

Membership Requirements

Exhibiting members must complete two months of volunteer work at six hours per month prior to their first curation. All members must volunteer for at least six hours every month in order to continue showing in the main gallery. For the purposes of curation, a month shall begin on the first day of the month and end the last day. **(Your volunteer hours during the month count towards the FOLLOWING month's curation. I.e. if you volunteer 6 hours in July, those hours count towards August curation.)** Curation is the Wednesday before the 3rd Friday of the month, or two weeks after the coop meeting. Exhibiting members must also attend one co-op meeting every 3 months.

Studio members are not required to participate, but must complete the volunteer work if they choose to hang art in the main gallery.

Gallery Ready

Curation Standards

1.a

All two dimensional art, meant to be hung on a wall, must hang by a wire. All wires must be securely attached to the back of the art work. A piece of string taped to the back of the artwork is unacceptable. Soft media such as drawings or photographs on paper should be mounted and/or framed.

1.b

All artwork must be dry before it can be hung. Sculptures made of soft media must be hardened before display.

1.c

All artwork must be properly tagged to be on display. All artwork must have Artist Name, Title, and Price semi-permanently attached to the artwork itself. Same posted on the wall near the art. (2 tags: one ON the artwork, one on the back) Contact information is highly recommended.

1.d

Some artists may not be aware of industry standard practices, others may not have the means. It is important to provide a workshop to allow all members to become compliant with the above rules. It also allows us to make sure everybody is on the same page. It is important for the curator to ask a new member if they have completed the curation workshop before they are assigned a spot for the first time.

1.e

Rules when hanging art or setting up display areas

- 2D Art must be on wire (yes, said it again). It may be impractical to put wire on other art (3D art, non-traditional art) and that's okay, as long as it is a safe and secured hanging system
- Artwork on the wall should not overlap into another artist's space (unless permission or the artists have a reason to be overlapping as part of their display)
- Lowest edge of a piece should sit at least 18 inches from the ground (unless it is part of the idea of the artwork that it should be low to the ground)
- Art should be at least 2-3 inches from the edge of allotted space given (again, unless there is an artistic reason for the display to sit closer to the edges)
- Preferably there should be at least 2-3 inches space between individual pieces (unless there is a reason for the pieces being close together, such as a purposeful display between pieces)
- **Display tables should not take up more than 285 inches squared** (*approx size of one folding tv tray*) **and should not project more than 15 inches from the wall.** Tables/display cases cannot overlap into another space. There should be effort to make sure artists are treated fairly and equally when it comes to space. It does not matter if the other artist gives permission (unless there is a reason, i.e. the artists are displaying together). The goal is to have a clutter free, safe walking and viewing floor space within the gallery, and for viewers to move about with ease. (as well as not getting a headache from looking at all the clutter) Walkways should be wheelchair accessible at all times. No milk crates, cardboard boxes, furniture in disrepair will be allowed because it would not be safe. If an artist needs a folding table the gallery might be willing to provide one. And thrift stores sometimes have them on the cheap.
- Sculpture displays should preferably be on the stand alone pedestals and not placed in front of a wall (again, unless there is specific reason for displaying it in front of wall) Sculptures cannot block pathways and curation approval is needed before they can be moved after a curation. Temporary movement is okay for events but they must be returned to their original place after the event.

1. f

All artists must have a method for the front desk to contact them in case there are questions or concerns during a sale. A contact number or email either listed on the tag or in square would work. Issues may come up between curations and desk volunteers/curators will need to know how to contact the artist.

1.g

Any artwork or artist that does not adhere to these standards will result in removal of the artwork and the artist will be contacted for correction or the artwork cannot be displayed.

