

March 8, 2018

Dear Current and Prospective DIAA Members:

On behalf of the DIAA Board, here is your **2018 Membership** package. While you can renew or join at any time, we urge you to submit **BY APRIL 1** to help the exhibition planners. Organizing balanced exhibitions and the Art Rack takes considerable time and effort for Cindy and her committee. As in the past, if your plans change, we try to accommodate and make adjustments. **Here's to a great 2018 season.**

Susan Finsen, Membership Chair

There are six additional items in this Membership package:

1. A letter from **President David McBeth**;
2. **Membership Form – Please fill this out completely (and legibly!)** – We use email to communicate everything. Please add diaaartists@gmail.com to your contact list so spam filters don't throw DIAA mail in the junk mailbox. We need your snail mail address to get checks to you when you sell work and to send the membership renewal next year!

If you can, consider making a **tax-deductible "angel" contribution**. Angel gifts help support gallery improvements, fund outreach efforts (not otherwise covered by the Education Outreach Fund described below) and provide a financial cushion for unexpected expenses. Also, please consider making a donation to our **Artists Helping Artists Fund**. As a caring organization, we want to be able to support fellow members who experience difficult times with some temporary help. This year, we need to replenish this fund. We also have an **Education Outreach Fund** that supports programs and activities for local students, schools, and the community. Donations are tax-deductible to the extent allowed by tax laws;

Return the Form with your check to DIAA, PO Box 634, Deer Isle, ME 04627. Questions about membership or the form should go to me at sfinsen@gmail.com.

3. **Exhibition Program Description** – We have a new Gallery schedule for receiving work, new hours, and we will be closed one day a week to help with hanging and sitting scheduling. Please read;
4. **All Member 12X12(X12) Page** – A magnet for visitors and buyers, the show helps provide a financial cushion for DIAA operations. Sign up on the Exhibition Sign-Up form. Questions should go to me at sfinsen@gmail.com;
5. **Exhibition Sign Up Form – Deadline April 1** – Check off the dates you are available and interested in exhibiting, and **send the form to Cindy Bourque Simonds (her address is on the form;** instructions for email submissions can be found there too). This is also where you sign up for the All Member 12x12(x12) and the other All Member shows. Contact Cindy at cbsimonds@gmail.com with any questions about exhibitions or the Art Rack. **Please DO NOT send these forms to the post office box or your sign-up may not be in time to get your choices;**
6. **Art Rack Sign-Up Form – Deadline April 1** – Our renovation two years ago ushered in a new and improved system for management and display of prints, books, and cards in the limited space. Use this form to request participation in the Art Rack. Send the form to Cindy Bourque Simonds. Questions should go to Cindy at cbsimonds@gmail.com. **Please DO NOT send these forms to the post office box or your sign-up may not be in time to get your choices;**

Here are **YOUR ACTION ITEMS**:

- ✓ Send your **check** and **Membership Form** to the DIAA post office box.
- ✓ Send the **Exhibition and Art Rack Forms to Cindy** (mail or email) by April 1.

Do not send these forms to the DIAA post office box!

March 8, 2018

Dear Members:

By my count this is the ninth annual president's letter I have written as the president of the DIAA. Each year, as I reflect back on the previous season, I think with pride and awe of what a wonderful collection of creative thinkers and artists we have. I am still writing this letter from my home in Tennessee, longing for that day when Maine is our year-round residence.

2017 was yet again a wonderful year for the Deer Isle Artists Association. You filled our gallery with new, refreshing and incredible artworks. Foot traffic and sales were strong. **Third Fridays** were a big hit throughout the village and no doubt will continue to gain popularity.

ART matters 3 continues in the strong tradition that the two previous seasons have developed. This highly acclaimed program is opening the gallery to the community, bringing artists from the region to the gallery one Sunday a month throughout the winter. These gatherings develop wonderful dialogue about art, joining together both members and non-members of the DIAA into charged and enriching dialogue. **ART matters 3** is six sessions with 18 artists.

Another of our winter activities, **Artists at Work**, continues to grow. This year six members are using the studio for a month as a winter workspace, keeping the gallery alive and vital to the community. The residency provides the artist work and exhibit space throughout their month. While the artists are working they are encouraged to dialogue with visitors. **Let's Draw** opens the gallery to people who want to gather and draw. Not a class, **Let's Draw** folks meet in the gallery on Wednesdays to share drawing time together and valuable conversation.

