

# Art on Main | Gallery

## Exhibiting Artists' Guide

Guild of Berkshire Artists

*A guide for artists exhibiting at the ART on MAIN Gallery in West Stockbridge, MA.*

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## WELCOME

Welcome to The Guild of Berkshire Artists' member gallery, Art on Main Gallery! (AoMG) The Guild has taken advantage of an excellent opportunity to have a brick-and-mortar gallery for our members! We are so happy you have chosen to exhibit your artwork in this new venue in the heart of West Stockbridge, MA. We have put together this Guide with information to help you in putting up and running your show!

In addition, the Guild has two volunteer Gallery Managers who can offer you help in navigating through the process of setting up, running, and taking down your show.

- The Gallery Signup Manager, Nancy Harrod, is your main point of contact for signing up for a show and Questions about this Guide. [nancy@harrodd-r.com](mailto:nancy@harrodd-r.com). 617-851-2007.
- The Gallery Manager is Margie Skaggs [mlskaggs51@gmail.com](mailto:mlskaggs51@gmail.com). 917-880-8977.
- See page 14 for a list of additional Guild Gallery resources.

Best of luck with your show!

## ARTISTS' ROLE

- Sign up and pay for the week(s) interested in hosting a show via [Signup Genius](#). The Guild will provide a link.
- Decide on whether to hold a solo or a group show. We recommend 2-3 artists per show.
- Decide on open gallery hours and who will be present as Host and to handle sales.
- Learn the Point of Sale (POS) system provided by the Guild to take payment. Our required system is a Square portable payment card reader and an Apple iPad. We strongly prefer credit cards and do not take cash at all (no change is kept in the gallery).
- Setup and take down the artwork for the shows and maintain the Gallery clean.
- Host and Handle Sales for the gallery during open hours.
- Market your show in advance of and during the show.
- Work with the Guild's Communication resources to ensure the show is advertised.
- Work with the Gallery Managers throughout the process to ensure that show logistics are completed and procedures are followed. The Gallery Managers will make sure decisions are made regarding any show procedure, including, for example, artwork acceptance, placement, title, lighting, furniture and placement, and more.
- Collect and remove garbage daily!

## GALLERY SIGNUP MANAGER'S ROLE (Nancy Harrod)

The Gallery Signup Manager can be reached at [nancy@harrodd-r.com](mailto:nancy@harrodd-r.com). For each show, the Gallery will aid in the following:

- Welcome the artist(s) to the process of holding a gallery art show.
- Provide the *Exhibiting Artists' Guide* to the artists.
- Answer questions about this Guide and other resources available.
- Ensure PR and Marketing is available to the artist(s) as defined in this guide.
- Help find volunteer gallery attendants if exhibiting artists cannot fulfill.

## GALLERY SITE MANAGER'S ROLE (Margie Skaggs) [mlskaggs51@gmail.com](mailto:mlskaggs51@gmail.com).

- Consult with artists, and provide advice about the gallery space, and showing artwork there.

- Remind artists to provide marketing materials in a timely manner – see Pg. 3 on Marketing
- Make sure Hanging Assistance is available on Show Setup Day.
- Assist artists in partnering with other artists as needed.
- Assist artists with gallery Publicity – flag, balloons, signs, etc.
- Ensure POS Square system is working. Review instructions and equipment with artists.

## ARTWORK REQUIREMENTS

All artwork in the show must be original and not copied from other artists. Signed print series are allowed if they are hand-printed and numbered by the artist, such as lithographs. Monotypes are allowed. Photography is allowed as long as part of a signed series. No reproductions are allowed including but not limited to giclee, “museum prints,” and enhanced reproductions.

Size is restricted by the space within the gallery. All artwork must fit through the doorways, and on walls and stands without the need for modification of the gallery and show stands. Shows with more than 3 artists may have size limitations.

The Guild of Berkshire Artists Hanging Standards are attached at the end of this document.

