



Deer Isle Artists Association – PO Box 634, Deer Isle, ME 04627 – [www.deerisleartists.com](http://www.deerisleartists.com)

March 14, 2025

### **Letter From the President**

As I sit down to write this, my 16<sup>th</sup> and last, annual letter to you, I am at the dining table looking south over Caterpillar Hill toward Deer Isle and the DIAA Gallery. It is a cold wintry day, the sun shining off the fresh, sparkly snow. That sunny warmth contradicts the “feels like” 4 degrees. Closing my eyes, I can feel the presence of the DIAA Gallery feed my soul.

I want to briefly update you on my health. As you may know, I have been home from the hospital since early September. I am really doing well. Donna and I are still making treks to Boston every couple of weeks. When one last issue heals, I will be ready for a short couple of weeks of precautionary proton radiation treatment and a regimen the oncologist feels is appropriate. Then, it’s back to the pottery studio!

I am so excited about DIAA in 2025. Thus far we have had two artist residencies, three ART matters presentations (shared with the world on Facebook Live), and are in the middle of a third residency. All events have been tremendously well attended. And of course, the Winter Windows exhibit continues to share wonderful art to the community. Our winter activities will continue through April, wrapping up in time to ready the Gallery for our exhibition season beginning the end of May.

The membership packet presents some new ideas and reinforces best practices the Board believes are in the best interest of the DIAA Gallery. The exhibition schedule is robust and presents many wonderful exhibit opportunities, enticing titles to expand your creative thoughts. The Collaborative Exhibit is back, start pairing up. And 12x12. So, ramp up the winter and spring in your studios. With this packet, sign up for exhibits is open. Don’t forget that our exhibit season runs from late May to the middle of October. You can be in up to three exhibits AND all the All-Member shows too. Do you know an artist on the peninsula who is not a member? Invite them to join the DIAA.

It has been a tremendous opportunity to serve the DIAA all these years. From working with the various Boards, committees and all of you – fantastic artists and friends, being a part of the

move from Dow Rd. to 15 Main St. and experiencing the art explosion as the DIAA has grown into the organization it is today, has been an extraordinary opportunity. I am gratified that DIAA has seen such growth over the years, and, thanks to your generosity, we are a financially stable organization. The year-round presence we have in the Deer Isle Village is fantastic. Our community outreach through our Artist in Residence programs and ART matters has brought many first-time visitors to our space. Art happens year-round at the DIAA. Thank you for the trust you have put in me over the years. At our annual meeting in August, it will be with grateful heart and joyful mind I hand over the gavel to our next president. Thank you and I am eager to see you this summer.

Be well, stay safe and keep making great art.  
**David McBeth**, President, 2025

### **2025 Membership Renewal Package**

Please read everything. Some things have changed.

Remember that the Membership Form and Exhibition Sign-up Form go to two different places! Both are fillable pdfs, so you can download them from the email or [www.deerisleartists.com/join](http://www.deerisleartists.com/join). Save them under a new name – your name – fill them out on your computer, save again, and email or snail mail them to the proper place. Send a check to the PO Box. Unfortunately, online payments and submissions are not in place yet; we’re working on it for 2026.

Of course, the traditional print/write/mail process will work as well. Just do it before April 9 to improve chances of getting into one or two of your exhibition choices.

The Member Information Brochure has been updated and will answer many questions.

Thank You – to those of you who show up for receiving/hanging (over and over); for participating in the 12x12(x12) (keeping us solvent); for volunteering extra time in the gallery, and maybe running for office in 2026?