An important part of our mission is our community education work/outreach. This past year we have opened our gallery to both the elementary schools and the Island junior/senior high school art students for installations of their work. Our member/artists have been providing art instruction for children in the Sedgwick and Brooklin schools, and our artists have displayed their work for all the community to see in these schools. Our gallery intern program, something I view as an important component of our educational mission, continues to be a wonderful aspect of our operational agenda. Katama Murray, last summer's intern will not be returning. Cindy has announced the position in a variety of Maine art venues.

The DIAA is a member organization run by you – volunteer members. How can you help? Where do you fit in within the summer operations of the DIAA? How can you play a leadership role in your organization? In 2018 we will be celebrating 45 years of the DIAA! There will be a Founder's Day Committee formed to develop special events, including a Founder's Exhibit.

As I have said in the past, I became president of the DIAA because I believe it is an important organization with a valuable history. Each year we continue to grow and become more important to the greater art community in Maine. My sincerest thanks to Hub, Cindy, Judith, Susan Leslie, Jeri, and Jill and to the many others who support our various efforts.

In 2018 I look forward to an energetic DIAA, reflecting on the past and growing toward the future.

Thank you and Sincerely,

David McBeth, DIAA Board President

2018 DIAA EXHIBITION PROGRAM

THREE IMPORTANT CHANGES TO EXHIBITION AND GALLERY SCHEDULES THIS YEAR:

1. Exhibitions change-over day will be **MONDAY (not Thursday)**.
The **Gallery will be closed on Mondays** to accommodate pickup of prior show (10:00 am), delivery (noon) and hanging of new work. Mondays have consistently been the slowest day for recorded visitors.
2. **TUESDAY of the first week will now be the opening day.** The reception with artists will continue to be held on the following **SUNDAY (3:00 –5:00)** day; and
3. **GALLERY HOURS will now be 10:00 am – 5:00 pm, Tuesday through Sunday.** We hope closing one day a week and reducing the hours a bit will help with gallery sitting scheduling.

ALL-MEMBER SHOWS:

Five of the exhibits listed below are open to ALL MEMBERS (sign up on the sign-up sheet):

1. **IN PRAISE OF HANDS** supports education outreach to schools and community (replaces DISHeS);
2. **12X12** (see details a separate page in this packet);
3. **SMALL WORKS** will continue in its Labor Day spot. This exhibit has been much more successful since it moved to Labor day and we need lots of work – please participate; and
4. **HOLIDAY POP UP** all happens in one day – set up, sale and close. It is on the first Saturday of December and you will not be asked to sit. Again, we need lots of small work.

You may then choose up to three other exhibits. See the sign-up sheet for more information.

EXHIBITION PROCEDURES – PLEASE READ!

1. You will receive an email notice 3 weeks before your exhibit with details;
2. **You MUST respond to stay in the exhibit** – artists on the waiting list will be offered spots in place of those who don't confirm;
3. Two weeks before the exhibit you will be asked to send a **brief statement and send a high resolution image for publicity** – we can't write press releases without your input, please help;
4. On the **Monday before opening day** (Tuesday), bring your work to the gallery at **noon**; bring three things in addition to your work:
 - a. An **inventory** (you can print it off the website or fill it out at delivery);
 - b. A **check for publicity fee**;
 - c. **Your calendar** to sign-up for sitting and for reception contributions.
5. Pick up your work at the end of the show at 10:00 am on Monday two weeks after the opening.
6. **For Cards, Books, Very Small Works:** Bring to the gallery on Receiving Mondays. Fill out the designated form which will be placed into the Current Exhibit Book. We will organize the display for you. The space is limited, so we may not be able to accommodate all submissions.

CAN YOU HELP WITH EXTRA GALLERY SITTING?

Remember that you are agreeing to gallery sit when you sign up for a show. We understand that occasionally sitters have emergencies and cannot sit. However, the burden of coverage has too often fallen on a very few people. So we need your help. **Please consider volunteering** to be “on call” in addition to any show related sitting requirements. Thank You!

