

## MEMBERSHIP HANDBOOK



*Serving the Community  
for more than 50 years*

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Artists Gallery  
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## **ABOUT THE ORGANIZATION**

Escondido Art Association (EAA) was established in 1956, it was previously known as Showcase of the Arts. EAA is a registered non-profit charitable organization located in Escondido, California. EAA relies upon the dedication of its members to volunteer to keep the organization running. The mission of EAA and its affiliated gallery, Artists Gallery, is to promote local artists through education, exhibitions and professional development.

General meetings are held on the Second Thursday of the month - during January, February, March, April, May, June, September, October and November, unless indicated differently in the Newsletter. A Holiday Party for our members will be arranged in December.

## **ARTISTS GALLERY**

The Artists Gallery opened in June 1997 and is operated by EAA. The gallery doors remain open thanks to the dedication of EAA members who volunteer as gallery attendants. The gallery is located at 121 West Grand Avenue in downtown Escondido. Normal business hours are Tuesday through Saturday from 11 am to 4 pm. The gallery is closed on Sunday, Monday and all holidays. The gallery hosts twelve shows each year.

## **OPEN SHOWS**

All shows are open to EAA members. The general public is encouraged to enter the gallery shows with the exception of the months of March and April. The High School Senior Scholarship show takes place in March along with EAA members "Little Paintings" show. April is the month of the Kid's Kaleidoscope show concurrently with "Keep it Small" show for members.

Categories of entry into the monthly shows are as follows: Advanced, Intermediate and Beginners.

Up to three works may be submitted, depending on the show prospectus. Prices for members: \$20 for the first entry, plus \$5 each for the second and third entries. Lower fees apply to student members: \$10 for the first entry and \$5 each for second and third entries. Non-member prices: \$30 for first entry, \$10 for the second entry and \$10 for the third entry. A 15% commission is withheld on all entries sold during the show, so art should be priced accordingly. (Your price must include commission.)

## SHOW - TAKE-IN AND PICK-UP

Take-in (drop-off) and pick-up of your art takes place on the Saturday (before the first Monday of a month) from 11 am – 4 pm. Please consult the EAA website for the show schedule and themes.

The Artists Gallery depends on an all-volunteer force to keep its doors open. Members who enter a show are expected to sign up for two gallery duty periods: 11 am – 1:30 pm; 1:30 pm – 4 pm; or 11 am to 4 pm (full day – two duty periods). The calendar will be available for sign-up during the Take-in of art. If you are not willing or cannot sit the gallery you may pay a \$10 fee when you bring in your art for the monthly show. **If you do** sign-up to sit but cannot fulfill your commitment you may pay another member to take your place, or trade days.

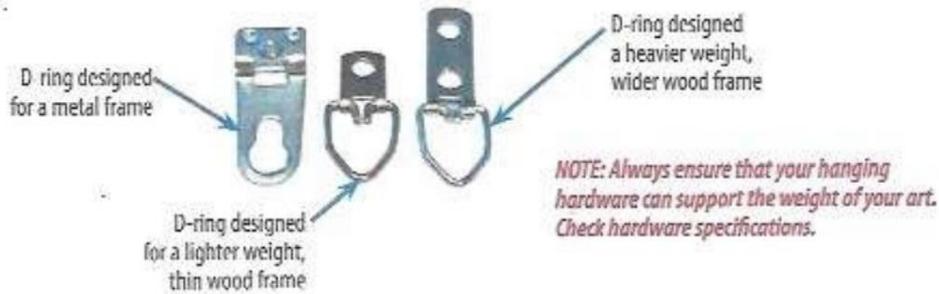
## FRAMING REQUIREMENTS

- All artwork should be presented in a simple, professional manner. Consider yourself a professional and treat your artwork with respect. Always use the best materials. Poor presentation can make great art look terrible. Good presentation can make terrible art look great.
- The finished presentation – front, back, top and bottom - is part of the whole work. It should appear to be new and well crafted, not battered and shop worn or flimsy or fragile.
- All work must be presented ready-to-hang, with a wire attached to the frame between one-third and one-quarter of the way down the sides of the piece. Wire ends must be wrapped to avoid cuts – the wire ends are sharp.
- Do not use sawtooth hangers. They are not strong enough to support the weight of a frame safely and they do not hang well on the slatwall hooks.
- The most common installation method required by galleries today is to use D-rings that hold the picture wire to the back of the frame.
- Items under glass or plexiglass must be clean and undamaged. Frames and mats must be clean, undamaged and professionally cut.
- Works on canvas must be framed if staples show on the sides. Canvas with finished edges, if unframed, must be painted on all sides.

