

## “Spread the Word” by Roberta Condon    December 2016 Volume I, Issue 3

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Tip 1. To create an artists packet for submission to shows, galleries, consultants, etc., the following should be included:

1. A CD of at least 20 images, unframed and photographed and cropped without borders. High resolution images are best. It helps if the images are all of a given style, or theme so gallerists, curators, and juries of selection know what to expect if you are selected
2. A cover letter introducing yourself and what you are seeking from the person you're addressing
3. An artist's statement, stating your ideas, purpose, and goals with your art
4. Copies of any reviews you have had of past shows
5. A printed sheet of thumbnails of work featured in the CD
6. A self-addressed stamped envelope, 9 ½ x 12, for CD to be returned in. A stiffening piece of cardboard is recommended.
7. A big envelope for all 10 x 13

Tip 2. An art career generally doesn't start at the top. There is a hierarchy in places to show your art, and if you want to progress up the ladder, it's

easier if there's an understanding of this hierarchy and your movement is in an orderly manner up the rungs. The order is as follows:

1. Showing in your home
2. Showing in restaurants, hotels, retail stores, cafes, libraries, beauty parlors, etc.
3. Showing in low-profile galleries with a boutique like atmosphere and many kinds of art
4. Showing in University Galleries
5. Showing in most commercial galleries
6. Showing in medium to small museums
7. Showing in high-profile alternative spaces
8. Showing in high-profile galleries not in New York
9. Showing in national museums
10. Showing in high-profile galleries in New York
11. Showing in world-class museums

Anywhere we as artists are comfortable along this “Ladder of Success” is great.

Tip 3. The Madison UW Wisconsin Union Directorate is a great contact and provides a great venue to show work. The unions are high traffic, and the populace is educated and receptive to art. Yusi Liu is the director, [Art@union.wisc.edu](mailto:Art@union.wisc.edu), 608.262.7592. These are great people to work with, and provide a great venue for selling work.

Tip 4. These masters are teaching in the midwest. Mark your calendar now, and budget for the upcoming year:

Barbara Jaenicke, August 17-19, 2017, Richmond, Indiana, 756.966.0256, [lance@richmondartmuseum.org](mailto:lance@richmondartmuseum.org)

Richard McKinley, Sept 4-8, 2017, Chicago area, Illinois, 708.557.0797, [tjacenkiw@chicagopastelpainters.org](mailto:tjacenkiw@chicagopastelpainters.org)

Nancie King Mertz, June 19-23, 2017, Dubuque, Iowa, Mississippi Art River Workshops, [www.NancyKingMertz.com](http://www.NancyKingMertz.com)

Alain J. Picard, May 16-18, 2017, Beachwood, Ohio, The Art Studio, [susanporges@gmail.com](mailto:susanporges@gmail.com)

Tip 5. If you tape an edge around your paper when you paint, framing is much simpler with a clean edge to use. Be sure to use only white artist's tape available at most art supply places and catalogues. If you use blue painter's tape, your eye will color correct to the blue, and the colors in your painting will be off.

Have a great month painting! Have a Happy Holiday! And don't forget to send me your items of interest so we can all SPREAD THE WORD !

Roberta Condon