

Manassas Art Guild Presentation and Framing Guidelines

PURPOSE:

- 1) To identify and encourage widely accepted presentation practices.
- 2) To create more consistency and attractiveness when presenting MAG members' work to the public.

Adapted from an online article by Gary W. Freeman, artist/educator. **“Poor presentation can make great art look terrible. Good presentation can make terrible art look great.”**

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DISPLAYING

General

- The MAG name and/or logo should be prominently displayed at all exhibits. Hang this sign first to make sure it has a space.
- Keep the exhibit area neat. Remove boxes, carryalls, etc. from the area before the exhibit opens.
- Keep the sales table uncluttered; put out only those items needed to complete sales. Keep personal items such as purses, drink cans and magazines out of sight when not in use.

Display stands

- Arrange display stands at angles to one another, not in a straight line. This is to increase stability.
- Arrange stands with an eye to wheelchair access, and to give viewers room to stand back so they can see the work.
- Use two hooks, not one, to hang work on display stands, so they will hang straighter.
- Don't let frames touch; there should be, at minimum, an inch or two of space between them.
- The top of any frame should not be below eye level.
- The bottom of any frame should not be below waist level.
- Hang i.d. tags from the back of the art. Don't place them on the front of the frame.
- Keep the i.d., tag location consistent throughout the exhibit (usu. lower right hand corner).
- Make sure the tags are on straight, with no tape showing.
- When using stand covers, fasten them both under and around the stand legs to reduce billowing.

Print bins

- Group art by size in the print bins (smallest in front).
- Do not overstuff print bins; customers should be able to flip through the work without effort.

Notecards

- MAG discourages bulk displays of notecards. We are seeking to produce quality, professional-looking art exhibits; too many notecards creates a thrift shop appearance.

Manassas Art Guild Presentation and Framing Guidelines (cont'd)

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MATTING AND FRAMING

All framed work

- Use simple mats and frames.
- Wire is attached to the frame, one-third to one-quarter of the way down the sides of the piece.
- Do not use sawtooth hangers, paper hooks, or any other method except wire strung across the back.
- Pull wire taut. It should not show above the frame when the work is hanging.
- Should have, at minimum, your name on the back.

Works on paper, and fragile mediums (such as pastel, even if on hardboard)

- Should be matted, and covered with clean, scratch-free glass or Plexiglas.
- Make sure mattes are clean and neatly cut (no crooked or jagged edges). Do not write on mattes.

Oils and acrylics on hardboard or canvas

- Don't put either matte or glass; just the frame.
- A canvas that is gallery wrapped does not need to be framed, as long as the exposed edge is painted. ("Gallery wrap" means the canvas is stapled on the back, not the side.)

Sculpture, pottery, other three-dimensional pieces

- Provide a base or stand for large three-dimensional work. Instructions for special installations should be attached to the piece.
- Fabric wall hangings should have a sleeve or other place for curtain rods or similar hardware or otherwise be ready to hang.

Unframed two-dimensional work

- Is placed in "print bins," not hung. Art should have shrink-wrap or similar protection.
- Works on paper should be matted (include backing board). Reproductions (inc. photos) on paper do not have to be matted, but should be presented neatly and with adequate backing to prevent bending.
- Put small price tags (stickers) on the front. If you change the price, change the sticker; don't just write over the old price.
- Should have, at minimum, your name on the back.

Notecards

- Should be neatly packaged, labelled and include envelopes.
- Should have, at minimum, your name on the back.

Not required (by MAG) but recommended (and IS required in many other places.)

- Fasten art to backing board using the "hinge" method. Fasten at the top only.
- Matte size should be in proportion to the piece. Works 10x14" and larger work best with mattes 3" or more. (Mattes that are too narrow make the work look cheap.)
- Mattes should be the same width on all four sides. Or, the bottom margin can be one to several inches wider than the other three.
- Use neutrals. Avoid overpowering your art with bright, bold, or busy mattes and frames.
- Use acid-free materials. "Regular" paper, cardboard, and tape contain acid that will cause yellowing and deterioration.
- In addition to your name, put title, media, size, price and your contact information on the back of each piece of art.