**Susan Finsen**, Membership Chair, 2025



## DEER ISLE ARTISTS ASSOCIATION 2025 MEMBERSHIP FORM

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

**Make check to DIAA and send with this form to DIAA, PO Box 634, Deer Isle ME 04627**  
**DO NOT SEND THE EXHIBITION SIGN-UP SHEET TO THIS ADDRESS. SEE EXHIBITION FORM FOR INSTRUCTIONS.**

<p><b>JOINING/RENEWING AS:</b></p> <p><b>I am:</b>     Joining as <b>New Member</b>                  Renewing from last year                  Rejoining after absence (<b>welcome back!</b>)</p> <p><b>As:</b>       Artist Member(\$60)                  Patron Member (\$60)                  Student Member (\$10) *</p> <p>* School: _____</p>	<table style="width: 100%;"> <tr> <td colspan="2"><b>MEMBERSHIP FEE</b> (from box at left)</td> <td style="text-align: right;">\$</td> </tr> <tr> <td colspan="3"><b>DONATIONS (tax deductible)</b></td> </tr> <tr> <td style="text-align: center;"><b>DIAA Angel</b> (general association support)</td> <td style="text-align: right;">+ \$</td> <td></td> </tr> <tr> <td style="text-align: center;"><b>Outreach</b> (education, community)</td> <td style="text-align: right;">+ \$</td> <td></td> </tr> <tr> <td colspan="3" style="text-align: center;"><i>[Note: <b>Artists Helping Artists</b> is well funded, so we are not adding to the fund this year]</i></td> </tr> <tr> <td colspan="2" style="text-align: right;"><b>TOTAL AMOUNT</b></td> <td style="text-align: right;"><b>\$</b></td> </tr> </table>	<b>MEMBERSHIP FEE</b> (from box at left)		\$	<b>DONATIONS (tax deductible)</b>			<b>DIAA Angel</b> (general association support)	+ \$		<b>Outreach</b> (education, community)	+ \$		<i>[Note: <b>Artists Helping Artists</b> is well funded, so we are not adding to the fund this year]</i>			<b>TOTAL AMOUNT</b>		<b>\$</b>
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**\* REQUIRED INFORMATION - PLEASE PRINT (or TYPE: this is an interactive PDF)**

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

DIAA welcomes professional, emerging, and student artists and patron members. As a cooperative association, members perform all of the activities to mount exhibitions and run programs. By joining, members agree to the procedures, guidelines, and responsibilities outlined in the Member Information brochure and communicated by the Board and committees (see [www.deerisleartists.com/join-diaa](http://www.deerisleartists.com/join-diaa)).

**Gallery:** 15 Main Street, Deer Isle Village / (207) 598-9656     **Mailing Address:** PO Box 634, Deer Isle, ME 04627

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

[diaagallery@gmail.com](mailto:diaagallery@gmail.com)

**Membership Questions?**  
**Exhibition Questions?**

Send email to:  
Send email to:

[sfinsendiaamembership@gmail.com](mailto:sfinsendiaamembership@gmail.com)  
[cbsimonds@gmail.com](mailto:cbsimonds@gmail.com)

3/14/2025



# DEER ISLE ARTISTS ASSOCIATION 2025 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 and reduce chances of getting the dates you request)*

**This is an interactive PDF. Type your answers in the boxes, type 1, 2, or 3 in Column A selections, and simply click on the boxes in Column B and the Art Rack/Art Shelves section. Save the form and email it to Cindy. Or, go "old school," print it out, write legibly and either mail it to Cindy or photograph it and send it via email.**

**NAME:** \_\_\_\_\_ **EMAIL:** \_\_\_\_\_  
**PHONE:** \_\_\_\_\_

**Assignments begin April 9. Submit ASAP to have the best chance of getting your choice.**  
 Apply for up to three **regular exhibitions**. Number preferences 1,2 or 3 in Column A. The Exhibition Committee tries to assign up to **two of those choices** if possible (remember that shows in the middle of the summer are the most requested).  
 There are four **All Member** shows. Choose any or all by clicking the box in **Column B**.\*

