

EXHIBITION GUIDELINES

The Sooke Fine Arts Society welcomes your involvement in this year's Sooke Fine Arts Show and offers the following benefits to artists accepted into the Show:

- **Resume Enhancement:** The Sooke Fine Arts Show (SFAS) is the premier juried art show on Vancouver Island, and its reputation for excellence reaches far and wide.
- **Catalogue Listing:** Your name, phone and email contacts or website listing appear in the Show catalogue, which is distributed to 8000+ show guests and to key points across the region.
- **Award Winner Recognition:** Award-winning artists receive cash prizes. Their winning artwork is identified at in the Show Gallery, featured in the Show Catalogue and on the SFAS website.
- **Supplementary Sales:** Accepted artists are invited to sell art cards and additional artwork priced up to \$150 in the Gallery Shop. Making additional pieces available to patrons is an excellent way to boost exposure and sales.
- **Increased Visibility:** Artists Bio Books containing 1-page biographies of the artists whose work appears in the Show are placed throughout the Gallery for visitors' reference.
- **Show Publicity:** Print and digital Sooke Fine Arts Show posters are available for sharing with your clients, friends, family and others. We appreciate you helping to spread the word!

IMPORTANT DATES FOR EXHIBITING ARTISTS

Exhibition Fees Deadline: July 14

Delivery of Accepted Artwork

By **Valid Courier Only:** July 12 & 13, 9:30 am — 4:30 pm
In Person: **July 14, 9:30 am — 4:30 pm**

Biography Deadline: July 14, 4:30 pm

Show Dates

Purchasers' Preview: Thursday July 26, 7 — 10 pm
Artist Celebration: Saturday July 28, 7 — 10 pm
Public Show and Sale: July 27 — August 6, from 10 am daily

After the Show

Pickup of unsold work: Tuesday August 7, 3 — 8 pm
Artist Disbursements: August 17 (cheques mailed)

FEES

Exhibition Fees: The Society charges \$40 (tax incl.) per piece accepted into the Show, due by July 14, payable online at www.sookefinearts.com, during artwork drop-off, or by cheque to:

Sooke Fine Arts Society
PO Box 471
Sooke BC V9Z 1H4

*Failure to pay owed exhibition fees will result in ineligibility to submit to future shows until the outstanding fees are received. Receipts are available upon request.

Commission Fees: The Society receives a 25% commission on sales of artwork accepted into the Show and a 30% commission of Gallery Gift Shop sales. If you have artwork in the Show and sell that artwork within 60 days of the end of the Show to a purchaser who was introduced to it during the Show, it is understood that the artist will submit 25% sales commission to the Sooke Fine Arts Society, which is a non-profit charitable organization. Integrity is requested.

AWARDS

Awards are presented at the Artists Celebration held Saturday, July 28, 7 – 10pm (except for the People's Choice, Children's Choice and Youth Art Gallery Awards, which are awarded at the conclusion of the Show).

Awards of Excellence (eight awards).....	\$1000
Juror's Choice (three awards).....	\$500
Design Committee Choice.....	\$500
Jan Johnson Memorial Award for Social Commentary	\$500
District of Sooke Award.....	\$500
People's Choice	\$500
Children's Choice	\$250
Youth Art Gallery	Art Prize
Honourable Mentions (five awards).....	\$100

BEFORE YOU DELIVER YOUR ARTWORK

Ensure that your artwork adheres to the following requirements:

- *Each piece must be completely finished, fully cured, and ready for immediate installation/display.*
- *Exposed sides of unframed canvases must be finished, either painted or taped.*
- *Frames for artwork must be tasteful, clean and of a professional calibre.*
- *Framing mats should be clean and professionally cut. If you sign and/or number the mat, also make sure to sign and/or number the back of the piece.*
- *Spacers should be used for pieces in the following mediums: graphite; pastel; conte crayon; chalk; and charcoal.*