NB - In addition, the back wall of the AoMG has a nonfunctioning “window”, measuring 37”H x 27 ½”W. Each gallery show should try to provide a piece of artwork that will cover this space.

## SHOW PLANNING

### SHOW TIMELINE

To host your show at the Gallery, The Guild requires you to hold the Gallery open for at least four days a week and to host at least one show reception. Therefore, at a minimum, the following schedule is required for each art show. However, you are welcome to be available for extended hours as long as the open hours do not disturb the other tenants in the building.

- Set-up day – first Tuesday or Wednesday of your sign-up week(s)
- Gallery Hours - Thursday/Friday/Saturday/Sunday 11am-4pm (5 hours each day)
- Take-down day – last Monday or Tuesday of your sign-up week(s)
- Work out your set-up and take-down days with the previous and next show artists.
- Before your show, visit the Gallery with your partner(s). Learn the space and talk to other artists about their experiences.

## MARKETING STRATEGY

Start planning your marketing strategy as soon as you have signed up for the show, if not before. A strong marketing campaign for an art show can take 4-6 weeks between planning, coordinating with your partners and implementing. Read the section titled *Marketing and Public Relations*, page 7.

To assure enough time for the Guild provided PR (Flyer, etc.) each artist must provide The following information - By the 10<sup>th</sup> of the Month prior to your opening month:

1. The title, or theme, of your (and your colleagues’) show.
2. Two to three high-quality images of your artwork. Two-dimensional work should NOT show a frame, and Three-dimensional work should have a single color backdrop with good lighting.
3. Send a short description of your artwork in the show. Answer the following two questions in **60 words or less**. Remember this should sound exciting! This should be written in 3<sup>rd</sup> person.
  - a. What kind of artist are you and what mediums are you using for this show?
  - b. How does your art conform to the title or theme of the show? What sets your art apart from the other artists in the show or makes your art unique in general?
4. Provide your email address and your mobile phone which will be used to communicate with you as we plan and work on your show!

Send these items to Nancy Harrod, [nancy@harrodd-r.com](mailto:nancy@harrodd-r.com),

Nancy will forward your materials to Guild members who handle our PR:

- Jill Gustavis: [jillgustavisart@gmail.com](mailto:jillgustavisart@gmail.com), our splendid Flyer Artist
- Carolyn Abrams: [cabrams09@gmail.com](mailto:cabrams09@gmail.com)
- Katherine Borkowski-Byrne: [Katherineborkowskibyrene@gmail.com](mailto:Katherineborkowskibyrene@gmail.com)
- Margie Skaggs: [mlskaggs51@gmail.com](mailto:mlskaggs51@gmail.com)

## BEFORE SETUP DAY

### Pricing Your Art

Pricing one's own artwork is a very personal process and totally up to you to decide. If you like, the Gallery managers may be consulted about pricing in general.

### Prepare your artwork and plan for your show

Make sure you and your fellow show artists have decided on a Title for your show and that you are all in agreement with the Theme, how many pieces, and which specific ones, you will each bring for the show. Think about how your work will look together in the gallery space. We recommend consulting with one of our Hanging volunteers listed at the end of this Guide. (everyone benefits from an "Objective Eye")

### Gather hanging supplies

The following checklist of supplies are useful in hanging a gallery show.

