

A Guide to Preparing your work for exhibition

The following is to help you prepare your work for Exhibition; specifically, for WSA Exhibitions and generally for any exhibition.

1. Oils and acrylics:

- don't leave doing your painting until the last moment- it must be dry
- additions to the surface of your work should be secure
- make sure your edges are tidy- you can take the picture onto the edges or paint them white /black/a colour that compliments the work
- optional -frame your work to suit but tidy the edges before framing.
- make sure it is signed – date the back if you wish but not the front.
- Put your name and the name of your work on the back


2. Watercolours and other framed works

- Sign your work on the front. Sign, date and put the name of work on the back.
- Have the work framed professionally.
- **Or** purchase a frame to do it yourself. If you purchase a frame ensure it is in perfect condition-no chips scratches etc. If you buy a cheaper frame The Warehouse, Briscoes and Spotlight have inexpensive frames, often with mats. From experience Briscoes have slightly better frames.

Please note that purchased frames and mats come in several standard sizes so make sure your work will fit correctly before you start.

- Made to measure frames can be bought online from Frame Fox www.framefox.co.nz or Factory Frames www.factoryframes.co.nz both based in Auckland. There are others too. You need to plan ahead to use this service.
- Choosing a frame- keep your frame simple. It should compliment your picture and not be the hero.
- If you are framing your work yourself, please ensure any card products you use are acid free.

Photographing your work

- Photograph your work before you frame it using either a cellphone or camera
- Lie your picture flat (on the floor) in an area that is brightly lit, but not in direct sunlight or under lights.
- View your picture through the camera lens- ensure there are no shadows or reflections showing in your viewfinder.
- Move camera to ensure edges of the picture are an even distance from each edge of viewfinder frame- i.e. Square in the viewfinder. 
- Snap picture and check view before doing a trial printout.

- Upload a digital photograph with your entry as a jpg up to 2MB. Picture maybe cropped to edges only.
- If you have to print out your entry on A4 paper - I recommend you print on Brother Mat photo paper (Warehouse Stationery). Check the printout colour matches your work -tweak colour to match if it does not but, do not enhance in any other way.
- Remember your digital picture will be viewed by the judge as A4 size not matter what the original size.

To frame our work yourself

1. You will require a mat to suit your work, cut to size -any framing shop will do this for you. If you are able to do this yourself Art shops have mat card of A1 and A3 sizes in limited colours. *(This is not recommended unless you regularly cut mats.)*
2. You will need some backing board, (card or foam board); bought frames usually have MDF or similar backing which is not acid free so please replace it- from an Art shop or a framer.
3. Picture tape (paper) -to hinge your art to the back of the mat (secure top only) to keep it in place.
4. Framing tape- to join the mat to backing board and to seal the backing board with frame-dust and insect proofing.
6. Join the mat and backing board down the inside of just one side before fixing picture in place with paper tape. Check position of art in mat and allow paper tape to dry.
5. Open the back of the frame, bend back the pins to release backing board, insert your mat, art work and backing board then fold pins back when complete. Alternately, you can remove the pins and use a framing gun, if you have one, to secure mat, art and backing board.
6. Ensure the inside of your glass is clean and there is no dust, or bits and pieces incorporated inside before securing the work. (white gallery gloves helps with this).
7. Neatly seal frame to backing board with framing tape.

For your entry no matter what your medium.

For identification and packing you will need:

Ruler, pencil, snap off knife, D rings with screws, screwdriver, poly cord, bubble wrap, clear packaging tape, small photo print of work, marker pen/pen, label for work on paper, masking tape. Cardboard packaging, two courier coupons (send & return), self-addressed envelope, Swing tag-card & string.

- You require something to enable your work to be hung. The following will ensure work hangs well and doesn't swing outwards.

1. Purchase some D rings – please ensure these are a size that will support your work- larger if the work is heavy. Any D ring should be at least 1.5.cm on the side that has the fold over to screw it on with; smaller sizes do not fit most hanging systems. D rings

come with screws or nails to attach them to the frame- screws are preferable as you don't have to hammer them into your work. If you do have to use nails in the D rings, put your frame on least 2 folds of towel or similar to avoid damaging the frame front as you hammer.

2. Location of your D rings- measure the side of your work and divide length by 3. Mark this 1/3rd measurement total measurement down from the top with a pencil and repeat on the other side. Position your D ring with the "ring" facing the centre so the D is free of the frame on the inside edge. Use a push pin to make a small hole in the frame in the screw/nail hole of the D ring to enable you to 'start' your screw/nail. Repeat on other side. Insert screw and tighten until D hangs firmly to centre.

