenic
- Legacy Georgetown
- St. David's Georgetown Hospital
- Jester Annex
- Georgetown Public Library
- Red Poppy Cafe
- Liberty Hill - Stubblefield Fowler Visitor Center
- TAGat120Art
- 620 Art Gallery & Studio
- Palace Theater
- Georgetown and Williamson County Museum

### Call for Entry

[CallForEntry.org](http://CallForEntry.org)  
[EntryThingy.com](http://EntryThingy.com)  
[Artdeadline.com](http://Artdeadline.com)

### Art Magazines

[ArtworkArchive.com](http://ArtworkArchive.com)  
[TheArtGuide.com](http://TheArtGuide.com)  
[ArtShows.com](http://ArtShows.com)

### Art Supplies

[Framing4Yourself.com](http://Framing4Yourself.com)  
[AmericanFrame.com](http://AmericanFrame.com)  
[JerrysArtorama.com](http://JerrysArtorama.com)  
[Matcutter.com](http://Matcutter.com)

### Video Support

[WCAG Video](#) on Framing, Janet Fulk

### How to get started exhibiting your art

<https://www.youtube.com/watch?v=SAYGzfA6KNk> [www.nga.gov](http://www.nga.gov)

Founded in September 1976 by Steve Benton and Sheila Crabill, **Williamson County Art Guild** became a nonprofit 501(c)(3) organization. The Guild is operated for educational and charitable purposes to stimulate the arts in Williamson County, Texas.

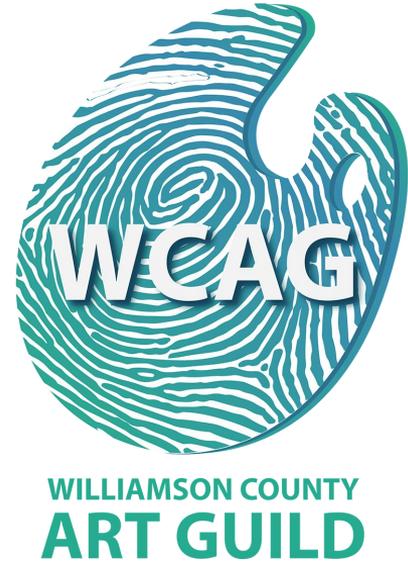
### Let's spread the word!

Membership is open to all people 18 years or older who are interested in supporting, promoting and participating in creative visual arts. **Members do not need to be artists, or reside in Williamson County.**

### Why?

Because access to the arts, enhances and strengthens our community and celebrates creativity and diversity. Let's share in our commitment to champion all artisans with a clear and persistent message of its value.

Encourage a friend to become a new [MEMBER TODAY!](#)



**Thank you members for supporting the arts**