

## Letter From the President

March 6, 2024

**Dear Friends** – Last year was a wonderful year for the DIAA: the celebration of our 50-year history, a number of new and returning members, and, importantly, sharing our incredible creativity.

In the words of our founders, we are “fostering community dialogue and exhibiting tremendous art to the peninsula” [and beyond].

Sadly, we have lost two very dear friends: Nancy Hodermarsky passed away in December, and Oscar Turner in January.

Our gallery is the shining beacon of art in the Deer Isle village year-round. The Winter residencies, and workshops, a reinvigorated Let’s Draw and the Winter Windows provide invigorating art

dialogue throughout the cold, snowy winter.

Thank you for your generous financial support of the DIAA. I know you will continue your involvement in the DIAA by participating in exhibits.

We can always use your help with exhibit installation. This year I am making a renewed effort to fill the appointed positions that have mostly been vacant for several years. Information will be coming out very soon from the nominating committee regarding the elected and appointed offices including Gallery Technician, Hospitality Chair and Archivist.

I encourage you to think about how you might like to serve in

these elected or appointed positions. As I have said many times over the years, I have been honored to serve the DIAA as president since 2009 and will gladly continue. However, there may be some one of you who might ready for the task.

We are looking ahead to another wonderful year in 2024. We are trying a couple new exhibit ideas that we hope you will embrace. The season of exhibitions Cindy has outlined will be fantastic. As we embark on the next 50 years of the DIAA, let the fun begin.

I am looking forward to seeing you all again this summer!

**David McBeth**, President 2024

## The Membership Renewal Package

Please read everything in the Membership Package. In particular, note the different places to send the Membership Form and the Exhibition sign-up. Please do not create extra work for the Exhibition Chair, Membership Chair, and Bookkeeper and delays for you.

**Membership Form** – Send it, and your check, to the PO box. If your mailing address, phone or email address have changed in the last year, please flag that.

**Exhibition Form** – It is a “fillable” pdf. Download it from the website, fill it out, save with your name as the file name, and email it to Cindy. Of course, the traditional print-it-out-and-mail-it-to-Cindy will work just as well. Just do it before **April 21** to improve chances of getting into two of your exhibition choices. The assignment process begins then.

**New:** we are adding “Art Shelves” to give 3-D artists the same opportunity the 2-Ders have to display in the “Art Rack”. There will be size and weight restrictions, detailed information will come later.

Questions? Write [csimonds@gmail.com](mailto:csimonds@gmail.com).

**Member Information Brochure** – Please read it (again). It answers many questions and is a reminder of policies and practices we agree to when joining as an exhibiting member.

**12x12(x12)** – This special event will run for **one week** (six days) again. Please explain that the \$144 price does not represent the true value of artists’ work and talent to your friends and followers.

**One Week Fundraising Show** – please read the information about a Special Event – “Island Collection” which will benefit DIAA and the Library; see the footnote on the Exhibition Sign-Up form.

**Thank You + A Plea** – A big thank you: to those who show up for receiving and hanging (over and over); for participating in the 12x12(x12) (keeping us solvent); for keeping the gallery open beyond what’s required; and for being appreciative of the work, time and effort fellow members invest in keeping DIAA open and thriving. You are part of the reason that we do so every year.

**In recent years there have been a few difficult incidents.** We want feedback, and when we make mistakes, we need to know, and will try to fix things. But **please be gentle and respectful.** Getting yelled at—in person or in writing—adds to the stress of meeting deadlines and makes us wonder if it is time to step down.

**Please help by responding in a timely way** to emails asking you to confirm exhibition sign-up, submit images etc. It makes everything take longer—and more stressful—when we must chase people for information to meet deadlines.

**Please show up** on time for receiving and gallery sitting. No-shows, arriving late or leaving early for sitting hurt our reputation and it is disrespectful to fellow artists. **Please come to receptions** and bring friends; it’s a time to get to know each other.