1.h

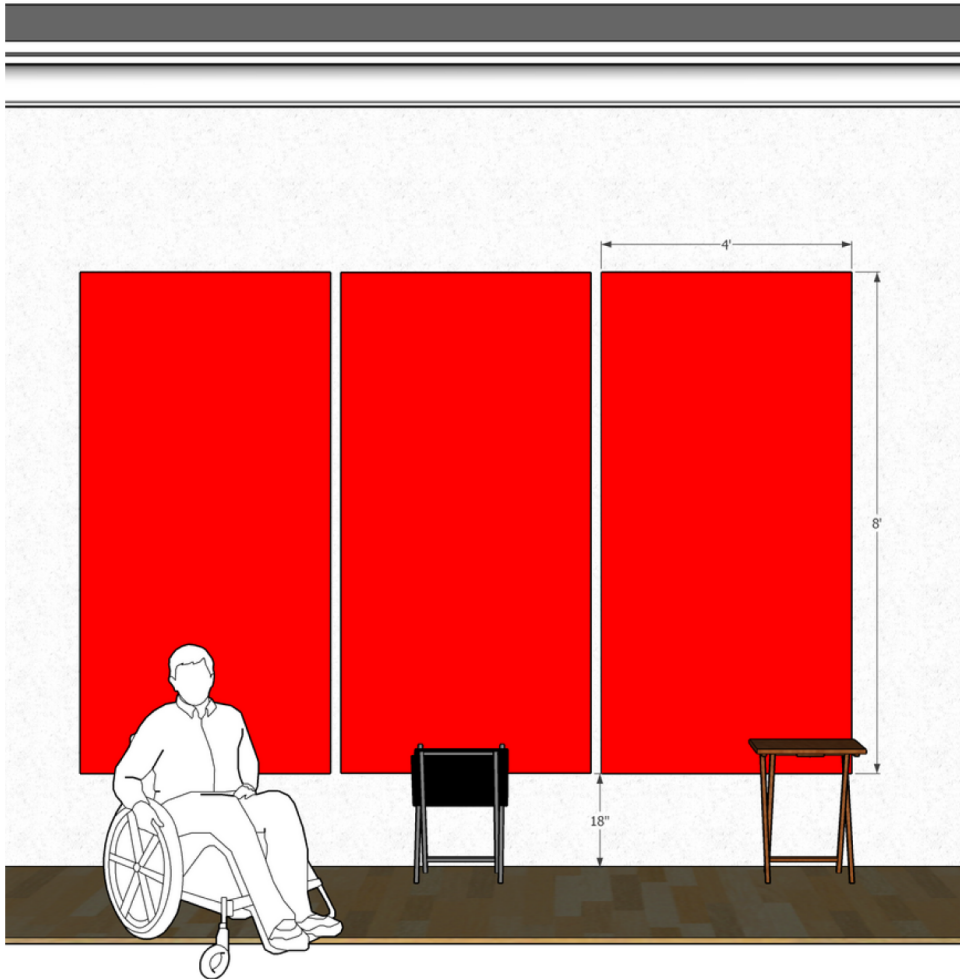
Encourage artists to prep their wall space for hanging. Curation volunteers with knowledge may need to show them how to fill holes, scrape, sand, paint their space and clean the floor in front of their space when they are done.

1. i

The area directly in front of the checkout at the front desk should be kept free and clear including the counter top directly in front of the ipads. No display cases should be set up in front of the check out area.

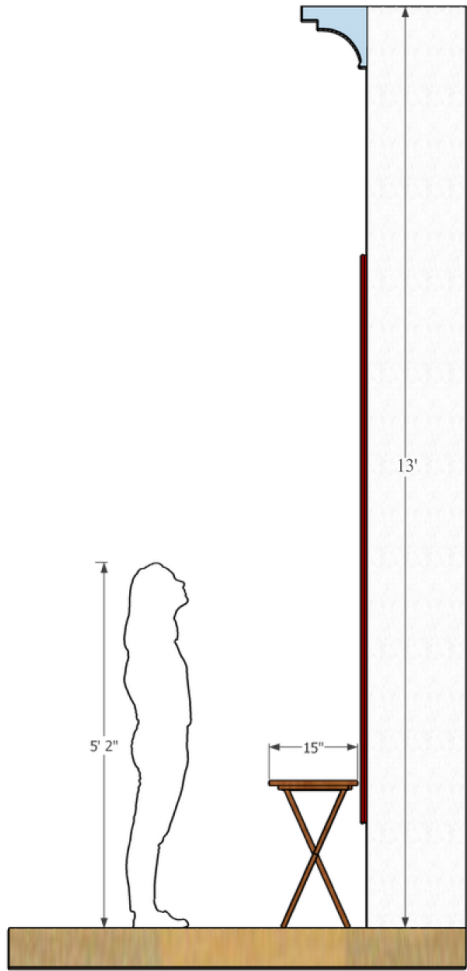
1.j

By hanging in the gallery, all artists agree that the curator and/or curation team members may have to move their artwork around during curation, whether or not they show up on curation day.