3. Cord is optional for Arts Post and WSA galleries. To add cord, purchase some thin poly cord- available at curtain shops, David Emporium, Mitre 10, Spotlight, Gordon Harris etc. It should be of a suitable weight to support your work. Thread the cord through both D rings so it is double, reasonably tight, leave enough to tie a knot in. Tighten and tie your knot-Test it does not come apart! Trim to tidy. Move the knot to the centre.

NB: If you buy a frame with hanging points in positions that are not located on the frame sides or are below 1/3rd of the way down they will not be suitable so please add D rings as described. Don't use screw eyelets please.

Identifying your work

- On the back frame for oils and acrylics please put your name, and the title of your work in pen and your price clearly in pencil.
- For paper-based work requiring a frame it is a good idea to make yourself label with Artist name, medium, reference ID or Year/date and price. You can glue this to your backing board. I suggest your price is in pencil.
- For the convenience of the gallery add a swing tag with name, medium & price to your hanging cord or if you don't have a cord on a D ring. Make the cord on the label long enough to hang over the top of your art work.

Pricing your work

Your price should include:

1. The cost of your materials- paint, paper/canvas
2. Your frame/framing price -don't subsidise the cost of the frame to the purchaser.
3. Pay yourself for your time - this will depend on your experience/skill /recognition as an artist etc. This may not be much to begin with but, as you become known and sell regularly you can pay yourself more.
4. The commission the gallery charges. Some galleries complicate things by noting commission plus GST. If this happens enquire as to the total rate before you price your work.

Add the first three of these together and multiply them by the commission factor.

For 20% multiply by 1.25

30% multiply by 1.30

40% multiply by 1.70

45% multiply by 1.85

(ArtsPost charges 46% when GST is included (if you are not exhibiting with WSA or registered as a Hamilton Ratepayer) so multiply what you want to be paid by 1.86

It is important to make your price neither too high or too low.

Too low and you are giving your work away; too high and you very unlikely to sell unless your work is already in demand.

Protecting and transporting your art entry.

- In order to protect your art work make a bag for it from bubble wrap and clear packing tape (it sticks better than cello tape). Ensure the bag is loose enough to get the work in and out easily- i.e. not too tight. Leave extra wrap at opening and tape it down lightly with a couple of pieces of masking tape. Do not use cello tape-it does not open easily.
- Put your name on the bubble bag and add a picture of your work- include the name of your work. This will help the unpackers/packers to return your work to your packaging and ensure your work remains protected.

If you courier your work

- Package your bubble bagged work in a cardboard outer to add extra protection. Add any extra packing you require to ensure safe transport. Ensure you have the packaging well taped to prevent opening.
(Some framers will pack and arrange for courier transport if you wish to use this service- it will still require a bubble bag as described)
- If you have couriered your work and cannot collect it the day the exhibition comes down, please include a courier coupon in an envelope with your name and address on it to enable our WSA staff to return your work to you.
- Address your package to Exhibition, WSA, Level 1 Arts Post Building, 120 Victoria Street, Hamilton.
- Add your return address.
- Ensure your work is sent in time for hanging. Exhibitions are usually hung the day before the opening.

Other things to know

- Work needs to be collected on the day the Exhibition comes down unless you have a courier coupon for return or make alternate arrangements with WSA staff.
- We accept work for our exhibitions up to a week prior to the hanging date.

- Don't leave preparing your work for an exhibition until the last minute. It can take several hours if to do the basics above without having to arrange a frame/for framing your work.
- If you have been asked for an artist's statement, please keep to the word limit, do not put anything in it that identifies you as the artist or your location (most exhibitions are judged "blind"), don't waffle- the judge will have read enough waffle in the past.

Final Check list

Oil/ acrylic is thoroughly dry

Tidy edges

Additions to surface of work secure

Work is signed on the front

No marks on Framing

Glass clean and no inclusions

Backing board of 'on paper' works sealed with framing tape

Name, name of work, date, price on back of work

Has D rings -not something else.

D rings not more than 1/3rd of way down

Swing tag on D ring or cord

Swing tag can hang over front of work

Work protected by bubble wrap bag

Bubble Bag has your name on it

Bubble Bag has small photo of your work cellotaped on the front

Work is securely packaged for couriering -if required

Return address on packaging.

Return coupon in self-addressed envelope included if required

Sent allowing time for transportation to WSA

Correct WSA address on packaging

Entry forms filled correctly and sent with a good digital photo or A4 print of your work by closing date.