- Each 2D piece must be wired securely and appropriately, using D-rings with screws and wire of suitable gauge. Sawtooth hangers or V-clips are not acceptable. (See pages 6 & 7 below for illustrations of acceptable hardware and recommended procedure).
- Write out any special installation/display instructions for your artwork (to be used at the discretion of the Design Team).
- Prepare eight (8) copies of your 1-page biography for inclusion in the Artist Bio Books, which will be on display during the show (See Biographies below).
- If a courier will be delivering your artwork, make arrangements courier delivery and payment. **This is the artists' responsibility.**

DROP OFF AND DELIVERY OF ARTWORK

Location: SEAPARC Leisure Complex, 2168 Phillips Road, Sooke
(First right @ traffic light entering Sooke westbound, after the bridge).

By Valid Courier: July 12 & 13, 9:30 am — 4:30 pm only

In Person: July 14, 9:30 am — 4:30 pm only

What to expect on Delivery Day:

- Pre-printed ID information will be attached to your work as it arrives.
- Each piece of art will be checked to ensure it is ready for exhibition. Scratches, cracks, etc., will be noted, and 2D pieces will be examined for appropriate wiring. The triage team reserves the right to request that inappropriate hardware be fixed or replaced before the piece(s) are accepted. Should the hardware still not meet Show standards, the piece(s) may be rejected. No refund of entry fees will be granted for rejected artwork.
- Trained porters will be on hand to move your art safely into the gallery and ensure that your written installation/display instructions accompany your piece. Artwork will be stored in a secure area.
- A receipt table will be in place to allow payment of exhibition fees if not already do so. (Cheque, credit/debit card and cash is acceptable).
- You will also be able to:
 - * sign up for demonstrations and/or talks during the Show (see Artist Demos/Talks below).
 - * deliver inventory to the Gallery Gift Shop; and
 - * pick up the envelope containing artist badge (needed for entry into the show & Artist Celebration Evening), Artist Celebration event ticket for your guest, and artwork receipts.

Important to Remember!

PLEASE NOTE

Any work that has been chosen for the Show but which jurors subsequently deem either not true to the images submitted for adjudication or not in keeping with show standards will be returned to the artist at the artist's expense. Should such an event occur, the artist would be contacted so that the matter can be addressed. The piece in question may be rejected outright. No refunds will be made for rejected artwork.

GALLERY GIFT SHOP SALES

Artists exhibiting in the show are invited and encouraged to sell additional artwork in our very popular Gallery Gift Shop. Items may be priced up to \$150, and can include original works, prints, giclées (of artwork **not** in the show), books and art cards. The gift shop accounts for 40% of all show art sales so it offers an excellent opportunity for artists to increase their exposure and sales. Visit our website at www.sookefinearts.com/gallery-shop/ for more information.

ARTIST DEMONSTRATION AND ARTIST TALKS

Artists whose work is accepted into the Show are invited to share their ideas, skills, and techniques with the visiting public through live demonstrations and audio-visual presentations. These are a great way to engage and educate the public and make connections with potential clients. SFAS provides a \$50 honorarium to artists selected to participate.

Signing up to give a demonstration or talk is easy. You can do it when you drop off your art on Saturday, July 14, or earlier by emailing us at sfas@sookefinearts.com . [CLICK HERE TO FILL OUT AGREEMENT FORM](#)

Artist Demonstrations take place every day throughout the Show. They allow visitors to meet artists , ask questions, and witness firsthand their tools and processes. Artist Participants are selected from across a wide range of mediums, from traditional to experimental, and we encourage interactive experiences for visitors (of all ages). Demonstration spaces include lighting, power, table and chair.

Artist Talks, also held throughout the show, allow presenting artists to share their artistic journeys, professional histories, and insights with audiences. Participating artists will have access to the stage as well as a microphone (PA system), podium, digital projector and screen. All talks, including supplemental images/videos, etc. are the responsibility of the artist and must be ready to go at the designated time. SFAS does not convert files, or otherwise assist with presentation preparations.