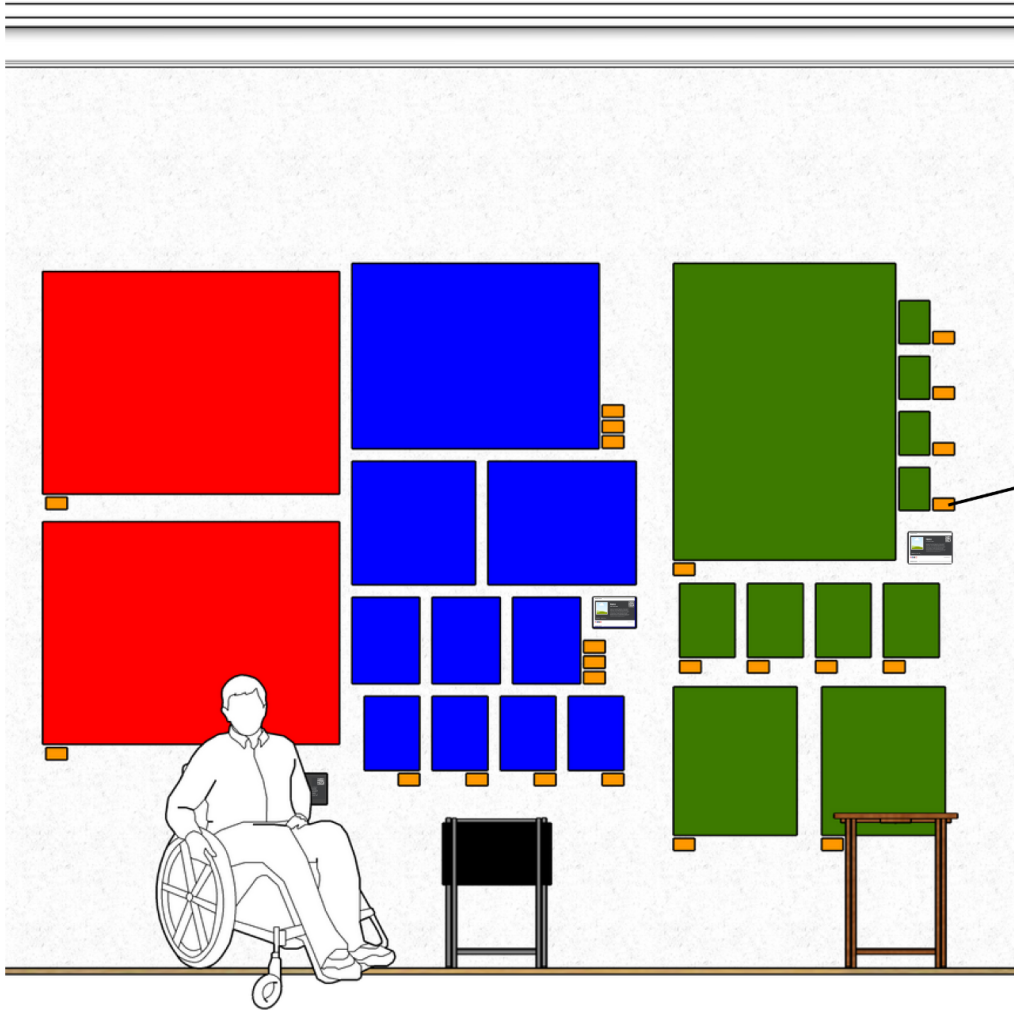
Expect about 4' wide by 8' tall. Lowest edge of a piece should sit at least 18" from the ground. Some spaces are taller and narrower, some are shorter and wider. Exact space can change and is depending on the number of active members at the gallery.



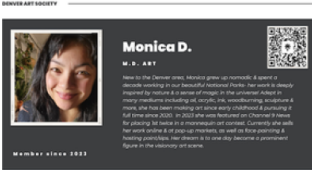


Display tables should not take up more than 285 inches squared (approx. size of one folding tv tray) and should not project more than 15" from the wall. Tables/display cases cannot overlap into another space. Walkways should be wheelchair accessible at all times. No milk crates, cardboard boxes, furniture in disrepair will be allowed because it would not be safe.





