

Venice Art Center Sales Gallery Professional Standards

"If you think your art is good enough for display, give it the best treatment."

Marilyn Cassidy, Instructor

FRAMED/HANGING ARTWORK (Paintings, prints and photography):

All hanging artwork *must be original* or original photography (no prints or giclee prints), properly framed and wired, with professional archival canvas, paper and paints.

Please adhere to the following standards to be considered for the Sales Gallery:

- Size not to exceed 20"x 24" (including frame). Submission of *larger pieces is encouraged and will be considered if space is available.*
- Frames: Good condition with properly mitered corners and no scratches or dents.
 - Wood frames: Neat dust jacket (no tape or paper bags please).
 - Metal frames: Clean foam core or mat board backing.
- Plexiglass ONLY; (However, glass can be used in pastel, graphite or charcoal up to 20"x 24" including frame.)
- Unframed canvas: gallery wrapped with painted edges, no staples showing.
- Mats: Clean (no stains or scratches), of archival material and cut to professional standards.
- All work on paper or canvas must be flat with no waves or wrinkles, unless part of the composition.
- No wet paint, visible abrasions or repairs will be accepted.
- Label all artwork on the back with artist name, size, medium and title, if any.
- Hanging: wires must be adequate for the size and weight of the item, securely attached, without excess wire, and following the requirements below:
 - D-rings or eye hooks mounted into the inside of the frame are suggested to allow artwork to hang flat against the slat wall surface in the Sales Gallery. Saw tooth hangers or non-wired hangers will not be accepted.
 - Ends of wire should be taped no more than 2 inches from ring or hook. No plastic-coated wire.
 - Art must be wired at least 3 1/2 inches from the top of the frame (measure from the extended center point of the wire to the top of the frame) to prevent the hanging clips we use from showing above the art when hung.

BIN ARTWORK: May be original, giclee print or high quality prints, preferably matted.

- Shrink-wrapped or secured in clear, closed sleeves in clean and crisp condition (no visible fold marks) and sized to fit the art exactly (no fold-overs unless professionally secured).
- Backed with foam core, mat board or other suitably stiff board meeting archival standards.
- Mats must be clean (no stains or scratches) of archival material and cut to professional standards.
- All artwork must be ready to frame (pressed or stretched flat for watercolor) using archival materials.
- Label all artwork on the back with artist name, size, medium and title of art, and indicate original, giclee or print.
- Originals must also be labeled on the front as well, with a sticker indicating "original art".

Venice Art Center Sales Gallery/ Professional Standards cont.

POTTERY, GLASS, WOOD & METAL

- All products should be professionally finished with level and smooth bases, no rough edges that could mar furniture or scratch customers and neat glaze applications, if applicable (no drips to the bottom of pieces).
- Lids should fit properly.
- All appendages securely attached.
- Any mechanisms (such as clocks) secure and in good working order.
- Care, use and cleaning (if applicable) instructions should be attached to each piece, indicating whether an item is food, dishwasher, oven and microwave safe, or whether decorative or functional (to prevent customers from putting water in low fired or raku fired art). Never assume that something is obvious! If unique or unusual applications or firing methods are used please detail and attach it to product.
- Products must contain either handmade or handcrafted materials.

TEXTILES AND OTHER PERSONAL ACCESSORIES

- Products must use either the artist's handmade materials or be handcrafted from natural materials, or be handcrafted by adapting or manipulating purchased material beyond just assembling the materials.
- Care, use and cleaning instructions should be attached to each piece whether functional or decorative and component materials identified (i.e. 100% silk). Never assume that something is obvious!
- Pieces must be professionally finished, no loose threads or ragged seams.

JEWELRY

- Preference will be given to items made with the highest percentage of handmade components and the use of high-quality, unusual or unique materials and compositions and finished to the highest professional standards.
- All findings and surfaces smooth, no jagged edges. Stones/beads smooth and without scratches or imperfections that might detract from the salability of the item or be uncomfortable to the wearer.
- Clean and polished metals, free of dents and scratches (that are not part of the design).
- Clasps should open and close easily and wire ends properly crimped and covered.
- Necklaces and bracelets should be constructed to function well and lay properly when worn.
- Earrings must have backs (well-fitted on posts or rubber backs on wires).
- A complete listing of component materials must be attached to each product, identifying stones, beads and metals (*We will not accept any items where the component materials cannot be identified.*). Any unusual or outstanding features in materials or composition should also be explained. Any pertinent care instructions to insure the beauty and life of the product should also be indicated. *We are establishing size guidelines for tags containing this information so as not to detract from the display of the jewelry, but large enough to provide the necessary information to SELL the item.*

Please note that our sales staff are volunteers and may not be expert in a particular medium, therefore any relevant information attached to the product will aid in making a SALE.