

Waterworks 2016

The Store: Guidelines

THE STORE: As space permits, members may offer small paintings (largest dimension 16" framed or matted/wrapped), cards, matted and wrapped giclee prints, and related items for sale in a special section of the gallery. Goods must be labeled with artist name and retail price and accompanied by an inventory list.

ELIGIBILITY: Current PWS members may offer items for sale. However, you need not be exhibiting in the Waterworks show to be included in The Store. The Store supervisors reserve the right to reject items of poor quality or inappropriate items, and to limit quantities.

DROP OFF: **Saturday, March 26**, 2-4 p.m.

PICK UP: Work may be picked up between 5-7 p.m. at the Closing Party, **Saturday, April 23**. Remaining work must be picked up, Sunday, April 24, 1-3 p.m.

PAYMENT: PWS will handle all sales. Artists will receive 75% of sales. Within 10 days of the close of the show (by May 6), PWS will issue payment of the artist's portion of sales by mail.

LIABILITY: All entries will be handled with the utmost care, however PWS and/or the gallery cannot be liable for any damage or theft of artwork.

QUESTIONS? Contact Kate Powell, 540-454-4777.

TIPS (by Sue Schneider)

Preparing Cards: Greeting cards, usually blank on the inside, may be printed on a good quality home printer or reproduced by professional copy shops. Before printing, you may want to tweak the color/image as desired. A handy size/layout, to fit a standard A-2 envelope, can be achieved by printing two cards per page. Print on a good quality card stock, like 67 (or 90) lb. "Exact Vellum Bristol" paper. If your printer has a setting in "printer preferences" for *photo* or *best photo*, use that setting for richer color. It is a nice touch and a good business idea to put small text on the back of the card with the painting's title, your name, copyright and year, and your website or email address (maybe for repeat business). If you are making several cards, you may be tempted to put two different designs on one page. It is better in the long run to create a separate printing master for each card. This way when you reprint your most popular cards you only print the ones you want.

Another option that makes an attractive card is to reproduce the painting as a photograph on glossy photo paper. You can gang these onto a page (4 or more, depending on the size of the image). Cut the image out and mount it on card stock you have prepared—again by printing your text on the back of the card. To attach photo to card, use double-sided tape or a small amount of Alene's Tacky Glue or a PVA glue. This is a nice way to use a colored background for the card, even coordinating with a colored envelope.

A limited selection of A-2 envelopes may be found at office supply stores, but for colored envelopes (with matching card stock) you may have to pay a premium at craft suppliers, or simply order online.

To avoid "shop wear and tear", package your cards in a clear self-sealing bag. You can get these online from Clear Bags, or purchase them at Pat Catan's and possibly other local craft suppliers. Standard A-2 cards fit in the 4.75 x 5.75" bags.

You can also make postcards as described in the first paragraph above. These are especially nice just to keep in touch with friends and maybe share your latest creations. I don't think they have the sales potential of a greeting card with envelope, but might sell as a set of 4, 6, or 8.

All that being said, some artists prefer to make their cards as giclee prints. This is especially nice if you expect the card to be framed rather than used as a greeting.

Pricing: Only you can determine what you sell your items for fairly, taking into consideration your time, talent, complexity of the work, costs for production (including printing, supplies, paper, ink, envelopes, packaging, labeling, and your labor). As a guideline, however, most artist-made cards with reproduced artwork sell locally for \$4-\$6. Original art cards can be priced higher, but rarely over \$10-\$12.

Preparing Giclee Prints: Excellent quality, for a price. Best advice is to ask others you know who get giclee prints made; I use Tri-State Reprographics on Smallman in the Strip. Size your images, if possible, for standard frame sizes and pre-cut mats, unless you are able (and willing) to cut your own mats. Mat your giclee print, include a backing and label/identification/artist statement/contact info, etc., and wrap in a "clear bag" as described for cards; there are many sizes.