BIOGRAPHIES

Accepted artists are asked to provide eight copies of a 1—page biography on 8½" x 11" paper (both sides may be used) **by July 20**. SFAS includes these in the Artist Bio Books, located throughout the Gallery for use by visitors and prospective purchasers. Art patrons like to make a personal connection with art, making biographies an excellent marketing tool. This is a way for artists to convey more information about themselves and their work.

Please use a 12-point or larger font in your biography text and include:

- Your name at the top of the page, studio name, contact information and website

Other suggested information:

- Your Art education/experience, medium and a brief description of your art process
- Photos of your work
- Biographies will not be returned to artists at the end of the show).

Biography Delivery Options:

- **Mail them to:**
Sooke Fine Art Society
PO Box 471
Sooke, BC V9Z 1H4
- **Take to** the Front desk of SEAPARC
Leisure Complex, 2168 Phillips Road,
Sooke between 9 am & 5 pm
- **Send digital copies** to the local Sooke
Fax & Copy Centre, to arrange for
print and delivery:
Sooke Fax & Copy Centre
Phone 250-642-3231
info@sookecopycentre.com
- **Drop off with your artwork** during
Art Intake on July 14

AFTER THE SHOW

Pickup of unsold artwork: Tuesday August 7, 3 - 8 pm

Location: SEAPARC Leisure Complex , 2168 Phillips Road, Sooke, BC.

PLEASE NOTE:

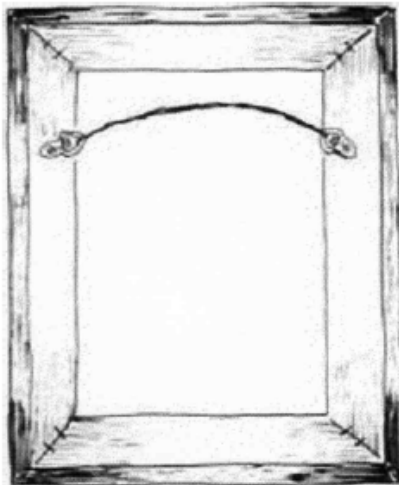
- If someone will be picking up an Artist's work on their behalf please notify SFAS and also provide the proxy pickup with artwork receipt(s).
- Artwork not picked up by the close of pickup day, **through prior arrangement**, is subject to a storage fee of \$10/day.
- Artwork not picked up by the close of pickup day, **without notification** to SFAS will be considered a donation for fund-raising purposes.
- Courier arrangements, including pre-payment, are the artist's responsibility. Please advise the SFAS office at sfas@sookefinearts.com or (250) 642-7256 if you making arrangements for courier pick-up of artwork. SFAS does not package work or provide packaging materials.

HARDWARE FOR HANGING ARTWORK

Kelly M. Fiske and illustrated by Karen Trush.
The Exhibition Alliance



Back of frame with "D"-rings attached for hanging directly (without wire)



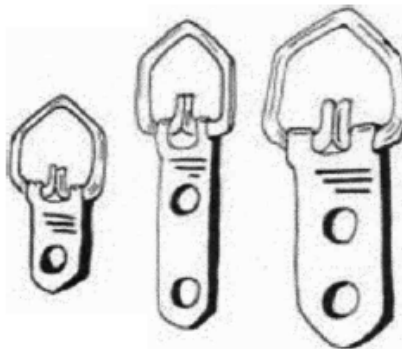
Back of frames with "D"-rings and wire attached

Choosing and Installing the Hardware

Hangi artwork is an essential part of most gallery installations. To ensure that the work does not fall to the floor, three elements are crucial: appropriate hanging hardware, picture wire of adequate strength, and hangers or hooks that are strong and securely attached to the wall. To err on any one of these negates all other efforts to install the work safely. No matter how carefully you have chosen the wire and hanging hardware, a painting hung from a single finishing nail is not going to stay on the wall—at least not for long.