**It’s always a good time for new energy.** Do you have ideas to enliven DIAA? **Why not run for a Board job or volunteer for another position?**

**Susan Finsen**, Membership Chair, 2024  
[sfinsendiaamembership@gmail.com](mailto:sfinsendiaamembership@gmail.com)





# DEER ISLE ARTISTS ASSOCIATION 2024 EXHIBITION FORM

DATE:

SEND OR EMAIL THIS FORM TO  
**CINDY BOURQUE SIMONDS – 19 EIDER PLACE – SEDGWICK, ME 04676**  
**cbsimonds@gmail.com**

**(DO NOT SEND TO THE PO ADDRESS – it will delay your scheduling – ONLY your membership form/check go there)**

NAME:	EMAIL:
	PHONE:

**Assignments begin April 21 – submit before then for best chance of getting two of your choices.**

You can apply for up to three **regular exhibitions**. Number your preferences 1,2 or 3 in **Column A**.  
There are three **All Member** shows. Choose any or all by putting a check in **Column B**.

A	B	<b>NOTE:</b> Artists on the <b>waitlist</b> often get in when scheduled artists drop out/do not confirm participation when required. And, <b>if you are scheduled</b> , please let Cindy know if you are <b>unable to participate</b> in advance (if possible) so others can have time to get ready. “No Shows” on receiving day deny others the chance to exhibit, and leave shows unbalanced.			
CHOOSE UP TO 3	ALL MEM	DATES	Show #	EXHIBITION TITLE	PR FEES
		May 28–Jun 9	1	Shapes of Spring	<b>The PR fee is \$25 for each show</b>  Pay when you deliver work for the show (not before).  <b>EXCEPT</b> no fees for the 12x12 or Holiday Pop Up
		Jun 11–Jun 23	2	Visions of Hope	
		Jun 25–Jul 7	3	Music Inspiration	
		Jul 9–Jul 21	4	Unfolding Horizons	
		Jul 23–Jul 28	5	<b>12x12 (x12) (All Member Special Event)</b> (one week)	
		Jul 30–Aug 4	6	<i>Island Connections (Special Event Fundraiser - no submissions)</i> (one week) *	
		Aug 6–Aug 18	7	Beacon of Bright Color	
		Aug 20–Sep 1	8	Perfect Pairings - Artists in Collaboration **	
		Sep 3–Sep 15	9	<b>Small Works (All Member)</b>	
		Sep 17–Sep 29	10	Dance Fever	
		Oct 1–Oct 13	11	Moon Rise	
		Dec 13, 14, 15 Dec 20, 21, 22	12	<b>Art For The Holidays (All Member Special Event)</b>	

### ART RACK/SHELVES SIGN-UP

The **Art Rack** displays unframed original paintings, photos, or hand-pulled prints (no reproductions).

**New this year, Art Shelves for 3D artists** - details about size and weight later in the spring.

2-D	3-D	DATES	PR FEE
		May 28–Jun 23	<b>The Art Rack fee is \$15.</b>
		Jun 25–Jul 21	
		Aug 6–Sep 1	
		Sep 3–Oct 13	

\* **Island Connections** (exhibition #6) is a special event fundraiser made possible by a Deer Isle couple who are donating a collection of island artists’ works. **All sales will benefit DIAA and the Deer Isle Library equally.** This is a one-week exhibition.

\*\* **Perfect Pairings–Artists in Collaboration** (exhibition #8) implements a suggestion made at the Annual Meeting last year. DIAA members can choose a collaborator (member or non-member) and enter up to four works you produce together.  
**This show is only open to those who collaborate.**

Membership Questions? Send email to: [sfinsendiaamembership@gmail.com](mailto:sfinsendiaamembership@gmail.com)  
Exhibition Questions? Send email to: [cbsimonds@gmail.com](mailto:cbsimonds@gmail.com)



## Member Information

Founded in 1973, the Deer Isle Artists Association (DIAA) is a 501(c)(3) nonprofit dedicated to promoting, nurturing and supporting visual arts in the greater Deer Isle community by:

- increasing awareness and appreciation of fine art and craft;
- building an arts community through mutual support; and
- providing fine art and craft artists with an opportunity to exhibit and sell original handmade work.