Step Stool – for hanging and to redirect the ceiling lights
Hammer – just in case
Screw Driver – flat and Philips, just in case
Magic Eraser for cleaning walls
Window Cleaner
Broom and dustpan – available to the Gallery
Paper Towels
Mounting Removeable Putty – for stabilizing artwork or posting art labels. Gorilla- <a href="#">AmazonSmile: Gorilla Removable Mounting Putty, Pre-cut Squares, Off White (Pack of 3)</a> Quake Hold: Museum Putty from Home Depot (check gray boxes – we may have some)
Garbage bags – must take all refuse with you – do this Daily!
Extra light bulbs – in vestibule cabinet, or speak to the Gallery Manager
Blue painter's tape – for stabilizing artwork or posting art labels
Snacks, Drinks, Lunch, comfy shoes – it may be a long day!
Scissors – just in case
Extra wire for hanging – just in case – (do not use fishing line)
Leveler – to make sure wall art is level
Measuring Tape – to help you follow hanging standards
Removable Velcro Strips – just in case you need more hanging. <a href="#">Velcro Brand Sticky Back Fasteners   BLICK Art Materials (dickblick.com)</a>
Art Labels – see below
Art Show Flyers – for placing inside Gallery and outside Gallery in "Take One" container
Art Show Hours Flyer – for posting in front window of Gallery
Notepad and pencil to take notes or action items
Camera to take pictures to use on social media (action shots and artwork pics)

Review the Guild Hanging Standards for (2D) Wiring and (3D) Stand Standards. Artists must follow these Guild Standards, attached to this document, for preparing art to be hung or placed. This guide will help you in preparing your artwork for a professional-looking exhibit.

### Art Labels

Labels for each artwork can look very professional. However, some artists prefer a simpler solution – using a numbering system and a gallery paper price list which includes:

- Title of your Show
- Artist names and a numbered list of artwork titles with prices.
- One list with consecutive numbers per artwork title is recommended for the full show.
- One of your team should make large bold (font 20) numbers for the entire show with some extras to use as work sells. Cut these up and tack on the wall next to the corresponding piece using removeable putty or blue painter's tape.

If using labels, artists must create your own. The best way is to use printable business cards as labels. Here is one suggested printable label: [Amazon.com : Avery 5881 Print-to-the-Edge Microperforated Business Cards, Color Laser, 2 x 3 1/2, White \(Pack of 160\) : Business Card Stock : Office Products](#)

You can download the label template here:

[Template for Avery 5881 Print-to-the-Edge Business Cards | Avery.com](#)

Here is an example of the Gallery-accepted label. The font is Bahnschrift. The title line is 14 point, Bold. The rest of the information is 12 point, regular. Label is left justified.

<b>Title of Artwork 14 PT</b> Artist Firstname Lastname 12 PT  Medium Size H x W x D inches \$Price.00 (without tax)	<b>Sunshine on a Rainy Day</b> Minnie Mouse  Acrylic and graphite on wood panel 24 x 18 x 1.5 inches \$805.00
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To place labels on walls or stands, use the removable putty or painter's tape on the back of the label.

## SHOW SETUP and TAKEDOWN

### SETUP DAY

Setup day is when the artists work together at the Gallery to select the artwork that will go into the show, and decide on art placement. Setup is estimated to take between 4-8 hours, depending on how much preparation has been done beforehand and how many artworks need to be placed. Please plan to bring yourself drinks, lunch, and snacks so that you can stay productive!

### SHOW CURATION AND HANGING

When it comes to hanging or placing 3D artwork into a gallery, LESS IS MORE. Resist the urge to bring and try to place too many art pieces in the Gallery. Instead, be hyper-selective about which artworks are the best quality and follow the theme closely. If a piece sells during the show, that will be your opportunity to replace the artwork from your collection and into the Gallery. Remember, replacements will need labels or numbers – plan to make these in advance.

All 2-D work requires a label on the back – Artist Name, Title of work, Price. A paper label is available on the Guild website ([link](#)). Always prepare your work for hanging at home, including making labels, and

wiring with picture wire, not fishing line. Do not plan to make labels or do wiring in the Gallery. Make your choices at home and bring only those for the Opening, leaving others for when you make a sale.

The Gallery has several experienced artists to help with placing and hanging your art. We have found that a separate Neutral Eye is very helpful in creating a professional look to the Gallery. Please contact the Gallery Manager in advance and make arrangements to meet at the Gallery during your setup time. Don't hesitate to contact one of our Hanging Advisors early on to help with combining and positioning your team's work in the best light.