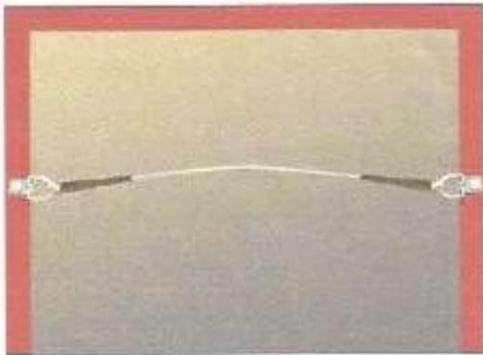
## HANGING PROCEDURES FOR FRAMED AND CANVAS WALL ART:

Preparing your wall art with care will help prevent accidental damage to your art, and will give your art a more professional appearance.

*D-rings are the preferred method of attaching wire to the frame.*



*D-rings are attached by screws on each side of the frame.*



Placement of D-rings is determined by the size of the frame.

- For small frames, placement is about one fifth of the way down from the top of the frame.
- For vertically longer frames, placement is about 4 to 5 inches from the top (possibly more for really large frames).

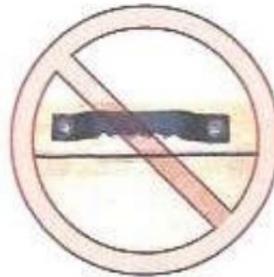
**IMPORTANT:** The placement of D-rings must allow concealment of the hanging wire and the wall hook, and allow leveling of the frame.

### *No screw eyes or saw tooth hangers or backboard hooks allowed for hanging*

Although some frames are purchased with mounting hardware already installed, a more secure way of hanging such as with D-rings and wire must be installed on the frames.



NO SCREW EYES



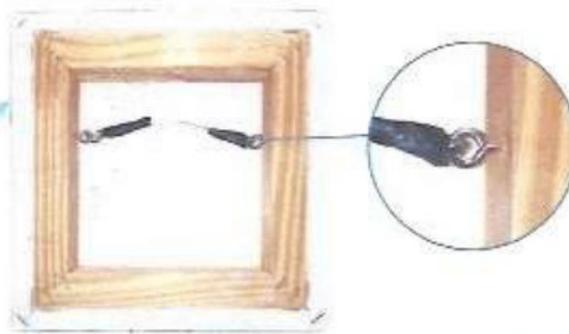
NO SAWTOOTH HANGERS



NO RINGS OR HANGERS MOUNTED ON BACKING BOARD

Screw eyes may be used inside canvas frames if they are large enough to support the canvas with an attached frame.

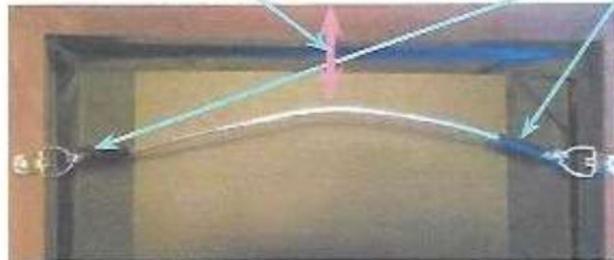
**NOTE:** The visible sides of the canvas must be painted if they are not covered by a frame.



Hanging wire should be tight enough so that when the art is hung, the picture hanger will not be visible.

When hung, the pulled center of the hanging wire should be about 2 inches away from the top of the frame

The wrapped ends of the hanging wire must be covered with tape to protect against injury



### Suggested Hanging Wire:



Super SoftStrand, Size # 6  
Plastic Coated,  
Stranded  
Stainless Steel  
Picture Wire  
(weight spec of 60 lb.)

**Note:** This wire spool comes with convenient step-by-step visual instructions for attaching the wire to a D-ring.

(This spool was purchased on Amazon, but might also be found at other framing supply stores.)

Hanging wire should be threaded twice through the D-ring, and the end should be wound around the hanging section before concealing under tape.



Threaded wire is shown here before taping over the end of the wire. Heavier pictures require more wrapping.

## **JUDGING AND JURYPING**

A juror embraces all forms of art and all stages of development. Every artist in an exhibit has worked hard, done their best and deserves the juror's full attention. Most jurors agree that artistic composition is the most important criteria for any entry.

