



March 6, 2022

### Letter From the President

So far, 2022 is proving to be as unique, interesting and challenging as 2021. I am confident we will make it through these unusual times with grace and a smile. I find poetry helps me keep focus and positivity. In our February board meeting, I shared the poem, *Advice to Writers* by **Billy Collins**. I encourage you to hunt down the full poem; here I want to share the third stanza:

*The more you clean, the more brilliant  
your writing will be, so do not hesitate to take  
to the open fields to scour the undersides  
of rocks or swab in the dark forest  
upper branches, nests full of eggs.*

So, let's scrub away the dirt and grime of the past two years and work together to shape 2022 into an outstanding year. Your DIAA board has been working hard to provide an outstanding exhibit season. As you will see, we have changed the exhibition schedule a little. We are financially quite strong. And we have developed an informational brochure to help us all understand the procedures and operations of the gallery and our individual responsibilities as members.

Again, this year, as you fill out your membership renewal and exhibitions sign-up forms, consider making an extra contribution to the DIAA. Your "above and beyond" financial support helps the DIAA not only sustain, but excel, as an arts organization in the region. We also encourage you to become more involved in DIAA activities and particularly in the gallery. Consider how you can play a role to help keep the DIAA the strong, vibrant organization it is.

Meanwhile, submerge yourselves in your studios and make great art.

Be well and stay safe,  
**David McBeth**

### The Membership Renewal Package

In addition to the Membership and Exhibition Sign-Up forms, you will find two new items: one is a draft "Member Information" brochure describing DIAA operations and procedures. The other involves a change to our 12x12(x12) in format and messaging:

#### Membership + Exhibition Forms

They have changed a bit, so please read them carefully. **Reminder:** they must be sent to two different places. You can renew or join at any time, but get your form to Cindy no later than **April 15** to improve chances of getting into your exhibition choices. The assignment process will begin right after that. Send Exhibitions questions to Cindy ([cbsimonds@gmail.com](mailto:cbsimonds@gmail.com)). Membership questions go to me ([sfinsen@gmail.com](mailto:sfinsen@gmail.com)).

#### Member Information Brochure

We're very pleased that a lot of new members have joined DIAA over the past few years. Orienting them and answering questions from all members led us to consider how we could improve communication about operations and procedures. The draft "Member Information" trifold brochure is part of this effort.

Before the Board finalizes it in May, we invite members to provide feedback. Are there other topics you think should be included? Is the information clear and consistent? Do you have any comments? By **April 15**, send them to [sfinsen@gmail.com](mailto:sfinsen@gmail.com).

#### 12x12(x12)

Beginning in 2022, the 12x12(x12) will run for **one week** (6 days), not two. We are changing it for two reasons:

- (1) to make this labor-intensive event more manageable and efficient; and
- (2) to distinguish it from our regular season exhibitions.

We'll reinforce the message by emphasizing that this show is a special event, with a special format and a special price in our advertising, web presentation, and other written communication.

This renewal package has a one-page description of the 12x12(x12), its purpose and benefits to the community, artists, and the association. Please read it and help communicate to gallery visitors and your own clients and followers the nature of this special event. We all need to underscore that the \$144 price does not represent the true value of artists' work and talent, but has other benefits.

Here's to a great 2022 season!  
**Susan Finsen**, Membership Chair



## 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**

[www.deerisleartists.com](http://www.deerisleartists.com)

"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: painting, ceramics, sculpture, drawing, jewelry, printmaking, fiber, photography, glass, etc. 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 two special events: a one-week 12x12x(12) exhibition held mid-summer, and a two-day *Holiday Pop-Up* show in December.

### Winter Activities

In recent years, DIAA has hosted "ART matters," a monthly gathering of artists, and those interested in the arts, for presentations and conversations about fine art and craft.

Other activities have included: member use of the gallery as a studio, 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 and/or to place unframed work in the Art Rack. The number of pieces depends on how many artists are in the show.

Members are also invited to participate in three "all member" shows: *Small Works* and two special events: the *12x12(x12)* and the *Holiday Pop-Up*.

Artists set prices for their work and receive 65% of sales, except for the *12x12(x12)* when the split is 50-50. A small public relations fee (\$25 in 2022) is collected for all shows, except special events, 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. As noted elsewhere, 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 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),
- 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



# DEER ISLE ARTISTS ASSOCIATION

## 2022 MEMBERSHIP FORM

Date Submitted: \_\_\_\_\_

**Make check to DIAA & send with this form to: DIAA, PO Box 634, Deer Isle, ME 04627**

(please please please *do not send the exhibition form to the post office*)

**Check one in each list:**

- I am:**  Joining as New Member  
 Renewing from last year  
 Rejoining after absence  
*(welcome back!)*