**Gallery: 15 Main Street  
Deer Isle Village, Deer Isle ME**

**Mailing Address: P.O. Box 634  
Deer Isle, ME 04627**

**[www.deerisleartists.com](http://www.deerisleartists.com)  
(207) 598-9656**

"The world of reality has its limits;  
the world of imagination is boundless."  
Jean Jacques Rousseau

## The Association

### Membership

DIAA has some 100 members working in many mediums including: painting; ceramics, sculpture, drawing, jewelry, printmaking, fiber; photography; and glass. Some live in or near Deer Isle full-time; others are seasonal residents. DIAA welcomes professional, emerging, and student artists of all ages.

### Association + Gallery Management

DIAA has no employees. Members manage all activities, including gallery staffing, publicity, gallery cleaning/painting, hanging exhibitions, maintaining supplies, and running receptions and special events.

Officers (president, vice president, treasurer, exhibition chair, and secretary) are elected at a mid-summer annual meeting; other chair positions are appointed (e.g., publicity, membership). The officers and chairs constitute the DIAA Board/Executive Committee which is charged with stewardship of, and responsibility for, directing the association's operations.

### Exhibition Season

Thematic exhibitions change every two weeks during the exhibition season, usually from the end of May into October.

DIAA also holds some special events, including a one-week 12x12x(12) exhibition held mid-summer, and Art for the Holidays, held on two long weekends in December.

### Winter Activities

Members have an opportunity to apply for a one-month residency in the winter months. Other activities have included: member-run art workshops for the community; local student art exhibitions; and "Let's Draw!"—a weekly gathering of local artists who draw together.

## The DIAA Gallery

### Member Exhibitions

Members can sign up to show a small body of work in several thematic exhibitions. The number of pieces depends on how many artists are in the show.

Two-D artists can apply for space to display unframed work in the Art Rack, and 3-D artists can make use of the Art Shelves for one month displays.

Members are also invited to participate in three "all member" shows: *Small Works* and two special events: the *12x12(x12)* and *Art for the Holidays*.

Artists set prices for their work and receive 65% of sales, except for the *12x12(x12)* when the split is 50-50. A small publicity fee (\$25 in 2024) is collected for most shows to support the cost of paid advertising.

### Type of Work Shown in the DIAA Gallery

The DIAA Gallery shows fine art and craft that is:

- original and handmade,
- conceived and executed by the artist, and
- one-of-a-kind, or part of a series or limited edition.

*Note: reproductions (e.g., a print of an original painting) are not accepted in the gallery except as notecards and postcards.*

### Safety

All work must be well-made, safe to handle, and ready for display (see *Exhibition Procedures + Guidelines*).

Vessels that are not food-safe, or have limited intended use, must be so labeled. The gallery does not accept very fragile work or items containing combustible or biologic waste, or other hazardous or toxic materials.

"Craft is the intentional expression by hands of what is in the mind, melding respect for materials with mastery and purposeful use of technique."  
Judith Blayne



## Exhibition Procedures + Guidelines

### Signing Up Is A Two-Step Process

#### (1) **Initial sign-up:**

Artists who return the Sign-Up Form (included in Membership Package sent in March and on the website) by the target deadline have the best chance of getting the exhibition dates they desire; and

#### (2) **Confirmation of participation:**

Artists must promptly confirm participation by replying to email notices or the spot may go to someone on the waiting list. During the season, artists can check with the Exhibition Chair to see if space is available; often, waitlisted artists get into a show.

### General Presentation Guidelines

Artwork must be ready for installation with dry surfaces that are safe to handle (**no wet paint!**). Presentation and framing is an extension of the work itself.

Each item must be labeled with the artist's name, title, and medium on the back or bottom, along with any information a buyer needs to know about safe handling or care.

### Hanging Mechanisms

The best hanging mechanisms are triangle, D-ring, or eyelet screws and wire of appropriate gauge/weight to support the artwork. Sawtooth hangers and frames with holes for nail hanging should be used only for small and very lightweight work.

### 3-D Display for Pedestal or Shelf

Three-D work that does not hang must be able to stand securely on a pedestal or shelf. If a display stand is provided for work (jewelry, sculpture, fiber, etc.) please note if it is included in the sales price or is to be retained by the artist.