After setting up and at the end of each open day, Please remember to remove All Garbage and dispose at home, not at 38 Main Street or in dumpster.

#### Important Math for Hanging Art:

- As a general standard, wall art should be hung 60" from the floor on center. An acceptable range is 57" – 64" but this depends on whether you have lower or higher ceilings. The Gallery has 2 ceiling heights. The back is about 7'6" and the front is about 8'.
- If clustering smaller pieces, leave space in between the artworks. Three to six inches of space is standard. This goes for 3D art as well.
- Clusters of artwork or individually placed wall art must have space around them. It is recommended that at least 10"-12" of space is left around the pieces or an individual cluster. This goes for 3D art as well.
- Labels should be hung consistently across the entire show, either to the left or right of the artwork. Label must be 1-2" from the artwork, and no lower than the bottom of the artwork.
- Lights should be pointed to the center of each artwork.

The Gallery has installed a gallery-quality art hanging system. Artists MUST NOT make any holes on the gallery walls or the common entryway without approval of the Gallery Managers. Artists must use the wire and hook system already available. Additional hooks are available as needed. Please ask the Gallery Manager. Any holes or other damage to the walls must be spackled, sanded and painted before the next show hanging date.

## SHOW DAYS

There must be at least one person tending to and hosting the Gallery during open hours. Hosting Artists at the Gallery must ensure the following:

- The Gallery presents your and your partners' artwork well. Examples of this are that the space is broom-swept and dusted, that the windows are clean, and all lightbulbs are working.
- All artwork and labels are level (they tend to move as people walk by if not secured) and that any 3D art is secure and has not fallen over.
- Make sure the Square payment system is on and functioning (iPad and Square card reader). Instructions are available in the desk drawer – please read them. You must be able to operate the system so that each artist can be credited correctly with a sale. The Guild has provided the following and you are responsible for using them correctly!
  - o Instruction Sheets and screen shots – in the desk drawer
  - o Video made by Sarah Morrison – her phone # is in the desk
  - o See page 9 on Art Sales
- Have cups and water available for visitors in the vestibule.
- Nothing is to be stored in the vestibule, except in the cabinet provided. Gallery Signs, flags, and balloons go in the gallery at closing.



- Plan to eat your lunch before or after gallery hours, not in the gallery. Having lunch in the gallery presents a very unprofessional image to the public, especially when you need to be able to stand up and welcome visitors. Snacks are okay.
- At the end of your session sweep the floor, take up the trash and prepare the gallery for the next session.

Here are some tips for helping you increase a visitor's interest in your work while in the gallery, and potentially increase your chance of sales.

- Always greet people as they come into the gallery and introduce yourself if you are one of the exhibiting artists. Do not sit down when a visitor comes in; it signals disinterest.
- Ask the visitors to sign into the sign-in book. This book belongs to the gallery, but artists may take the emails of anyone who came in to see their show.
- Be familiar with your colleague's and their art. Be able to describe and explain when asked.
- Put visitors at ease. Be friendly and show interest in them.
- Share information about the Gallery: FOR EXAMPLE: This gallery is run by the Guild of Berkshire Artists, the largest artists association in the Berkshires. We show Guild Member's artwork and the artists design, organize, and run the gallery for 2-4 weeks per show. That means there's a new show every couple of weeks or so.
- We encourage you to give an Artist Talk for about 30 minutes with Q&A. The second Saturday of your show at 2:00 is a good time. People love hearing about artist's inspiration and processes.
- Ask questions of the visitors to get to know our clients better. Where are they from? Are they local, or traveling? How did they hear about the gallery?
- What kind of art do they like?
- Perhaps they'd like to come back with their friends (give them a flyer or rack card)
- When describing art, you can explain the process of making it, but also explain the meaning of the art or the emotion behind it. Know which artists influence your work and share why. Art is a *luxury souvenir*, so you will need to know what connects your client to the artwork in a meaningful way.
- If appropriate, ask if they have a favorite piece in the show. Share yours as appropriate.
- Be discreet but do pay attention to visitors if they show serious interest in a piece – mention the artist and your reaction to it. Ask what they like about the piece. How would it look in their home?
- Hand out postcards or business cards. People like to leave with a "gift."
- ALWAYS thank them for coming (all visitors are potential customers).

