



**THE 12x12(x12),
July 26-31, 2022**

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

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

- All 2-D work is exactly 12x12 (including frame);
- 3-D work does not exceed 12 inches in any direction;
- Every piece of art is \$144 (plus tax and shipping);
- 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, but 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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