

SFAS 2021 VIRTUAL SHOW EXHIBITION GUIDELINES

These guidelines outline the requirements and options involved in exhibiting in the 2021 Virtual Sooke Fine Arts Show.

IMPORTANT DATES FOR EXHIBITING ARTISTS IN 2021

Deadline for Completed Exhibition Form	June 21
Deadline for Framed Images	July 2
Show Dates	July 23 - August 2, 2021
Purchasers' Preview Event	Thursday, July 22, 7-10 pm
Artist Celebration Event	Saturday, July 24, 2 pm

ABOUT THE VIRTUAL SHOW

Artworks will be exhibited on the SFAS website from July 22 (Purchasers' Preview Night) until August 2, 2021. In order to help us promote work to its best advantage, exhibiting artists will be asked to provide supplemental information & artwork images (explained below). Please note that there will be no gift shop associated with the 2021 show. For more information on what it will be like to participate in the 2021 show, please visit our [Artist FAQ](#).

FEES

Exhibition Fees: Exhibitions fees are \$25 per accepted piece, and are due by June 21. These fees will go towards staging & curating the show in a virtual walk-through space. Failure to pay exhibition fees will result in ineligibility to show your artwork.

Fees are payable by any of these methods:

- Via the online Exhibition Form using a credit card / PayPal.
(A link to the Exhibition Form is provided upon acceptance. A *PayPal account is not required.*)
- Via e-transfer to sfas@sookefinearts.com
- By cheque - allowing for delivery before June 21. Digital receipts are available upon request.
Mailing Address: Sooke Fine Arts Society, PO Box 471, Sooke, BC, V9Z 1H4

Commission: The Society receives a 30% commission on sales of artwork accepted into the Show.

AWARDS

8 Awards of Excellence	\$1000 each
3 Juror's Choice Awards	\$500 each
Design Committee Choice Award.....	\$500
Jan Johnson Memorial Award for Social Commentary	\$500
District of Sooke Award.....	\$500
5 Honourable Mention Awards.....	\$100 each
People's Choice	\$500

Awards will be announced at the **Virtual Artists Celebration - July 24, 2pm.**

Notification of People's Choice will be announced after the show.

PREPARING FOR REGISTRATION

1. Refer to the checklist below to learn the registration requirements.
2. Refer to the guidelines for "Artwork Presentation" below to ensure that your piece complies with SFAS exhibition standards.
3. **Fill in the Exhibiting Artist Registration form** via the link that was sent to you when you were accepted into the show. If you cannot find this link, you can [email](#) the office to have it resent.

WHAT YOU WILL NEED

In order to complete registration, you will need to provide:

- Up-to-date contact information
- Exhibition information about your piece(s) - dimensions, media, etc
- A short artist biography or statement (max 200 words) for the website
(*Note: It is requested that biographies be written in the 3rd person*)
- (recommended) A short description about your piece (s) (max 75 words) for the website
- (optional) A link to a short video of your process or about your piece to be provided next to your artwork on the website to engage a purchaser (suggested for large 3D works)
- Shipping/delivery options (see "Shipping & Delivery" on pg 4 for more information).

2D & Photography:

- Additional available images of any framed pieces for our website so purchasers can see the final product (to be provided no later than July 2, 2021)
- Images of any hanging hardware for design team review
- A signed [Certificate of Authenticity](#) if your piece is part of a limited edition (Note about this template: we recommend that you download it, print it, sign it, and then include a picture of the signed form via the registration form for verification. The C-of-A form should then be attached to any sold piece.)

ARTWORK PRESENTATION STANDARDS

The presentation of your artwork is as important as your art. It is an integral part of its design. SFAS is committed to ensuring that artwork is finished to our usual high standards.

We will be following up with all exhibiting artists to ensure that images are exhibition-ready for the website. Also, when pieces are sold, we will be in contact to follow up.

If sold, you must ensure that your artwork adheres to the following requirements:

- Each piece must be completely finished, fully cured, and ready for delivery/shipping.
- 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.
- An acid-free mat or spacer should be used for any artwork under glass.
- 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 for illustrations of acceptable hardware and recommended procedure).
- Any canvas that is 3/4" or less should be framed.
- If your work is photography, digital art, hand-pulled engravings, lithographs or etchings, or 3D cast work, you must provide a signed [Certificate of Authenticity](#), stating run & number (as an image to SFAS, and delivered with any sold piece).

PLEASE NOTE: If it is determined that work chosen is not in keeping with show standards, the piece in question may be rejected. No refunds will be made for rejected artwork.

ART SALES

All exhibiting artwork must be available for sale from the start of jurying (June 2) until the end of the virtual show (August 2).

Artist Disbursements for all Art Sales & Demos, and Talks will occur the week of August 23, 2021.

Limited Editions: If your work is part of a limited edition, please inform us how many will be available for sale.

Commission Fees: SFAS receives a 30% commission on sales of artwork accepted into the Show.

Return Policy: A purchaser may request a refund within 7 days of receipt of the art piece. The purchaser will be responsible for returning the art piece in its original condition, and for the cost of packaging, shipping, and insuring the parcel. For more information, please refer to the [SFAS Sales & Return Policy](#).

Note: 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 the 30% sales commission to the Sooke Fine Arts Society, which is a non-profit charitable organization. Your integrity is requested & appreciated.

IMAGE SECURITY

SFAS is in agreement with numerous online galleries and photographers regarding image security, in that watermarks interfere with the overall impression of the piece, and are not particularly effective against image theft. It is important to note that image resolution for website viewing will be low

enough that if an image were to be enlarged for a print, the quality would be unusable. However, SFAS respects artist's individual preferences, so if an artist feels strongly that an image of their work should have a watermark, one can be placed upon request.

