

## **ASA Display Guidelines**

Welcome to the Beachstone Gallery at the Artist Studio Association (ASA). As an ASA member you may display at the Beachstone Gallery. There is an additional annual \$20.00 display membership fee. With this fee, you may display and sell framed wall-hung art, unframed art within the art bins, art cards, and 3-D art. You must charge a minimum of \$3.00 for your art, and price your art in whole dollar amounts. The gallery in cooperation with the Co-operative Pacific Artists will retain a 20% fee for all sold art.

The Gallery changes display four times a year. New ASA members who join between display redesign will be eligible to participate on the next scheduled display change. We coordinate the display redesign with the Lincoln City Cultural Center and Artist's Coop Gallery art receptions. In addition, the Beachstone Gallery coordinates the annual member spring or summer juried art show. Refer to the ASA website for relevant dates and timelines to participate in these events.

Members who wish to display their work are strongly encouraged to submit new art work for each display period. The reason for this is to keep the display fresh and current. The ASA encourages the display of original art, however prints may be displayed provided they are labeled as a print or copy. Please note that pictures are often taken of displays for marketing. These pictures may be published on social media or in newspapers. If you elect to display at the Beachstone Gallery you grant the ASA permission to photograph your art for marketing purposes.

### **The display committee and process:**

In order to operate the Beachstone Gallery the ASA maintains a volunteer gallery committee. The committee organizes and coordinates the display and artist receptions. Members interested in being involved in the gallery process may contact the gallery chairs. Additional volunteers are always welcome. When first displaying your art, please contact the gallery chair to learn the procedures and receive a gallery tour.

The display committee has sole discretion on the placement of art in the studio. Only the gallery committee is permitted to organize or display art. If you have questions or suggestions for the committee, please contact one of the gallery chairs. No additional display equipment may be brought into the Gallery unless arranged through the committee chairs.

Please note: *Members may not move any art (their own or others) once the display is "set" by the Committee.*

### **Display Procedures:**

Before art may be displayed, a member must sign and file an ASA Hold Harmless Agreement. These agreements are updated on an annual basis, and are made available in the gallery.

When dropping off framed wall and 3D art please fill in the Art Inventory Sheet/Log provided in the gallery. This will help the committee track the inventory within the gallery and facilitate the typing of display labels. Members will track their own inventory for cards and bin artwork and

do not need to fill in the inventory sheet.

All work must also have a price tag. Price tags are provided in the gallery. When submitting or dropping off your art, please tape a price tag to the back of your art. This small label attached to the back will be used by sales clerks to determine the artist and allow them to receive money for the sold piece. Please use only the price tags provided in the gallery.

**Wall Art:** All artwork should be professionally presented. Use wire/braided wire only and ensure that the wire is not visible above the top edge of the frame when hung. No saw-tooth hangers allowed. Mats and frames must be in good condition and have a finished appearance.

Due to the limited hanging space in the gallery and the amount of ASA displaying members, the number of allowed pieces may change; these changes will be announced. Every attempt will be made to hang all submitted art, however the committee at the time of display change will decide if some art must be laid aside due to space restrictions. If this occurs, members will be contacted at the time of display change for their preference on which art work is a priority for display. Extras may be retained for replacements in the case of sold art.

The current guidelines are as follows:

3 pieces of small art (up to 9 X 12);

2 pieces of medium sized art (up to 16 X 20), or one small and one medium; or

1 piece of large sized art (up to 36 inches on any one size)

**Art bins:** The gallery reserves bins for unframed art. We ask that bin art be neatly packaged in clear plastic bags. If your artwork is not suitable for a clear plastic bag, please discuss your concerns with the gallery chair. Tape the price tag on the back of the art outside the bag. We do have a small amount of various size plastic sleeves offered at a reasonable cost, in art drawers. Please contact a Board member or the gallery chairs if you wish to purchase plastic sleeves.

Bins are a shared resource and are not allocated to artists on an individual basis. The display committee will create bin dividers with individual artists' names to keep the art separated. Art in the bins should be refreshed (remove items that have been on display for 2-3 display periods and replace with new work). Contact the Gallery chair for inclusion in the art bins. New Members may be asked to wait until the next display change.

**Cards:** Please tape a gallery price label on the back of your cards. Cards are organized by artist. Due to gallery space constraints, at this time artists may have up to 4 total display spaces. Each artist is responsible for monitoring and maintaining their own inventory levels. If you are new and would like to display, please contact the Gallery chair. The committee will reorganize and group cards frequently to keep gallery aesthetics. We ask that members not reorganize the card

racks after their allotted card space is set. Rather, please re-stock when inventory is low. If you have questions regarding how your cards are organized, please contact the gallery chairs.

**3-D art:** (Jewelry, Fabric, Sculpture and other art media not suitable for hanging or in racks/bins): A limited amount of 3D art may be displayed at the discretion of the display committee. Again, we make every attempt to display all submitted art. Members should contact the gallery chair in advance of display change to arrange for these items and discuss display methods. Due to gallery space restrictions, the committee or gallery chair may ask you to limit the number of pieces.

**The Mosaic Guild maintains** the mosaic display on the front wall of the studio behind the instructor table.

When displayed wall art is sold, every attempt is made to contact the member so that a replacement piece may be re-hung. Sometimes however, processes fail. So, if you are in the gallery and notice your displayed art has sold, please contact the gallery chairs to replace your art. Otherwise the committee may rearrange the art display to maintain gallery aesthetics.

Due to our limited storage space, all unsold art should be picked up at the end of the display period. We will do our best to contact members who have left forgotten art. However, ***your art may be donated if left more than 6 months without prior arrangement.***