A	B	<b>NOTE:</b> Artists on the <b>waitlist</b> often get in if (when) scheduled artists drop out or do not confirm			
Input 1, 2, or 3	ALL MEM	DATES	Show #	EXHIBITION TITLE	PR FEES
		May 20–Jun 15	1	Passage (one month)	<b>The PR fee is \$25 for each show</b>  <b>Pay when you deliver work for the show (not before)</b>
		Jun 17–Jun 29	2	Fish Tales	
		Jul 1–Jul 13	3	Inner Space	
		Jul 15–Jul 27	4	Healing Color	
		Jul 29–Aug 3	5	<b>12x12 (x12) (All Member Special Event)</b> (one week)	
		Aug 5–Aug 10	6	Shared Humanity (Artist Collaborations) (one week) *	
		Aug 12–Aug 24	7	Spirit Boat	
		Aug 26–Sep 7	8	<b>Small Works (All Member)</b>	
		Sep 9–Sep 21	9	Sing Sing Sing	
		Sep 23–Oct 22	10	Moon Rise (one month)	
		Dec 12–20	11	<b>Art For The Holidays (All Member Special Event)</b> (one week, afternoons only)	<b>EXCEPT</b> no fees for the 12x12 or Holiday Pop Up

<b>ART RACK/SHELVES SIGN-UP</b>			
<p>The <b>Art Rack</b> displays original 2-D work (e.g., unframed original paintings, photos, hand-pulled prints – no reproductions)            The <b>Art Shelves</b> display original 3-D work (no reproductions)</p> <p>Check dates <b>only</b> when you can fulfill gallery sitting requirements</p>			
2-D	3-D	DATES	PR FEE
		May 20–Jun 29	<b>The Art Rack/Art Shelf fee is \$15.</b>
		Jul 1–Jul 27	
		Jul 29–Aug 24	
		Aug 26–Sep 23	
		Sep 25–Oct 22	

\* **Shared Humanity (Artist Collaborations)** (exhibition #6) reprises the collaboration show in 2024. DIAA members can choose a collaborator (member or non-member). **This exhibition is open to all members who collaborate with another artist for this event.** The number of pieces will be set when we know how many members apply.

**PLEASE read the Member Information Brochure** to refresh your memory on **member responsibilities/policies/procedures**.

**If you are scheduled and become unable to participate, let Cindy know asap** so others have time to get ready. "No Shows" on receiving day deny others the chance to exhibit, and leave shows unbalanced.

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



DEER ISLE ARTISTS ASSOCIATION

## 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  
(207) 598-9656**

"Art is not what you see, but  
what you make others see."  
Edgar Degas

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

## The Association

### Membership

DIAA has about 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 to four weeks during the exhibition season, usually from the end of May into October.

DIAA also holds some special events, including a one-week 12x12(x12) exhibition held mid-summer, and Art for the Holidays, held in December.

### Winter Activities

Members have an opportunity to apply for a one-month residency in the winter months. Other activities include: member-run art workshops for the community; local student art exhibitions; "Let's Draw!"—a bi-weekly gathering of local artists who draw together; and ART matters, open and free presentations of artists who talk about their process and approach to art-making.

## The Gallery

### Member Exhibitions

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

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

Members are also invited to participate in a number of "all member" shows and special events, such as *Small Works*, the *12x12(x12)*, and *Art for the Holidays*. In 2025 DIAA will reprise the collaboration exhibition introduced in 2024.

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 2025) is collected for most shows to support the cost of paid advertising.

### Type of Work Shown in the DIAA Gallery

The 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., print of an original painting) are not accepted 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, medium, and price 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/Shelves, Cards + Books

## Art Rack/Art Shelves

The *Type of Work Shown in the Gallery* guidelines also apply to the Art Rack and Art Shelves (originals only, no reproductions).

Two-D work 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.

Three-D work must be stable on shelves or pedestals. No seconds; artwork should be the same quality as required in exhibitions.

## Cards/Books

Cards may be packaged individually or as sets. The minimum price for cards is \$5 each and for postcards is \$4. 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 on the piece and in the inventory 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 29 - August 3, 2025**

**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**