SHIPPING & DELIVERY OF SOLD ARTWORKS

Shipping procedures depend on artist involvement, pickup & delivery locations, and what can be organized between the artist and the purchaser to find an arrangement that works the best.

For long-distance deliveries, SFAS will make arrangements with UPS and a shipping fee will be charged to the purchaser. SFAS will then coordinate pickup/delivery arrangements.

Shipping can be costly, and may not be necessary, if the purchaser is within reasonable distance of the your studio/home. Therefore, we ask for your assistance in coordinating these alternate cost-effective delivery options:

- Artist offers local delivery (through agreement)
- Purchaser can pickup from artist's home/studio (through artist agreement)
- Artist and purchaser can deliver/pickup at one of the designated SFAS hubs

All exhibiting artists will be asked to state their shipping & delivery capabilities via the Exhibiting Artist Registration form.

ARTIST DEMONSTRATIONS and ARTIST TALKS in 2021

Artists whose work is accepted into the Show are invited to share and demonstrate their ideas, skills, expertise and techniques through short recorded videos and moderated live Zoom talks and docent tours. This is a great way to engage and educate the public and promote your work. SFAS provides a honorarium to artists selected to participate in these elements.

Honorariums for 2021 are as follows:

- Recorded or Live Demonstrations - \$50 (between 15-30 minutes)
- Live Artist Talks - \$50 (between 30-60 minutes)
- Live Docent Tours - \$50 (between 30-60 minutes)

Artist Demonstration: can involve artists demonstrating anything within a wide range of mediums, from traditional to experimental. (Artist to prepare a live Zoom session, or provide video for upload to the SFAS YouTube channel.)

Artist Talks allow presenting artists to share their artistic journeys, professional histories, techniques, and insights with audiences. (SFAS to coordinate & record a live Zoom session.)

Signing up for one of these interactive videos is easy. All contributing artists are required to fill in the below form, and all topics are vetted. Please send the form to SFAS at sfas@sookefinearts.com.
[Artist Demonstration, Talks, & Tours Agreement Form](#)

COMMITMENT TO SHOWING

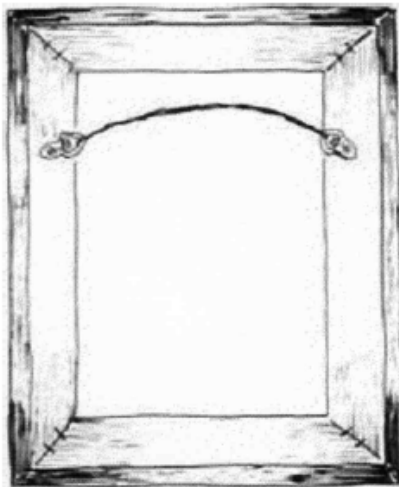
All submitting artists sign an agreement indicating that they understand submitting artwork to the Sooke Fine Arts Show is a commitment to exhibiting & selling that work in the show. Pulling a piece after acceptance means that another artist may have missed the opportunity to show their work. SFAS takes this matter very seriously, and breaking this agreement could result in an administration fee equal to 15% of the sale price of the removed artwork.

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)



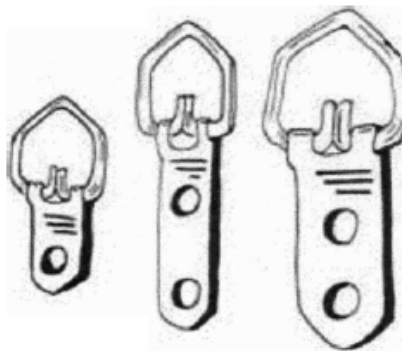
Back of frames with "D"-rings and wire attached

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



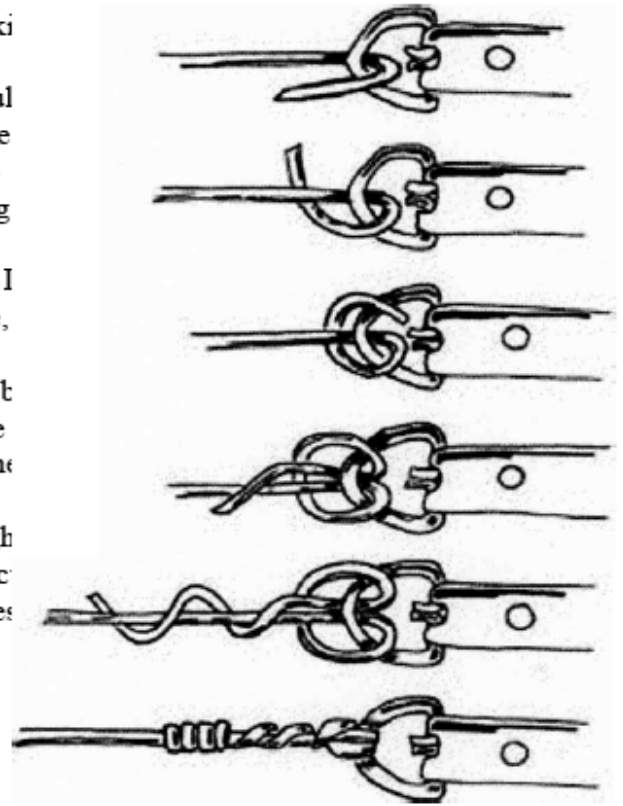
Never use screw eyes

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.