

New Member Orientation

Welcome!

You have just joined an exciting organization of artists based in Arlington. As a co-op, the Alliance has specific expectations for volunteering, in addition to the privileges of membership.

Monthly Meetings

The Alliance currently holds meetings monthly.

Schedule/Time/Location: Meetings are usually on the second Sunday of the month at 3:00pm and will be held at Little Falls Presbyterian Church, on the 3rd floor, entry at rear of building. Location: 6025 Little Falls Road, very near Nottingham Elementary School. Email reminders with agenda are usually sent out a few days prior to the meetings.

Purpose: These meetings are important for discussions about upcoming shows in which members can choose to participate, new venues for exhibits, interaction with Arlington County, changes in procedures or guidelines, and other related topics. Members bring paintings for the upcoming month at Cassatt's. The meetings provide a chance to get to know the other Alliance members during the social time from 3:00 to 3:30.

Communication

Most of our communication is handled via email. If you do not have or do not plan to get an email account, please buddy-up with another member who does, so that you can quickly catch up on information sent out electronically. Members who have done this provide their email buddy with SASE envelopes to make it simple for the buddy to pop a copy of email communications into the mail.

Typically, email communication includes

- Upcoming meeting agenda/location/time
- Information on exhibiting opportunities
- write-up of the monthly meeting notes
- updated membership list with phone numbers, etc.
- off-site show information
- late-breaking news
- offers of supplies or resources by other members.

Standards

It is in all of our best interests to have standards for the quality of work displayed under the aegis of the Arlington Artists' Alliance. Our work should look professional. This applies to framing, matting, and mounting as well as to the art itself. Please note these requirements for 2-D art:

- Mats should be cleanly cut – no ragged edges or wavy cuts
- Glass or Plexiglas should be clean and unscratched.
- All pieces to be hung must have wire with screw-type hangers – no sawtooth hooks or other less secure hardware.
- No cardboard on the backs of paintings – use foam-core or brown paper as is professionally done.
- Frames should be in good condition – no dings, gouges, or misaligned corners.

On occasion, members have submitted artwork that doesn't measure up to what we feel is a professional standard and the work has not been hung. Please bring in your best work to ensure this does not happen. We assign a quality-control judge for each month's show at Cassatt's to make sure artwork measures up.

Artwork at Cassatt's

It is our practice to change the artwork on display at Cassatt's at the monthly meeting. Members are invited to bring in one large or medium (16x20 or larger), or two small new pieces (artwork that hasn't been displayed there during the previous two months), so that we may keep the look fresh. If we end up with more artwork than space, a selection of the artwork to be displayed will be made by the juror from among the pieces brought in by the members.

Jurying at Cassatt's

Every month, artwork submitted for display at Cassatt's will be juried by selected Alliance members. This is our premier location and we wish to ensure that our members' best work is on exhibit.

Labels

Each piece of art should have a neat, legible label attached – please use the label template emailed to all members.

Bios & Cards

Members should provide a written bio for the purple binder in Cassatt's. Many people, especially purchasers, like to know something about the artist. Members may also display business cards on the back counter. This is not a requirement but a recommended business practice.

Shows at Other Venues

At the monthly meetings you will have opportunities to sign up for future shows, often months in the future. A list of all Alliance venues with hanging information appears at the end of this document. These can be solo shows or group

shows. Most venues have a designated volunteer curator from the Alliance to coordinate logistics and participating artists. Each venue has a unique amount of display space. When you sign up for a show, you are responsible for coordinating with the venue curator for logistics and publicity and the person you are replacing so that there are no blank walls. This includes tasks such as:

- Coordinating with the establishment hosting the exhibit to schedule the date and time to hang and un-hang the show (usually done to accommodate their heavy customer times) and ensuring you have what you need – tools, ladders, etc.
- If appropriate, preparing a price list of the artwork, artists' contact information, with "Arlington Artists' Alliance" given attribution as the sponsoring group, and ensuring copies are available at the show for its duration.

Payment for Works at Alliance venues and shows:

Payment for all works should be to Arlington Artists Alliance (not to artist). Works should be priced to include 5% sales tax, 5% commission to the Alliance, and venue commission if applicable (see venue list). Treasurer will deduct sales tax and commissions and mail check to artist. If an artist receives a check or cash made out to them personally for a work sold, the artist will be required to pay the Alliance for the tax and commissions. Art that has been removed from an Alliance venue or show that subsequently sells as a result of its being shown at that venue or show will require a 5% commission payment to the Alliance.

GENERAL INFORMATION FOR ALL MEMBERS ----

QUALITY CONTROL JUDGING FOR CASSATTS

Each month a quality control juror will be designated for Cassatt's to supervise installation of new works. Members will be notified if their work has been declined for hanging and the reasons why. Please pay careful attention to the neatness of your matting and frames, glass and plexiglas, and also ensure that you have properly secured wire on the back for hanging.

MEMBER EMAIL LIST

Please check email addresses for Alliance members on your Internet provider to ensure you have correct addresses. Membership Director Joanne Barrera updates our list of members monthly and things do change.

