

Preparations from any Art Show for a Serious Artist

(remarks by Kathy Perales are her suggestion for all artists)

I have three strong, personal suggestions to all artists:

1. Price your art work consistently. Pricing the art work is a personal preference. Only the artist knows the price. What is important is that the art work price remains consistent regardless of where it hangs/sells. If a gallery charges a commission, do *not* raise the price of the work. Collectors of the artist's work must be protected. It is very unprofessional for the collector to have paid one price for the work and then see it somewhere else for less. Annual price increases can be made if necessary. Price accordingly to be able to absorb the commission. Remain professional and the collectors will continue to collect!
2. It's VERY important to keep an Inventory list of the art work. Keep track of the inventory; where it is now and where it's been. This provenance (history) of the work will keep track so that there is no repeat performances. One way to prevent this is to show the latest work at each new show to start its history.
3. As much as possible, use the highest grade materials you can afford. Only use acid free paper, tape or mats that fits your budget.

Category: Oil and Acrylic

Canvas is used for this media and no paper backing is necessary. Collectors want to see the canvas back to make sure it isn't a cheap canvas board. Gesso—an opaque primer/sealer, can be used on canvas prior to painting. Most canvases now come pre primed. Gesso is a requirement when painting on wood.

*Framing: Offset clips are used to hold the canvas in the frame. If a canvas panel is used; a glazing tool may be used to mount the work to the frame. If gallery wrap canvas is used, no frame is required. Inch or 1.5" gallery wrap is suggested to be best. One half inch gallery wrap looks much better with a frame.

*Hanging: Again, the work must hang. The wire should be placed 1/3 of the way down from the top of the frame. Do not have so much slack in the wire that it shows the hanger above the top of the frame. D rings or screw eyes can be used to attachment the wire to the frame.

Categories: Liquid Media + Drawings

*Mat: It may not be necessary to mat every work. If a mat is chosen, use Artist Tape to attach the work to the mat. **NO MASKING TAPE!** There are a couple

of ways to attach the work to the mat. It can be taped only at the top and to let the art hang, or tape it all the way around.

*Glass: Clean the glass on both sides **BEFORE** the art work is placed in the frame! Glass is necessary to protect the art from external influences that could damage the surface. Spacers or filler pads could be used with pastels to keep the art from touching the glass. It is becoming popular with pastel artists to frame pastels directly on the glass without mats or spacers. **NEVER USE PLEXIGLAS ON PASTELS**. Plexiglas may be an option to glass on larger works where the added weight may be an issue.

*Frame: When choosing a frame, try to pick a thick wooden one. Don't use plastic. If it is plaster, make sure that it is thick enough to accommodate the "screw-eye" or the D-ring. If the frame is deep, it might be necessary to use extra foam core to fill the space. **DO NOT USE CARDBOARD!!** Use an acid free foam core filler, not the cardboard that came with the frame. Cardboard is not 'acid free' and it will deteriorate the painting or print. Then apply the backing for the frame.

*Paper backing: For watercolors, pastels and other drawings, it is nice to use paper on the back of your framed work but not necessary. It appears more finished and professional. Use brown paper, then either double-sided tape or glue to affix the paper to the frame. Elmer's glue works well for this. Do not cut the paper to fit the frame first. Place the tape or glue on the frame and then place the brown paper on the frame, smoothing it out as necessary. Then cut the remaining excess paper around the edge of the frame at an angle using an X-acto knife.

*Hanging: All work must hang, except 3-D work. The frame may have the stand-up fold-out on the back, but there must be a wire from which to hang the work. The wire should be 1/3 of the way down the frame from the top. Start the screw holes with a punch or a nail in order to not split the frame. Attach the screw-eyes or D-rings at the 1/3 down point. Then measure the wire to be used. Measure so that the wire is **NOT** totally tight and not so loose as to let the hanger show above the frame. Use coated wire if possible. Twist the wire on each end in a careful manner. If uncoated, braided wire is used, it is suggested that to use floral tape to cover the end of the twists where wire ends could injure fingers. D-rings are the preferred frame attachment for the wire.

For other questions please contact Kathy Perales, 210.324.1074 or tpkp@gvtc.com