Yes, please call me to help with gallery sitting in emergencies.

Name: _____ Phone Number _____

**THE DIAA ALL MEMBER 12x12(x12)
JULY 31 to AUGUST 12, 2018**

We're doing it again – In previous years, the 12x12 grossed around \$20,000 and constituted more than half of Gallery gross sales from all sources. Half of that went to artists; the other half helped undertake some Gallery improvements and maintenance, meet rising utilities, and support other Association expenses.

Each item will remain \$144 – While we know \$144 does not reflect the real value of most of our work, the artists who participated took this opportunity to explore. **There is no publicity fee.**

The Rules:

- **For 2-D work, it must be 12x12—exactly.** The 12x12 dimensions **include any matting or framing** (see below for more information on framing);
- **3-D work must not exceed 12 inches in any direction.** That includes any display elements that are part of and sold with the piece;
- **Your work must be valued at \$144 or above** (don't submit something that usually sells for \$100);
- **All 2-D work must be "wall-ready,"** i.e., self-framed or in a frame exactly 12x12 at the outer edges.

Next Steps:

- **Check off the 12x12 on the Exhibition Sign Up and send it to Cindy Bourque Simonds;**
- **Start** painting, throwing, constructing, enameling, whittling, photographing, etc;
- **Make more than one.** You can submit up to five pieces. If your work sells out, we may invite you to bring more work to the gallery. We will keep a reserve behind the desk so we can fill empty spaces on the wall as soon as work sells. We want lots of work available at all times so the show stays fresh for the full two weeks.

Frames and Painting Supports – We plan to order 12x12 clip frames with polished edge float glass that can take a thin mat (not included) for those of you who work on paper and use the full 12x12 space for your image. Last year they cost around \$5. We also plan to order 12x12 painting panels for those who would like to take advantage of our group discount. When we get close to the exhibition time, we will ask participants if they want to order either frames or panels and reimburse DIAA for them.

If you use your own frames, remember that they MAY NOT exceed 12" exterior measurement. Advertisements for frames often say they are 12" meaning they accommodate a 12" work in the opening; frames meant for albums are an example. They DO NOT meet our dimension rules. Double check before you buy them!

Questions? Send an email to Susan Finsen (sfinsen@gmail.com)

Ready to go? Check off the 12x12(x12) on the **Exhibition Sign-Up Form** and **send to Cindy Bourque Simonds**

19 Eider Lane, Sedgwick, ME 04676
or
cbsimonds@gmail.com

2018 DIAA EXHIBITION SIGN-UP FORM – DEADLINE APRIL 1

NAME:	MEDIUM:
EMAIL:	PHONE:

Fill out your choices below and mail to **Cynthia Bourque Simonds** at 19 Eider Place, Sedgwick, Maine 04676 or email a photograph of your filled-in form to cbsimonds@gmail.com.

If you have questions, call Cindy at 207-359-6596. **DO NOT SEND THIS FORM TO THE DIAA PO BOX OR YOUR CHOICES MAY NOT BE RECEIVED IN TIME!**

You can select up to three (in addition to the All Member exhibits). We will try to fit you into two of your selections if possible. The exhibition titles are intended to activate your imagination and creativity and not restrict you. All media are invited to participate in all exhibitions. Note: the sign-up deadline is April 1; if you email or send you form in later, we may be able to accommodate you, but those who meet the deadline get first choice and may fill all the slots.

EXHIBITION SIGN-UP						
✓	#	Dates	All Member	Title	Reception	Pub Fee
	1	May 22–Jun 3	All Member	In Praise of Hands (supports Education Outreach programs)	May 27	\$25
	2	Jun 5–17		Wisdom of the Brush (think companionship with Your Tools)	Jun 10	\$35
	3	Jun 19–Jul 1		Distinctive Marks (work showing your favorite or signature marks)	Jun 24	\$35
	4	Jul 3–15		The Shape of Waters	Jul 8	\$35
	5	Jul 17–29		Spell of Inspiration (time dissolves, summer brings warmth & wonder, you are lost in your work)	Jul 22	\$35
	6	Jul 31–Aug 12	All Member	12x12 (x12) (details on a separate sheet) *	Aug 5	None
	7	Aug 14–26		Engagement of Poetry (bring a brief statement about you & your work) (more information to follow)	Aug 19	\$35
	8	Aug 28–Sep 9	All Member	Small Works (fill the gallery with gift items & memorabilia)	Sep 2	\$25
	9	Sep 11–23		Against the Grain (Are you exploring new approaches, materials, processes?)	Sep 16	\$35
	10	Sep 25–Oct 7		Essence of Island Life	Sep 30	
	11	Dec 1	All Member	Holiday Pop-Up (fill the gallery with gift items & memorabilia) (no sitting required)	One Day Only	None