If you DO change your email address (or home address or phone number), please send notice of your new contact information to jane.coonce@verizon.net, (Alliance President) lindamaldonado@aol.com (Alliance Secretary) and joannebarrera@cs.com (Joanne is the Membership Chair).

ALLIANCE WEBSITE: <http://www.arlingtonartistsalliance.org>

OFFICERS & LEADERS

President – Jane McElvany Coonce
Vice President – Bud Hensgen
Treasurer – Todd and Sandi Parker
Secretary – Linda Maldonado
Director of Exhibitions – Karen Hacker
Academy Director – Julie Jernigan
Board Member – Patti Vincent
Board Member – Debbie Taylor
Board Member – George Bowles
Board Member – Jane Louise McGavin
Board Member – Bryan Jernigan
Board Member – Meg Mackenzie
Membership Director – Joanne Barrera
Website Coordinator – Bryan Jernigan
Mailing List Coordinator – Patti Vincent
Name Tag Coordinator – Parvaneh Limbert
Membership Cards – Dot Rogers
Sunshine Chair – Sandra Gowl
Publicity – Debbie Taylor and Andrea Schellman
Bio Book Updating – Calliope Capetanakis

ALLIANCE MEMBER CARDS – Dot Rogers provides a numbered member card annually after dues are paid. The card qualifies members for discounts (see below)

DISCOUNTS FOR MEMBERS – are provided upon display of your Alliance membership card by these generous vendors:

- o Arrowine at Lee Heights – 10% on merchandise
- o Cassatt's –10% on food and beverage
- o Pearl Arts & Crafts (Bailey's Crossroads) – 10% on merchandise
- o KH Art Framing (Lee Hwy & Glebe Rd)

LABEL TEMPLATE – this has been mailed to everyone with an email address – please use this for labeling artwork at all venues, unless otherwise instructed by your friendly local curator.

ALLIANCE POLICY ON PRINTS, POSTERS, SHRINKWRAPS AND NOTECARDS

“Original prints” are made by the hand of the artist. These should be a specific limited number (a limited edition). They include but are not limited to etchings, intaglio, engravings, lithographs, serigraphs, monotypes, etc. These are acceptable at all venues and shows and may be hung if framed.

“Reproductions” include any scanned or offset-print work such as giclee, including posters and note cards. These may NOT be hung at any venue or show. Notecards ARE acceptable at most shows, such as Fort Smith and St. Andrews, when there is space available. Check with show organizer.

Solo shows should ONLY feature original art, not reproductions. At some solo shows where there is a reception, such as at Century 21 and Cassatt’s (check with Curator), notecards may be sold at reception.

BINS: At some shows, when there is space available (check with show organizer), shrinkwraps in standing floor bins will be permitted. Standing floor bins only. No table-top bins of any kind. Standing floor bins must be black canvas with steel legs. Artists who use bins should be prepared to share based on space limitations at venues. Number of works per artist to be determined by curator of show based on space limitations at venues.

Please note that one exception to the above is the St. Andrews show, which is a large venue, and where traditionally chairs turned upside down have been used as “bins.” Artists may still use these chairs at this venue, although artists may also choose to bring their floor bins.

WORK PERMITTED IN BINS (all shows): unframed, original or hand-pulled work, matted and wrapped in clear cellophane; unframed work on **archival board** only (oil and acrylic) wrapped in clear cellophane. No reproductions (including giclee) of any kind, stretched canvases of any kind, or framed work of any kind permitted in bins.

FRAMING AND MATTING QUALITY STANDARDS

In order to display our work professionally and provide high quality to our purchasers, the Alliance has established these guidelines for mounting 2D artwork.

- Make sure your mats and frames are in good condition – no dings, scratches, gouges, stains, or ragged bevels. Frame sections should meet neatly and securely at the corners.
- Use wire on back -- no zig-zag hangers or other insecure hardware. This ensures stability in hanging.
- Glass or plexiglass should be clean and free of scratches.
- We suggest you use neutral-colored mats to keep the focus on the artwork instead of the matting. Neutral includes white, gray, beige, and their variations. If your mat is a strong color, it may restrict the number of purchasers who'd be interested in buying it.
- Use archival quality matting and backing (e.g., foam-core) – no cardboard, please.
- Artwork on canvas, if not framed, should not have any staples showing on the sides of the painting and should be painted to have a finished look. The depth of the stretcher can be thick or thin.

If you have any questions about these guidelines, please feel free to contact any of the Alliance officers or other members – we are glad to help.

LABEL FORMAT (a template with four labels is attached to this document for you to use for your paintings) The labels look like this:



Artist Name

Phone #

Title of Work

Medium

\$Price (+5% VA Sales Tax) = \$Total Price

Pay to: Arlington Artists Alliance

NOTE: In this model, the font size for all but the last 2 lines is 16 – for the last 2 lines, it's 12.

You can choose a comparable font style and size for your label.

We recommend you print this out on your home computer on cover stock, which is heavier than regular copy paper and less likely to get crumpled up during transport – gives a more professional look. Please cut the labels size 2 ¾” by 4”. Leave at least 1 ¼” above the AAA logo so that when the card is taped to the back of your painting, your name will not be covered.