## TAKEDOWN DAY

Takedown day is when the show must come down which is usually the Monday or Tuesday after the last show date. The artists must take down all wall art and take all artwork and marketing materials from the Gallery. Make arrangements with the Gallery Manager to meet you on Take Down day. The Manager will inspect the Gallery and help you with any extra tasks e.g. repair and cleaning of the walls.

You are required to clean the gallery after completing the Takedown, so here is a list of recommended items to have with you on Takedown Day!

Takedown supplies (many of these are in the vestibule cabinet):

Step Stool – for tall hanging and to redirect the ceiling lights
Hammer – just in case
Screw Driver – flat and Philips, just in case
Spackle, sanding pad and paint for wall repairs – check vestibule
Magic Eraser for cleaning walls – check vestibule
Window Cleaner – check vestibule
Broom, dustpan and vacuum cleaner – in the back room of Gallery building

	Paper Towels
	Garbage bags – must take all refuse with you
	Snacks, Drinks, Lunch, comfy shoes – it may be a long day!
	Scissors – just in case
	Notepad and pencil to take notes or action items
	Camera to take pictures to use on social media (action shots and artwork pics)
	Wrapping materials to transport your art

## MARKETING AND PUBLIC RELATIONS

### MARKETING BY THE GUILD – for each show

Flyer – created by Jill Gustavis ([jillgustavisart@gmail.com](mailto:jillgustavisart@gmail.com)).

Announcements/articles/ads in the West Stockbridge Monthly Publication (Local Yokel)

Guild Website and Social Media placements – e.g. Facebook; Instagram (Volunteers are needed!)

Listings in local print and on-line media – e.g. Berkshire Eagle; Berkshire EDGE

Paid ads for the Art on Main Gallery – we need help with Graphic Design!

### MARKETING BY THE EXHIBITING ARTIST(S)

As mentioned previously, under Marketing Strategy, the Gallery Managers and Jill Gustavis require your images and information no later than the 10<sup>th</sup> of the Month before your opening. (For example, if your show opens on June 20, your information is due by May 10<sup>th</sup> – if you want it in June publications. Send your images, show title, short 60 words about your work to Nancy and Margie:

Nancy - [nancy@harrodd-r.com](mailto:nancy@harrodd-r.com); Margie – [mlskaggs51@gmail.com](mailto:mlskaggs51@gmail.com))

Jill will create a Flyer with your show Title, show Description and Images from each of your team members. This is a great tool for announce your show to your personal contacts.

Your primary resources should be :

1. Your own personal email blast and website
2. Your own social media pages, Instagram, Facebook, Pinterest (Free or paid)
3. Public Facebook groups such as “Berkshire Openings” (Free)
4. Postcards or other Printables. Vista Print is an online printer that allows you to customize the designs. It takes about 2-3 weeks to receive the print media from them, so planning ahead is key. Otherwise, go to your local Staples as they can turn things around much quicker. (Paid)
5. Create a Press Release (find samples on line) to send to free listings including:
  - a. Headline – Title of your show
  - b. Artist names, art media, style, relation to your title
  - c. Location, dates and times
  - d. Reception date
6. Generally, press releases must be shared with each institution between 7 – 10 days or more, in advance of the publishing date. You want to aim at having your press release published as close to the show dates as possible.
  - The Berkshire Edge - free online calendar at <https://theberkshireedge.com/event/>
  - Berkshire Magazine (weekly on line – <https://berkshiremag.com/events.>)
  - visitweststockbridge.com (by Jennifer Knopf at: [shop@flourishmarket.com](mailto:shop@flourishmarket.com).)
  - <https://www.facebook.com/WestStockbridge/>
  - [culturalgb@gmail.com](mailto:culturalgb@gmail.com)
  - [lenoxcultural@gmail.com](mailto:lenoxcultural@gmail.com)
  - [cultural@pittsfieldch.com](mailto:cultural@pittsfieldch.com)