CRITERIA BY WHICH YOUR ART IS JUDGED:

**FIRST AND FOREMOST:** Does your art impart a feeling, a mood, a sense of place. Does it tell a story, does it make a social statement, or does it embrace what the light is doing? The juror is looking to be moved by your work, to experience it, and to be taken in by its expression, its sense.

**SECONDLY:** After the initial impact that your art has imparted, the juror tries to understand what YOU were after – what your goal was for the painting. And then the juror studies HOW you organized the pictorial elements: line, shapes, values, edges, color, light and atmosphere, and rhythm and movement throughout the painting to follow through with your goal for the painting.

**THIRD AND LASTLY:** Then and only then, does the juror consider the technique you used. The technique is at its best when it serves the goal – the vision, the inspiration – for the work of art. It is after all, not the subject of the painting.

## **GALLERY DUTY**

The "Gallery Duties and Procedures" guide is on the small cabinet under the gallery desk. This will guide the gallery attendant through duties for opening and closing the gallery and recording the sales of the gallery. Also, a gallery attendant's diary is located on the desk; any note of interest should be recorded in the diary. i.e. Visitors to the gallery, interest expressed in any particular work of art or any other event of interest. Please request contact information if someone is interested in a particular work of art.

The gallery attendant is asked to call and remind the next gallery attendant of his/her duty to attend the gallery for the following open day.

## Wall Rental

Wall Rental must be arranged with the Gallery Director. Email the gallery at [aaa121grand@gmail.com](mailto:aaa121grand@gmail.com) if you are interested in renting wall space.

Four (4) sections, each approximately 8' wide x 4' tall hanging space, are available for rent on a monthly basis. A space can be rented for up to two (2) months. If the wall rental reservation list shows vacancies, a wall space may be rented for an additional two months, but all artwork must be changed/a different set of art and displayed on a new wall.

The four sections are located at the rear of the gallery.

If sales of these works ensue, the EAA will collect the sales tax and reserve a commission of 15%. (Your art work should be priced to 15% commission.)

## GENERAL MEETINGS

General meetings are held on the Second Thursday of the month - during January, February, March, April, May, June, September, October and November, unless indicated differently in the Newsletter. Board members are elected at the June general meeting by the membership.

## DEMO

The guest artist demonstrator is usually the same artist who judged the Gallery monthly show. Demos range from watercolor, oil, acrylic to other mediums. There is no fee to attend the demo.

## ART COMPETITION

- A member may submit one (1) piece of fine art in the general meeting art competition. All artwork should be presented in a simple, professional manner. Consider yourself a professional and treat your artwork with respect.
- Judging is done by the guest art demonstrator with 1<sup>st</sup> place ribbons being awarded per category.
- Each category must have at least three (3) entries. In case of a lack of entries, two or more groups may be combined.
- A vote by present members will award the Most Popular entry.

General meeting categories of competition are as follows: New Artists, Intermediate, Advanced, Masters and Pro-masters.

Rules:

- Advancement from "New Artist" to "Intermediate" requires one (1) 1<sup>st</sup> place blue ribbon.
- Advancement from "Intermediate" to "Advanced" requires (2) 1<sup>st</sup> place ribbons.
- Advancement from "Advanced" to "Masters" requires two (2) 1<sup>st</sup> place ribbons.
- Advancement from "Masters" to "Pro-Masters" requires (4) 1<sup>st</sup> place ribbons.

## **WORKSHOPS**

Workshops may be arranged throughout the year, either indoor or outdoor. A separate fee is charged for workshops.

## **ROTATING ART EXHIBITS**

All EAA members are invited to hang artwork in various business venues in the Escondido area. Please contact the Rotations Chair about your interest in participating in Rotations. Framing criteria is according to gallery standards and must be met in order to display art at the Rotation locations. There is no entry fee to hang at a rotation venue, although, a 15% commission will be withheld by EAA on all sold work. (Please include commission in the sales price of your art work.) All sales are completed through the Artists Gallery. When you sell a piece of art at one of locations, notify the Artists Gallery Director or the sitting Gallery attendant. *(The sold work can be replaced by another one of your works of art.)*

Artwork must remain at the business for two (2) months, with the exception of the Escondido Library. Rotation at the Library is done every month. Rotations between the locations are generally coordinated between the participating artists. Please remember to co-ordinate pick-up of your artwork from the venue so the other artist may hang their art work.

*The EAA is run by a volunteer Board of Directors. Please talk to the Gallery Director if you would like to volunteer. (A list of board members is available upon request.)*

*Reviewed: December 2020*