Standardized Bio



Please email Monica: m.d.art.store@gmail.com

Standardized DAS Label



EVERY piece of artwork you bring into the gallery must have a label. Anything that is not labeled, is liable to be sold at auction and the proceeds will be considered a donation to the co-op.

Legend:

- Artist 1
- Artist 2
- Artist 3
- DAS Label



FAQ's

General

When is curation?

Curation is always the Wednesday before Third Friday, or two weeks after the Coop meeting. It is very confusing, it helps to look at a calendar of the whole month, count the Fridays, and look at the Wednesdays of that week.

All changes must be done by noon on Friday, the week of Curation. If a piece sells in the middle of the month, please replace it as soon as possible. Do not rearrange or swap out art in between curations.

Who is the curator?

Check the most recent newsletter. This position rotates every three months, and the most up to date information was emailed to you after the last coop meeting.

What is the theme for this month?

Great question, ask the curator.

How much space will I get?

Expect about four feet wide by eight feet tall. Some spaces are taller and narrower, some are shorter and wider. It is better to bring too much art and take some home, than to not bring enough, and have to come back with more. Exact space can change and is depending on the number of active members at the gallery

How many pieces can I show?

Unless the curator specifies a hard limit, you can cram as much art as possible into the space you are given. In general, plan for one extra large, one or two large, three to five mediums, for pieces smaller than 11x14, the wall is the limit.

Can I sell prints?

Of course! Prints are our best selling category by volume. It is highly recommended that you sell prints. Some of our members make a living by selling prints, and they are usually happy to share tips. But remember, every single print must be labeled with your name, price, and contact info.

What should I bring?

At minimum, your art, and enough of it to fill about 32 square feet of space. If you have power tools, bring them too. If you have prints/stickers/magnets/whatever bring them,

and something to display them with. If you have business cards, bring a stack of those too.

What about hardware to hang my art with?

We have an infinite number of drywall screws that can handle nearly any piece of 2D art you can imagine. If your piece is exceptionally heavy, you should bring appropriate mounting hardware, and it is subject to approval. The exterior walls of the gallery are ancient masonry construction, and mounting to them requires masonry drill bits, and masonry anchors, and masonry screws. Do not, under any circumstance, use “Command Hooks” or any similar product that claims that it doesn’t damage the wall. They all damage the wall, and you will be automatically signed up for the next time we patch and paint the walls.

What if I can’t make it to Curation?

Use the buddy system. Get a friend to help hang your art. Tell the curator that you won’t make it, but your friend will be bringing your new art, hanging it in your new spot, and taking out your old art.

Why did my art move to a new spot? I liked my spot.

One of the main reasons for the constant rearranging is to keep things fresh. From a retail marketing perspective, customers can smell stagnation, even if they have never been in a given store. Even if you are using the same three things, shuffling the deck regularly makes it look totally brand new. Ideally, our goal would be moving 25-33% of the spots monthly, with 3-4 moves per member per year. **If your items are moved from a new spot, any excess artwork may be placed near your display on the floor leaning against the wall or in the back storage racks for you to pick up.**

I would like to move to a new spot. What should I do?

The first step is to let the curation team know by signing up on the Signup Genius “Move your Art” calendar: [Denver Art Society: Curation - Move your Art \(signupgenius.com\)](https://signupgenius.com/calendar/denver-art-society-curation-move-your-art). This helps the curator and team better plan and know how many people are wanting to move. The curation team will do its best to accommodate your needs but there are a lot of artists and it's hard to meet all requests. Signing up if you would like to move is the only way we have of pre planning and helping everyone have a positive outcome.

Volunteer Hours

How do you count a month for volunteer hours?

The month is the calendar month and those hours count toward the FOLLOWING MONTH’S curation.

Can I do six hours on the 31st, then six more hours on the 1st to side step the two month rule?

No. You would have twelve hours in one month, and still need to do six hours the next month before your first curation. See above.

Can I do twenty four hours one month, and have it count for the next four months?

No. Except for very rare cases, hours do not carry over from one month to the next. An example of a rare case is that you are a licensed, bonded, and insured plumber as your day job, and you do thousands of dollars worth of plumbing work on the gallery building. Then we let you slide for a few months, but you need to start logging hours again very soon after that.

Can someone else do my hours for me?