- [info@williamstownchamber.com](mailto:info@williamstownchamber.com)
- [listings@ruralintelligence.com](mailto:listings@ruralintelligence.com)
- [sdamms.iberkshires@gmail.com](mailto:sdamms.iberkshires@gmail.com)

Some email addresses listed above encompass a wider area than just West Stockbridge. They may or may not decide to print your requested information.

### Other Printed Items

You may be interested in printing and placing other documents or information. Here are a few suggestions:

- Artist Name (if a wall is dedicated to an artist)
- Artist Bio/contact details
- QR Code for a useful link (signup, webpage)

## SHOW RECEPTION

You are required to host a show reception during at least one weekend of your show. Here are the general guidelines for hosting a reception at the Gallery.

1. Receptions should last about 2 hours and are best held on Saturdays when there is the most foot traffic in West Stockbridge. Receptions are not allowed Monday through Friday from 8 am to 5 pm (Landlord request). Most receptions are held on the first Saturday of your show from 2 to 4pm.
2. Artists may decide what food and beverages to serve during the reception. However, at this time, alcoholic beverages are prohibited unless a TIPS certified pourer is hired by the artists. Sparkling cider and water are recommended. These are available from Queensborough, at No. 26 Main Street. They will deliver to the Gallery. Check with them in advance.
3. We have found, from experience, that most visitors are not that interested in wine so early in the afternoon. Fizzy water and sparkling drinks are popular.
4. Food and beverage should be placed outside on the sidewalk (in good weather). A table with decorations, food, and drink is very inviting. If it rains, a small table may be placed under the awning to hold the refreshments. Plan for light snacks/drinks for about 20-30 people.
5. In poor weather, the reception can be set up on the cabinet in the vestibule. This is a small space and argues for light snacks (cut up cheese/crackers rather than sloppy dips/canapes).
6. Parking is not allowed to the left of the building. It is recommended that artists **do not park directly in front of the building** in order to allow space for patrons to park right in front.
7. Refuse generated by the Gallery will be your responsibility to remove.
8. The AC, heat and lights must be turned off when the space is not in use.
9. When the Gallery closes for the day, artists must be responsible for closing and locking the two doors for the Gallery (front and back) plus the front exterior door. Gallery keys can be found in the Lock Box just to the right of the main door. The code is 2022. Please return the keys to the lock box when you leave.
10. The bathroom is Not for Public use. Please guide patrons to use the public bathrooms in the town center (across from 6 Depot), or the restaurants.

Please note, the Gallery's Stonehouse Property building at 38 Main St. has nine other tenants. During the week, all tenants must partake in activities that cause no visual or audible disturbance to other tenants. Therefore, show receptions are scheduled only on the weekends or after work hours, when other tenants are not open for business. As always, we encourage being good neighbors.

For any issues related to the building or gallery space, contact the Gallery Manager, Margie Skaggs [mlskaggs51@gmail.com](mailto:mlskaggs51@gmail.com).

## ART SALES

Art sales can happen during gallery show dates or a few days after, as some clients like to think of their purchase after the show has come down. During the show dates, artists hosting the show are required to process sales using the *Square* portable point of sale (POS) system provided at the Gallery. Artists **MUST NOT** accept any other form of payment due to the risks inherent in fraudulent transactions. This includes, but is not limited to bank checks, cashier's checks, and cash (no cash for change is kept in the gallery). A bank check may be acceptable, if the artist agrees – by phone or in person – and including the buyer's home address, email address and phone number.

Guild member, Sarah Morrison, handles our Square payment processing system, and provides instructions and training for artists in using the system correctly. This is a valuable resource for our artists because it provides a secure system and handles the accounting, sales taxes and other busywork of managing your own business.

