



West Carleton Arts Society

'Expressions of Art'

Fall Art Exhibition & Sale

Show Guidelines and Procedures

Guidelines

1. In order to distinguish between original works of art and art reproductions, the Show Committee has defined an **original work of art** as follows:

*An **original work of art** is a work in any medium, created directly by the artist from raw materials without any intervening commercially procured process, intended as a communication between the artist and his audience and which inextricably and unavoidably expresses the artist's personality.*

Some notes are necessary to complete this definition:

- **Raw materials** are those that are used in the process of creating the work, and are not normally themselves the product of another artist's work.
 - **Commercially procured processes** include services provided by hired print shops, out-sourced screen printers, commercial photography labs and so on.
 - **Intervening** means involved during the creation of the final work, not in creating the raw materials to be used in the work, or in displaying the finished work (*for example, framing, which is done after the work is completed and is independent of it*).
 - The Show Committee may, on application from the artist, accept work that does not adhere to these rules if it agrees that the deviation is necessary to the integrity of the artwork.
2. Given this definition, the Committee then made the following rule: **Only original works may be hung for display at our Shows.**
 3. Work produced from commercial moulds or kits is not allowed.
 4. Due to the family-oriented nature of the visitors to WCAS shows, the Show Committee, upon consultation with the WCAS executive, reserves the right to ask artists to remove work which it deems to be offensive to the intended audience.
 5. The catchment area for exhibiting artists will be 100 km from Carp.

Photography:

- Displayed prints must be limited edition signed prints.
- All media and inks must be archival;
- Framing must meet archival and gallery standards;
- Frames must be ready for hanging, properly sealed and finished.

Procedures

1. The Show will be run with a central cash. This means that customers will be able to select all the work they wish to purchase, take it to the cash table, and pay for it all at one time. Artists will receive cheques for their sales (*less the agreed upon commission*) within a week of the show. We will have Visa and Mastercard, with Interac facilities nearby. Because of the central cash format, artists need not stay at their displays.
2. Because all sales will be handled at the central cash, all works, including cards and smaller items, need to be labelled with the artist's name (or identifier), price, and inventory number if appropriate.
3. The success of the show depends on the efforts of everyone. A Google doc will be available for everyone to select a task appropriate to their skills and schedules. If the artist does not choose a task, one will be allocated. We will make every effort to accommodate everyone's skills and schedules.
4. There will be a brochure for the Show with advertising.
5. The maximum height of any free-standing display is 5' from the floor. This includes any item on display, even decorations, and is intended to avoid one display visually blocking another. The grids will be set up and taken down by WCAS. Artists may not take down their displays before the end of the Show. Artists who take down their display before the end of the show will not be invited back. Black backing material is recommended on the grids. If you are backing onto someone else, you may need stretchy material that you can hang through, or a system of chains and hooks. The show layout will be sent to all participants prior to the Show.
6. All artworks sold at the sale, including cards and smaller items, must go through the central cash, and will be subject to the agreed-upon sale commission of 5%. Deposits on artwork to be delivered after the sale, if handled at the central cash, will be subject to the commission. The balance owing on the work, or works which are sold after the show, are not subject to the sale commission.
7. Artists may choose to allow a customer to take a piece home on approval, entirely at the artist's own risk. The central cash will not process a deposit or a conditional sale unless the deadline for the return of the work is before closing on the last day of the Show. If a deposit or conditional sale has been processed through the central cash, and the work is returned, the customer will be refunded their full payment. If the work is returned after the Sale, the artist will be responsible for refunding the customer the amount paid, and the WCAS will not refund the deducted sale commission.
8. All displays must be sturdy enough to withstand reasonable wear and tear during the Sale. In the event that a product or display is causing difficulty, the Show Organiser may, after consultation with the Show Committee, request that the owner fix or remove the problem.
9. The Arts Society is not responsible for the loss or breakage of any artwork at the sale, which is not directly caused by the handling of the work at the central cash. We recommend that artists insure their artwork.
10. Given the highly variable nature of artwork, the Show Committee may, as necessary, and upon application from an artist, make changes or exceptions to the above rules. Exceptions will be one-time only, and will not be considered as setting precedents for future Shows.