* The 12x12 is a 50/50 split between artist & DIAA; all others are 65% to the artist, 35% to DIAA

2018 DIAA ART RACK SIGN-UP FORM – DEADLINE APRIL 1

NAME:	MEDIUM:
EMAIL:	PHONE:

The Art Rack accommodates six artists each month.

Fill out your choices below and mail to Cynthia Bourque Simonds at 19 Eider Place, Sedgwick, Maine 04676 or email a photograph of your filled-in form to cbsimonds@gmail.com .

If you have questions, call Cindy at 207-359-6596.

DO NOT SEND THIS FORM TO THE DIAA PO BOX OR YOUR CHOICES MAY NOT BE RECEIVED IN TIME!

ART RACK GUIDELINES

- Artists can submit six works and replace work as it is sold;
- All art must be wrapped and signed;
- The price should be clearly listed on the back;
- Size limits: maximum of 32"x 32"; minimum of 8" x 8", including any matting/backing;
- All art must be listed on the 2018 Art Inventory Form;
- The Publicity Fee is \$15;
- All artists are responsible for one sitting in the gallery one time during the exhibit month. This is in addition to sitting for exhibition participation during the month;
- All artists are responsible for removing unsold art when the month is complete on removal/receiving Monday.

VERY IMPORTANT: When you receive the first scheduling/commitment email from Cindy, please respond asap. If you do not respond, the space may be offered to another artist on the waiting list.

Check	Month/Dates	Artists Reception	Publicity Fee
_____ A	May 22 - Jun 17	May 27 and Jun 10	\$15
_____ B	Jun 19 – Jul 15	Jun 24 and Jul 8	\$15
_____ C	Jul 17 – Aug 12	Jul 22 and Aug 5	\$15
_____ D	Aug 14 - Sep 9	Aug 19 and Sep 2	\$15
_____ E	Sep 11 - Oct 7	Sep 16 and Sep 30	\$15



DEER ISLE ARTISTS ASSOCIATION 2018 MEMBERSHIP FORM

Date Submitted: _____

Check one in each list:

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

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

* School _____

Membership Fee (from box at left) \$ _____

Donations (tax deductible)

DIAA Angel
[Supports gallery & other association needs] + \$ _____

Education Outreach Fund
[Supports programs for local schools & community] + \$ _____

Artists Helping Artists
*[Fund helps member with temporary emergencies;
this fund needs replenishment]* + \$ _____

TOTAL AMOUNT ENCLOSED \$

**Make check payable to DIAA & send (with this Form) to: DIAA, PO Box 634, Deer Isle, ME 04627
 DO NOT SEND EXHIBITION/ART RACK SIGN-UP FORMS TO THIS ADDRESS**

PLEASE PRINT !!!

Last Name	First Name	
Email <i>(Most communication is via email)</i>		
Website		
Winter Mailing Address <i>(where we should send the membership renewal package)</i>	Street:	
	City/State/Zip:	
Winter Phone <i>(or year round)</i>		
Cell Phone		
Summer Address <i>(if different from winter address)</i>	Street:	
	City/State/Zip:	
Summer Phone		
WHERE TO SEND CHECKS VERY IMPORTANT!	Street:	
	City/State/Zip:	

ARTIST MEMBERS are invited to participate in exhibitions and the Art Rack, and submit an image/contact information for the DIAA website. All artist members commit to gallery sit and to help with exhibitions, publicity, and gallery operations. We are an artist-run organization and depend on each other to operate.

PATRON MEMBERS are invited to attend all DIAA functions. The Association is very grateful to Patrons who help with such activities as: gallery sitting, providing refreshments for receptions, and helping to hang shows.

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 and 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