In order for you to receive payment for any sales of your art, you must provide Sarah with a completed W-9 form required by the IRS. This form will be requested shortly after you sign up for your show and receive this Exhibiting Artist Guide.

You will receive separate instructions on how to use the Square POS system. Sarah provides a video on how to navigate the system and there are written instructions and screen shots in a red folder in the gallery desk for your reference. Please review these before or immediately after you open your show. The Gallery Manager can show you how the equipment works.

If you have any issues or questions on the Square POS system, please contact Sarah Morrison.  
[smb.morrison@gmail.com](mailto:smb.morrison@gmail.com)

## ARTWORK PRICING

(link to Guild website – place here)

### Fees and Commissions

All Guild members are invited each year to sign up for time and space in the Art on Main Gallery via the on line Sign-up Genius system. The signup fees vary by month of the year and number of weeks. For each sale of your art, the Gallery will take a 25% commission to cover operating expenses, including our sales system, space, PR, etc.

Each sale transaction must include a sales tax of 6.25% for MA sales tax. Calculated automatically by the Square system and paid to the state.

Your portion of each sale will be paid to you by a check within 2-4 weeks of show closing.

## VOLUNTEER RESOURCES & CONTACT INFO for Art on Main Gallery

**Gallery Signup Manager** – Nancy Harrod (sends out Artist Guide; asks artists to send Show info, photos, artist statement, W-9, etc. [nancy@harrodd-r.com](mailto:nancy@harrodd-r.com)).

**Gallery Manager** - ART on MAIN GALLERY, Margie Skaggs [mskaggs@mindspring.com](mailto:mskaggs@mindspring.com) – 917-880-8977 (assists exhibiting artists as needed; oversees the gallery; GBA board rep)

**Gallery Technical Support** – Amy Pressman, (technical support includes hanging system, etc.) [apressman@pressmandesign.com](mailto:apressman@pressmandesign.com) -

**Flyer and Guild Newsletter** – Jill Gustavis (creates flyer and shares with show artists and Gallery managers). [jillgustavisart@gmail.com](mailto:jillgustavisart@gmail.com)

**Free Media Postings** – Carolyn Abrams (via proprietary email list) [cabrams09@gmail.com](mailto:cabrams09@gmail.com)

**Social Media Posting** – Katherine Borkowski-Byrne [Katherineborkowskibyrene@gmail.com](mailto:Katherineborkowskibyrene@gmail.com)

**Advertising Support/Graphics for AoMG** – (Adrian Holmes?) Help is needed! [ach022050@gmail.com](mailto:ach022050@gmail.com)

**Square Payment System** – Sarah Morrison [smb.morrison@gmail.com](mailto:smb.morrison@gmail.com)

**Guild Website** – Karen Carmean  
[kcarmean@gmail.com](mailto:kcarmean@gmail.com)  
David King  
[dwking0823@gmail.com](mailto:dwking0823@gmail.com)

**Volunteers to Assist in Hanging Shows:**  
Susan Sabino - [sabino.sjs@gmail.com](mailto:sabino.sjs@gmail.com)  
(413) 770-1936  
Jaye Moscariello - [artisall@earthlink.net](mailto:artisall@earthlink.net)

## **GUILD OF BERKSHIRES - Hanging Standards – 2024**

NB: ALL ART TO BE DISPLAYED IN GUILD OF BERKSHIRE ARTISTS SHOWS – must meet these standards or it will not be accepted. GBA and the Shows Committee reserve the right to review and approve any/all art and the final display of all art in our shows.

Measuring your artwork – use this sequence: Height, Width, Depth - H x W x D

2D Art: Framed work must be dry and ready to hang using securely attached picture wire – no saw tooth hangers. Wire should be attached to the frame with hanging hardware (not just a nail or screw),  $\frac{1}{4}$  to  $\frac{1}{3}$  of the distance (height) from the top of the frame. Once hung, the picture wire (twisted wire, no fishing line) must not be visible when viewing the work. Frames must be in close to perfect condition – no scratches, dents, peeling paint, etc. Glass must be cleaned and ready to hang.

