

# FOOTHILLS ART ASSOCIATION

## STANDING RULES FOR EXHIBITS

### Effective February 2025

Foothills Art Association has developed a standard of excellence for the art we are exhibiting. We have established these rules of framing so that we can present all artwork in a professional manner. Proper framing not only enhances the artwork, but protects it, provides for ease of hanging in the gallery and for the safety of all concerned.

The Exhibition Committee will be the final judge as to the acceptability of all artwork, including content, mixed media employing craft media mentioned below, and framing. The Committee also reserves the right to restrict the number of art works displayed.

#### **ACCEPTABLE WORK:**

**Media:** Oil, acrylic, pastel, watercolor, scratchboard, graphics (etchings, wood, and line-block prints), serigraphs, pencil, pen & ink and mixed media.

#### **WORK NOT ACCEPTED (with the exception of the Expanded Media Show):**

**Craft:** metal-work, leather-work, rock-work, glass-work, fiber-work,  
paper sculptures

**Photography**

**Reprints, giclees or reproductions of original work**

#### **SIZE:**

While the gallery can accommodate artworks up to 60" in width, space for larger works is extremely limited. Large pieces may be submitted but the Exhibition Committee reserves the right to decline to hang larger pieces if space does not permit hanging.

#### **CONTENT:**

Nudes must be in good taste, suitable for viewing by the general public. For the Wildlife in Art show, work must focus on a wild animal. Domesticated and farm animals are not acceptable.

#### **NAMING CONVENTION:**

All artwork **must be** named with the last name of the artist and the title of the piece, i.e. a piece titled *La Jolla Cove* by artist Jane Doe would be "doe,lajollacove.jpg". Pieces named "image3912.jpg" will not be shown on the website and may not be seen by the juror in online juried shows. This is necessary due to the lack of identifying information when many entries are received with the name "image---.jpg".

**To rename a photo on iPhone or iPad:**

- Select photo you want to rename
- Tap the share icon
- In the drop-down menu chose save to files
- Open files and select the new photo
- You will be given the option to name the file
- Name the file your last name and the title of the painting

When submitting artwork photos, upload them from your files to ensure your photo will be named at entry.

**To rename a photo on Android phone:**

- Select the photo in your gallery
- Beneath the photo, click on the circled letter i
- Select edit
- Choose the title and rename with your last name and the title of the artwork
- Click Save

**PERMISSION:**

By entering your artwork into a show you agree that images of your work may be used for any Foothills Art Association's promotional materials including but not limited to our website and social media platforms.

**INSURANCE:**

The artist is responsible for providing insurance coverage for submitted work. Foothills Art Association, the City of La Mesa, Dept of Community Relations, their officers agents or representatives , assume **NO LIABILITY** for damage, theft or loss for the artwork submitted. Utmost care will be taken of entries.

**Other Standards for Artwork:****Do's**

–**Original artwork**, done by the artist.

-Artwork that was created within the last five years, at the time of entry. Please note: For the Wildlife in Art Show, do not submit a piece that has previously been accepted in that show.

-Artwork is priced for sale. **NFS (not for sale) is not acceptable.** (Featured Artist is the exception). If you do not wish to sell a painting but wish to display, price it high.

-Identification form is attached to the back of the artwork on the lower right hand corner. The form must include the following information: name, phone, title, medium and price. Forms can be found in our monthly Footnotes Newsletter, at the gallery or you may make your own with the appropriate information.

-If you are a gallery member who is exhibiting, **you are required** sign up for one session of gallery sitting during the month your artwork is displayed. All sitters must sign the Volunteer Agreement Form. You can do this on our website [foothillsartassociation.com](http://foothillsartassociation.com).

### **Dont's**

- No artwork that has previously won a cash or merchandise award from our Foothills Gallery can be resubmitted to another cash/merchandise show.)
- No reprints or reproductions of original artwork, or photography are permitted **except** in the Expanded Media Exhibit.
- No art works may be removed before the end of the show, unless approved by the Exhibition Committee Chair who will notify Host/ Hostess. (Any removed art work must then be replaced by a work of the same size.)
- No art work is to be removed during judged or juried shows.
- No art work will be accepted on hanging day.

### **FRAMING RULES:**

#### **Do's**

- Frame all work, with the exception of gallery wrapped canvases and cradleboards.
- Choose frames and mats that you feel enhance your work and that fit the frame and the art piece.
- Use **plexiglass** for framed works on paper with the exception of pastels which can be framed under glass. (Please be mindful the glass can easily shatter and be dangerous.)
- Paint edges of unframed gallery wrapped canvases.
- Use **d-rings and hanging wire**. Tape the ends of the hanging wire and make sure the wire is taut.
- The back of framed artwork under plexiglass or glass should consist of a single piece of foam core or mat board. Works on canvas (framed or unframed) and cradle boards do not need a foam core or mat board backing.

#### **Don'ts**

- No cardboard backing ( It degrades the art).
- .No glass larger than 18x 24 inches.
- No visible taping on foam core or mat board.
- No saw-tooth hangers.
- No easel-back backing (An easel-back is a hinged tab or prop that pulls out at an angle suitable for displaying a picture on a tabletop.) If you use a frame with an easel back, the easel must be removed before submission.
- \_ Mats must fit the frame and the artwork.

### **SOLD PAINTINGS:**

- When a buyer is interested in a painting, the Gallery sitter will contact the artist and provide the prospective buyer's contact information. Customers may leave a check made out to the artist. Artwork can be picked up by the buyer when the show comes down.
- 20% of the listed price of a painting sold shall be donated to the Association. ( It is the **artist's responsibility** to make this payment.) Please indicate your name, the name of the art work, and the price for which the piece was sold, when you submit your check to: Foothills Art Association P.O. Box 794 LaMesa, Ca. 91941.

We are excited to have you exhibit your artwork at the gallery. We appreciate your cooperation in achieving uniformity, professionalism and safety in our exhibits. The Exhibition Committee Is happy to answer questions and will offer assistance to help members achieve the established framing standards. For questions please direct them to Committee Chair, Barbara Drews 619-218-9322.

Each month, we spotlight one of our many talented artists and give them an opportunity to showcase their artwork. Artists audition for this honor and are offered a full wall as well as prime real estate in front of the gallery to showcase their art. Featured artists have the option of hosting an art reception at the gallery.

For questions about the Featured Artist or how to qualify to be a Featured Artist, email [foothillsartassoc@gmail.com](mailto:foothillsartassoc@gmail.com). The next jurying for Featured Artist will be September 9th, 11:30 am to 1:30 pm by appointment only.