## Art Rack, Cards + Books

### Art Rack

The *Type of Work Shown in the DIAA Gallery* guidelines also apply to the Art Rack (e.g., no reproductions).

Artwork must be protected to prevent damage from handling. The gallery suggests clear bags or shrink wrap rather than household plastic wrap or clear tape which looks unprofessional and may come loose.

Works on paper should be on a firm backing, such as mat board or foam core.

### Cards/Books

Cards may be packaged individually or as sets. The minimum price for cards is \$4 each. This is the only place the gallery accepts reproductions.

### Labeling for Art Rack and Cards/Books

Artists should follow labeling requirements listed in the *General Presentation Guidelines*, and include the price. This is the only label that will appear with the work.

Every item must be labeled so buyers know who the artist is, and the artist can be identified on sales slips (and then paid!).

"Art does not reproduce what is visible; it makes things visible."  
Paul Klee

"Craft is the mastery of techniques and materials; art is the investment of spirit in whatever materials are used."  
Mildred Constantine

"If I could say it in words there would be no reason to paint."  
Edward Hopper

## Artist Responsibilities

### By Placing Work in the Gallery, Artists Agree to:

- submit only original and handmade work as outlined in the *Type of Work Shown in the DIAA Gallery* section;
- gallery sit for the required sessions (varies depending on number of exhibitors);
- leave work in the exhibition until the end of the show (no item swapping—if a buyer takes work during the show, the artist may be invited to replace it);
- deliver work according to the schedule (work delivered after hanging is underway may not be displayed);
- submit an image for publicity when asked,
- make sales only through the gallery if the buyer sees the work in the show or in the show's publicity (by DIAA or artist);
- pick up work or arrange for pickup according to the schedule (DIAA has no storage space); and
- call the Exhibition Chair if there is an emergency and you need help meeting any of your commitments.

### Email

All exhibition and association communication is sent through email. Some of these messages require immediate action. **Thus, all DIAA artists must have access to an email account.**

"Creativity takes courage."  
Henri Matisse

"To me, craft is art that results from indistinguishable melding of process, materials, and concept."  
Judith Schaechter



**THE 12x12(x12),  
July 23-28, 2024**

**WHAT IS IT, and  
WHY DO WE DO IT?**

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Since 2014, the DIAA has held an annual all-member special event called the 12x12(x12):

- All 2-D work is exactly 12x12 (including any frame);
- 3-D work does not exceed 12 inches in any direction;
- Every piece of art is \$144 (plus tax and shipping if applicable);
- Approximately half of DIAA's members participate in this event each year, submitting hundreds of works of art.

**The 12x12(x12) is designed and conducted to provide benefits for the local community, for DIAA member artists, and for the Association in the following ways:**

**Supports Community Outreach**

The 12x12(x12) raises awareness of DIAA outreach efforts; provides accessible prices for those who may not be able to afford other works of art or are beginning collectors; and adds activity and vibrancy in the Deer Isle Village benefitting other local businesses.

**Promotes Member Artists**

Because the 12x12(x12) presents hundreds of pieces of art by 50 or more artists, it introduces member work to a large number of visitors and collectors at one time.

**Increases Sales**

The 12x12(x12) generates more sales than other exhibitions. Sales are split 50-50 between artists and DIAA, allowing DIAA to keep membership dues affordable for artists of all means and still meet rent, utilities, and other operational expenses.

**Energizes Artists**

The 12x12(x12) provides a venue for members to do something different and have fun. The price does not reflect the market value of artists' work, or their training and talent. Artists participate because of the other benefits it provides them, their colleagues, and DIAA.

**Encourages Participation in DIAA**

The size and fast-paced nature of this event requires a lot of people to prepare and run it, creating a stronger artist community and commitment to our organization and gallery.

**Attracts New Members**

The energy and excitement of the 12x12(x12) has proven an effective way to attract new members to DIAA. In 2021 five new members joined during the event itself; three of them then participated in the remaining days of the event.

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**WWW.DEERISLEARTISTS.COM  
GALLERY - 15 MAIN STREET, DEER ISLE VILLAGE  
PO BOX 634, DEER ISLE, ME 04627**