Canvas wraps (canvas work that is not framed) must have the image extended to completely cover the exposed sides which are at least  $\frac{1}{2}$ " thick. The corners must be neat and the sides free of staples, tacks, or anything not part of the image. Frames must hang flat without warping. A hanging wire attached to the stretcher bars is preferred.

Alternative Mounting Methods: Unframed work should be mounted on a dimensionally stable substrate no less than  $\frac{1}{2}$ " thick. The sides should be finished. Hanging wire standards apply. Photographs on metal must be presented according to current gallery standards and include backing to allow the piece to stand  $\frac{1}{2}$ " away from the wall.

Work too heavy to hang from a 30-lb. hook – on the panels or walls – must arrive with its own display equipment (i.e., easel, hanging rack, display stand.) The artist must discuss this with the Hanging Committee Chair prior to the day of check-in.

Framed work to be displayed with the 3-D art (small framed work with self-supporting display—e.g. desk top frames with supports) is subject to the same framing quality standards as the work on the walls, but must also meet the display requirements for 3-D art. The frame may or may not have hanging hardware and wire.

Price tags fixed to the back of art works must match the description on your entry to the show, and looped around the wire on the back of the work or a sticker attached to 3D work with your name or code, title, medium and price. Exhibition tags, in PDF form, are in "forms" area of the members area.

Bin Art: When Bins are used, they are for displaying unframed prints, drawings and similar ephemera that cannot be hung on the walls. Bin work must be covered with cellophane or similar protection.

3-D Art: Art must sit/stand securely on a level surface. If the art cannot stand alone, the artist must provide a suitable stand or display unit. (i.e., easel, hanging rack, pedestal, etc.) The artist must also discuss this unit with the Hanging Committee prior to the day of Check-in. 3-D Art intended to hang on the walls must be able to safely use the hanging hardware used for 2-D art. Special needs should be discussed with the Hanging Committee before show check-in.

## FRAMING

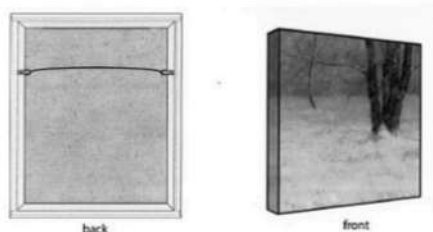
2-dimensional work on paper must be properly framed, glazed, wired, and ready to hang. No sawtooth hangers, clip frames or similar hardware. Use d-ring hangers (available at art supply houses and hardware stores) or screw eyes for securing wire. Use framer's points or wire brads to attach backing, etc., to frame. Do not use tape.



Canvas may be exhibited either framed or gallery wrapped. Gallery wrap is a method of stretching the canvas, so it wraps around the sides of the painting and is secured to the back. The result is no unsightly hardware (such as nails or staples) or raw canvas or wood on the sides of the painting, producing a frame-less gallery ready look. Screw eyes or d-ring hangers must be attached to the two opposing vertical stretchers—not to the top horizontal stretcher. Picture wire must be secured to the hangers and be relatively taut.

## GALLERY WRAP

There are three options for the sides of your frame-less painting. Some artists leave the pristine white of the gessoed canvas, being careful not to get any paint on the sides (this can be facilitated by taping the sides), while others paint the sides a solid color. Still others continue the painting on the sides producing a slight three-dimensional effect to the artwork.



## TRADITIONAL FRAMING METHOD FOR STRETCHED CANVAS AND PANELS

A traditional frame serves two functions. First and foremost a properly selected frame will enhance the presentation of the artwork. A frame allows the artist to paint on the support of their choice from stretched canvas to panels, while providing protection to the artwork.