No. Hours are not transferable. If a couple are both members, and one of them does twelve hours, and the other does no hours, this does not average out to six hours each.

Can I do hours to cover someone else?

No. See above.

Can I just pay for it instead of doing the hours?

No. We are not a pay-to-play gallery.

I sell a ton of art, which makes money for the gallery, do I still have to do my hours?

Yes. The gallery does take a 20% commission, but most of that money goes to cover the cost of credit card transactions and sales tax and the building rent and maintenance. For every \$1,000 of your art that sells, less than \$100 ends up in the gallery's general fund.

I did a ton of heavy duty stuff a long time ago, doesn't that count for anything?

Absolutely, we thank you for the help, but DAS is open 365 days a year and the work is never over. That one thing you did that one time was super cool, but here in the present, stuff still needs doing.

Gallery Ready

Why is the label so important?

We have a lot of artists, and a lot of new people. Assume that nobody knows who you are, and the person selling your art is doing their very first sale, on their very first shift. Help them by making this sale easy for them. The more information that an individual

piece of art has attached to it, the easier it is to make sure that the correct amount of money is charged, and that we are able to give that money to you.

What has to have a label on it?

Every piece of artwork you bring into the gallery must have a label, or otherwise see again. Every print, every earring, every necklace, every sculpture, every painting, every photograph, every sticker, every drawing, every trinket, every charm. EVERY SINGLE THING.

Anything that is not labeled, is liable to be sold at auction and the proceeds will be considered a donation to the coop.

What if I don't want my contact info available to the public?

You do not have to have your contact information on your artwork but it is highly recommended. There are times customers want to meet or at least interact with the artist they are buying from. Sometimes they want to ask for a discount. Sometimes they want to ask about commissions. Sometimes, we find art made by former members lying around the gallery, and we want to try to return it to them. Some artists choose to give social media information instead of traditional phone numbers and email addresses. If you choose not to publicize your contact information, you may miss out on sales, and your art may be considered abandoned property after you are no longer a member. It can be a tough choice, but it is your choice.

When you say hang by a wire...?

I mean a metal wire that is screwed into the back of your art. No, you can't use hot glue. No, a string will not work. Sawtooth hangers and other hardware included with frames are not acceptable. Don't even think about using any kind of tape in this equation. No alternative approaches are acceptable. Please leave the creativity in your work, not in the hanging. If you need help, just ask. We have all of the tools and hardware you need, and the lesson is free. In fact, the lesson is required before your first curation.

Here is a great link to help guide you: [How to Wire a Painting like a pro! - YouTube](#)

Why do I need to hang by a wire?

Besides being an industry wide standard, it is also a safety issue. Most of the walls move, some of them are even on wheels. The slightest bump could cause the whole wall to shake, and a wire is the best at holding up after a shake. Sawtooth hangers provide almost no grip on the screw in the wall. If anything were to shake the wall your art is on, it could cause your art to fall off of the wall, and it may brake when it hits the floor. If you find your art broken on the floor, you are going to be very upset. Hanging by a wire greatly reduces the risk of your art breaking on the floor.

Do I need frames?

Frames are not required, but highly recommended for certain media. Stretched canvas can have mounting hardware applied directly to the stretcher bars, and is the recommended method, even for framed canvas. Soft media can be mounted to a firm surface in lieu of a frame, but that surface needs to be able to have a wire mounted to it. Wood, plastic, and metal are great surfaces to mount to. Soft surfaces, such as cardboard, foamcore, or bristol are not suitable for mounting without a frame.

Where do I get frames?

Don't buy the cheap plastic dollar store frames. They are flimsy, and don't do well with wires and other mounting hardware. If you are on a tight budget, the thrift store is the best place to get frames, be sure to take a ruler with you when you go shopping. If you need all of the frames to be consistent, shopping on the internet is the best way to go, be sure to check what is included for hanging hardware.

Why do I have to follow all of these rules?

We are a non-profit co-op but we are an art gallery. You are expected to present your art in a professional manner, and our goal is to help you achieve that presentation. There is a standard for art galleries to ensure your artwork is safely and securely hung and it is valuable information; presentation and execution is part of the artist equation. Showing up to a for-profit gallery down the street without professionally presented work would be unacceptable and the art world is small. We want you to move on to bigger and better things, and be successful in your art career. We are teaching you valuable lessons that can't even be learned at an expensive art school.