



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

"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