

MEMBERSHIP HANDBOOK



**Serving the Community
for More Than 50 Years**

The Escondido Art Association
P.O. Box 433
Escondido, CA 92033-0433

Gallery:
The Artists Gallery
121 West Grand Avenue
Escondido, CA 92025

Phone: (760) 489-0338
Website: www.escondidoartists.org

September 5, 2015

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About the Organization

The Escondido Art Association was established in 1956 and was previously known as Showcase of the Arts. The E.A.A. is a registered non-profit charitable organization located in Escondido, California. This unique organization relies upon the dedication of its members to volunteer to keep the organization running and the gallery doors open. The mission of the Escondido Art Association and its affiliated gallery, the Artists Gallery, is to promote local artists through education, exhibitions and professional development.

General meetings are held at the Escondido Senior Center, 210 Park Avenue, Escondido, California. The center is located one block south of Mission Avenue on the northeast corner of Broadway and Park. Meeting times are 7:00 P.M. to 9:00 P.M. on the Second Wednesday January, February, March, April, May, June, September, October and November, unless indicated differently in EAA ONLINE. In December a Holiday party for our members will be arranged, if possible.

The Artists Gallery

The Artists Gallery opened in June 1997 and is operated by the Escondido Art Association, a registered non-profit charitable organization. Smooth operation and keeping the doors of the gallery open is dependent upon member artists who volunteer as gallery attendants. The gallery is located at 121 W. Grand Avenue in downtown Escondido. Business hours are Tuesday through Saturday from 11:00 AM to 4:00 PM The gallery is closed on Sunday and Monday and all holidays.

The gallery hosts free public receptions to showcase the artist in the current show. The receptions take place on the second Saturday of each month.

Artists are encouraged to participate in the members-only consignment program. A commission of 30% is payable to the gallery on all consignment sales.

The Artists Gallery hosts eleven shows each year.

Open Juried Shows

All shows are open to the public as well as to EAA members. Up to three works may be submitted, depending upon the show prospectus. Prices for members are currently \$20 for the first entry and \$5 each for the second and third entry. Lower fees apply to student members. Prices for non-members are currently \$30 for the first entry, \$20 for the second entry and \$10 for the third entry.

Rented Shows

A rented show must be arranged with the Gallery Director. Call the gallery at (760) 489-0338 if you are interested in renting gallery space for your show.

Monthly Art Competition Drop-Off and Pick-Up

Drop-off and pick-up of works for the monthly art competition is usually on the first Monday of the month from 2:00pm to 6:00 PM, please consult the EAA ONLINE newsletter for show schedules. Drop-off and pick-up may take place on the prior Saturday.

Gallery Duty

The Artists Gallery depends on an all-volunteer force to keep its doors open. When members enter a show they are expected to sign up for two gallery duty periods, which can be either from 11:00 AM to 1:30 PM or from 1:30 to 4:00 PM, or for a full day. Please contact the Gallery Director for available schedules.

A white binder located in the gallery will guide the gallery attendant through duties for opening and closing of the gallery and sales from the gallery.

It is the duty of the gallery attendant to call and remind the next gallery attendant of his/her appointment for the following opening day.

A Gallery Attendant's log book is located at the desk of the gallery. Any note of interest should be entered in the log book, i.e. visitors to the gallery and interest expressed in a particular work. Please get contact information.

General Meeting Art Competition

General:

- A member may submit one (1) piece of fine art in the general meeting art competition following the framing criteria according to gallery standard.
- Judging is done by the guest art demonstrator with 1st, ribbons being awarded.
- Each category must have at least three (3) entries. In case of a lack of entries two or more groups may be combined.
- A vote will take place among the members present for the Most Popular entry.

Categories of competition:

- New artists
- Intermediate
- Advanced
- Masters
- Pro-Masters

Rules:

- New artists will start the competition in the 'New Artist' category.
- The first time entry of more experienced artists will be placed in the 'Intermediate' category.
- Advancement from 'New Artist' to 'Intermediate' requires one (1) 1st place (blue) ribbon.
- Advancement from 'Intermediate' to 'Advanced' requires (2) 1st place (blue) ribbon.
- Advancement from 'Advanced' to 'Masters' requires two (2) 1st places (blue) ribbons.
- Advancement from 'Masters' to 'Pro-Masters' requires four (4) 1st places (blue) ribbons.

- All works entered into the 'Advanced', 'Masters' and 'Pro-Masters' categories must be based on an original idea or on a reference photo by the artist.

Rotating Art Exhibits

All EAA members are invited to display hanging artwork in various business venues in the Escondido area. Please contact the Artists Gallery Director, Joan Segel, about your interest in participating in Rotations. Framing criteria are according to gallery standards and must be met in order to display art in the Rotation locations. There is no entry fee to hang at a rotating art exhibit.

Rotations between the locations are generally done in order among the participants. With exception of the Escondido Library, artwork must remain at the business for two (2) months and there is a 15% commission to the EAA on all sold work. Rotation at the Escondido Library is done on a monthly base. When you sell a piece of art at one of the locations, notify the Artists Gallery Director, (Joan Segel at (760) 489-0338). The sold piece should be replaced with another work of your choice. Please be sure to pick up your work at the end of the rotation period.

<u>Business Name</u>	<u>Member in Charge</u>	<u>Telephone</u>
Best Western	Joan Segel	(760) 489-0338
U.S. Bank	Joan Segel	(760) 489-0338

Please consult the EAA ONLINE newsletter for time and day.

Framing Requirements

The way a work of art is framed is as important as the central imagery itself. We ask that our artists make the best artistic statement when framing. Our hanging standard is simple:

- Hardware and hanging wire must be in place before delivering to the gallery.
- Presentation must be appropriate for a professional setting.
- Items under glass or Plexiglas must be clean and undamaged.
- Frames and mats must be clean, professionally cut and undamaged.
- Works on canvas or canvas board must be framed if staples and unfinished edges show on sides. Canvas with finished edge does not require a frame, provided the sides are painted and form part of the image.

Judging and Jurying Procedure

Our judges for the monthly art competition in the Artists Gallery apply their knowledge and experience and a suggested standard for show jurying and judging. Any or all of the points listed below may be used to judge a work of art:

- Artistic sensitivity
- Technical skill
- Subject accuracy
- Originality
- Popular appeal

Any or all of the points listed below may be identified as a reason a work of art was juried out:

- Provocative content
- Politically charged or themed content
- Extreme experimental themes or subjects
- Unprofessional presentation
- Copied artwork (obviously not original)
- Image size exceeding 30 X 36 inches
- Framing standard not adhered to

Additionally, the points listed below may, on occasion, be identified as a reason a work of art was juried out:

- Declared show theme not followed
- Unsuitable framing for the image
- Gallery exhibition capacity exceeded

EAA Board as of July 2015

President:

Byron Marler marlerstorm1@gmail.com

1st Vice President:

Anita Plaks plaks@sbcglobal.net

2nd Vice President:

Alison Driessen Alison.driessen@cox.net

Treasurer:

Chris Marler marlers1@cox.net

Secretary:

Janice Niles Janice.niles@cox.net

Gallery Director:

Joan Segel nate@thesegels.com

Publicity Chair:

Rosemarie Woldin chickeyrose@aol.com

Art Rotation Chair:

Joan Segel nate@thesegels.com

Web master:

Kathy Frank kvafra@gmail.com



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