- As:**  Artist Member(\$60)  
 Patron Member (\$60)  
 Student Member (\$10) \*

\* School: \_\_\_\_\_

**MEMBERSHIP FEE** (from box at left) \$ \_\_\_\_\_

**DONATIONS**

**DIAA Angel** (*general association support*) + \$ \_\_\_\_\_

**Education Outreach** (*community, school support*) + \$ \_\_\_\_\_

**Artists Helping Artists** (*temporary help for members*) + \$ \_\_\_\_\_

**TOTAL AMOUNT** \$

**\* REQUIRED INFORMATION - PLEASE PRINT**

<b>* Last Name</b>		<b>* First Name</b>	
<b>* Email</b> <i>(IMPORTANT - Almost ALL communication is via email)</i>	Directory opt out <input type="checkbox"/> DIAA will provide a directory to members noting they should not share it or put artists on mailing lists without express permission. If you wish to opt out of the directory (showing only your name and no contact information) check the box to the left.		
<b>Website</b>			
<b>Winter Mailing Address</b> <i>(where we should send the membership package)</i>	<b>Street or PO Box:</b>		
	<b>City/State/Zip:</b>		
<b>Winter Phone</b> <i>(or year round)</i>			
<b>Cell Phone</b>			
<b>Summer Address</b> <i>(if different from winter)</i>	<b>Street or PO Box:</b>		
	<b>City/State/Zip:</b>		
<b>Summer Phone</b>			
<b>Where to send checks for all of your sales</b>	<input type="checkbox"/> Winter Address <input type="checkbox"/> Summer Address		
<b>Extra Gallery Help</b>	<input type="checkbox"/> Check box if you are willing to be called to help with hanging or gallery sitting when needed		

The **Deer Isle Artists Association** was founded in 1973 and is a 501(c)(3) nonprofit organization dedicated to promoting the arts through exhibitions and education. Membership is open to professional, emerging, and student artists, and to all interested in promoting the arts. In addition to artist exhibitions, the Association conducts educational outreach, convening local artists, students, and the extended community for discussions, drawing, and for other events.

**Gallery: 15 Main Street, Deer Isle Village    Mailing Address: PO Box 634, Deer Isle, ME 04627**  
**www.deerisleartists.com                      diaagallery@gmail.com                      207-348-2330**

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



## DEER ISLE ARTISTS ASSOCIATION 2022 EXHIBITION APPLICATION FORM

<b>NAME:</b>	<b>MEDIUM(S):</b>
	<b>2-D OR 3-D:</b>
<b>EMAIL:</b>	<b>TELEPHONE:</b>

<p><b>SEND THIS FORM ASAP TO:</b></p> <p><b>Cindy Bourque Simonds</b>  <b>19 Eider Place, Sedgwick ME 04676</b></p> <p><b>OR</b></p> <p><b>or email a photo of your form to</b>  <b>cbsimonds@gmail.com</b></p> <p><b>DO NOT SEND TO PO BOX!!!!</b>          But do send your membership form and          check to the PO Box.</p>	<p><b>Assignments begin on April 15.</b>  <b>After that, it's "space available"</b></p> <p>Choose your top three choices for regular exhibitions, and mark them 1,2,3. If you are unavailable for any dates, please mark an X in the CHECK HERE column. The Exhibition Committee will try to give those who submit by April 15 two of their top three choices.</p> <p style="text-align: center;">After that, it's "space available."</p> <p>The Exhibition Chair maintains a waitlist and often those artists get in when scheduled artists drop out or do not confirm participation when required. So keep working!!!</p>
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REGULAR EXHIBITION AND SPECIAL EVENT SIGN-UP				
CHECK HERE	EX #	DATES	EXHIBITION TITLE	PR FEES
	1	May 31-Jun 12	Wake and Wonder	The PR fee is \$25 for each show  EXCEPT  12x12 and Holiday Pop Up which have no fees.
	2	Jun 14-Jun 26	Blooms	
	3	Jun 28-Jul 10	Parade	
	4	Jul 12-Jul 24	Voyage	
	5	Jul 26-Jul 31	12x12 (x12) ( <b>All Member Special Event</b> )	
	6	Aug 2-Aug 14	Bold in Blue	
	7	Aug 16-Aug 28	King Tides	
	8	Aug 30-Sep 11	Small Works ( <b>All Member</b> )	
	9	Sep 13-Sep 25	Blur the Lines	
	10	Sep 27-Oct 10	Sense of Home	
	11	Dec 2-Dec 3	Holiday Pop Up ( <b>All Member Special Event</b> )	

ART RACK SIGN-UP		
<i>The Art Rack displays unframed original paintings or hand-pulled prints (not reproductions)</i>		
CHECK HERE	DATES	PR FEE
	May 31-Jun 26	The Art Rack fee is \$15.
	Jun 26-Jul 24	
	Aug 2-Aug 28	
	Aug 30-Oct 10	

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



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

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