For most framed artwork, two metal "D"-rings should be attached with screws to the reverse of the frame, one at each side, about a quarter of the frame's height from the top of the frame. Metal frames usually have "D"-rings or similar hardware already in place. The work can then be hung directly from two wall hooks, two picture hangers, or two nails. Careful measuring is needed to place the hangers and ensure a level result, but this method keeps all the stress on the frame parallel and provides support at two points. Because it is time consuming, this method is usually reserved for permanent installations; oversize works, or unframed paintings.

A more expedient method is to hang the work using wire in combinations with the "D"-rings. The two metal "D"-rings are attached on the reverse of the frame as described above, but oriented horizontally. A length of wire is threaded through the two rings, and the wire is securely knotted around each ring. The framed work is then hung by placing the wire over two hooks or nails driven securely into the wall.



"D" rings



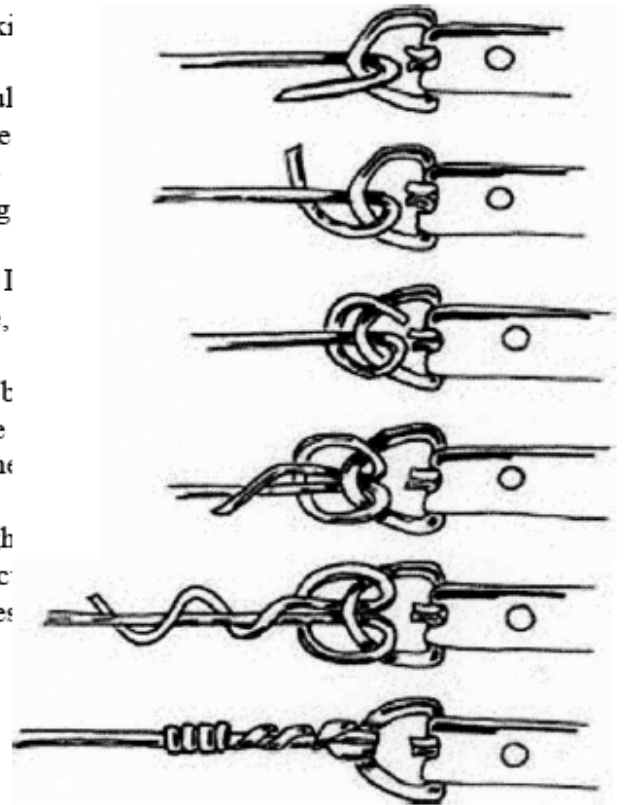
Never use screw eyes

ILLUSTRATIONS OF ACCEPTABLE HARDWARE AND RECOMMENDED PROCEDURE (CONT'D)

"D"-ring hangers are available in a variety of sizes, making them appropriate for most framed works. Screw eyes should never be used since they tend to loosen from the frame and pull free. They also pose a hazard when artwork is stacked because as projections, they can scratch or puncture other works. "D"-ring hangers lie flat during display and during storage, making them less hazardous as well as more secure.

Hardware should be attached while the frame is empty. If hardware must be attached when there is artwork in the frame, carefully measure the thickness of the frame and note the location of the artwork in relation to where the hardware will be attached. To avoid damaging the artwork or the frame, choose screws which are considerably shorter than the frame or strain and proceed with caution.

Before attaching a wire to the "D"-rings, carefully weigh the framed pieces. Once you have determined its weight, select braided steel wire that is designed to support at least four times that weight. Braided steel does not fray or split as easily as twisted wire, and "under loading" the wire is a good safety measure. If the strength (often expressed as "lb. test" or "breaking strength") is not indicated on the spool, the manufacturer should be able to provide that information.



Top to Bottom:
Recommended method for knotting wire
around "D"-ring

Carefully knot the wire around the "D"-rings so that it cannot slip, and tightly wind the loose ends around the main strand to keep them from unraveling and to prevent them from scratching or puncturing other works. The ends can also be taped as an additional precaution. The Gallery Association uses a knot similar to a "fisherman's bend" which is easy to tie and very secure.