

 **Amdur Productions**

ART smart seminar

ART FEST 101


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Important Dates

- January 10, 2022 Applications Due
- February 10, 2022 Notifications Released
- March 10, 2022 Registrations and 50% deposits due
- April 10, 2022 Refund deadline, less \$50 processing fee per show.

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 **Top Ten Image Tips...**
(handout)

1. Clear sharply focused images are best
2. Represent a coherent body of work
3. Show the work fully
4. Do not show the frame
5. Show one piece of work per image



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Image Tips

- 6. Bold color projects better than pastels, whites, grays, or blacks.
- 7. Even exposure in 4 images is crucial
- 8. Indicate scale if needed
- 9. Crop empty space
- 10. Let the background be the background, no patterns, etc.

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Booth Shot is Important

- ▣ Shows scale of your work
- ▣ Shows your presentation
- ▣ The booth shot can get you in or keep you out of a festival.
- ▣ Take a **great shot** with good interior lighting of your booth.
- ▣ Don't be in the shot
- ▣ Nothing on the ground or leaning
- ▣ Don't over strip the booth either



Newbie Tip !



No booth?

Set up a mock booth in your home where two walls come together.

Make sure to set up in the way you plan to display at the show.

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Top Ten Image Tips Review...

1. Have clear, sharply focused images.
2. Show a body of work.
3. Show the full artwork.
4. Do not show frames.
5. Show one piece per image
6. Use pieces that have lots of **COLOR**.



...Image Tips Review

7. Even exposure
8. Show scale
9. Mask empty space
10. Consistent background

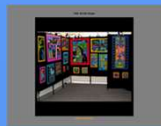
Easy enough...or is it?

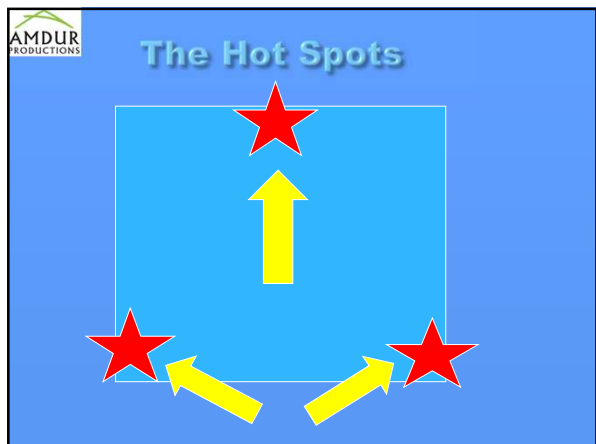
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Top Ten Booth Shot Tips

1. Bright but without harsh shadows
2. Shoot the booth only
3. Show the booth filled with current work
4. Keep frames, cases and bases consistent
5. Do not include people in the booth shot
6. Shoot your booth with a floor covering
7. Go for level, not slanted frames
8. No leaning art
9. No chairs
10. Don't over strip the booth






Booths
12 to Consider



1. Before the show: Review every element of your booth. Invest in your booth.
2. At the show: Use a floor covering.
3. Hang your work level and adjust often. Bring plexi cleaner, glass cleaner, and a black marker for touch ups.
4. At the show: Don't overfill your booth. More is not better.


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Booths
12 to Consider




5. At the show: 3d artists..think about multiple levels.
6. Before the show and at the show: have nice price tags.
7. At the show: Have plenty of biz cards.
8. At the show: Keep a guest book, take email addresses and/or house addresses
9. At the show: Photograph your booth for later review.

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Booths Tips 12 to Consider



10. At the show: Keep your booth tidy so that it looks as good Sunday at 4 as it did Saturday at 10.
11. At the show: Maximize your experience. Study booth design of other artists at the show.
12. Do wear your name tag in your booth...let people know who you are right away.

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Pre-Show Timeline

2-3 months out, post your show schedule on your website


One month before a show, do a mailing or e-blast 

Three-four weeks out: Replenish your business cards (use a printer or make your own)


One week out: Have show clothes cleaned

One week out: Finish your pieces, mat, frame, price. Photo document your new best pieces before you sell them

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Pre-Show Timeline

Week before: Check your car/truck, tires to fluids. Avoid problems on the road. 

Week before: Do another e-blast and/or make calls to special clients.

Days before: Get a hair cut/salon visit

Days before: Make a list and pack carefully

Day before: Review map of route to festival.

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AM DUR PRODUCTIONS

The Basic Take to the Show

List

- First Aid Kit
- Water and Sports Drinks
- Sunscreen, high spf
- Warm clothes
- Rain Gear, umbrella
- Dolly with your name on it
- Ladder w your name on it
- Sun hat
- Guy straps and screw anchors
- Cell phone, charger/battery
- Lap top
- Plexi cleaner, wipes
- Touch up paint/marker
- Flashlight/lantern
- 5 lb. sledge hammer
- Rope and weights
- Zip ties (white, black)
- Broom/dust pan
- Trash bags
- Tool kit/box
- Guest book
- Big Level (bigger is better)
- Credit Card machine or Square
- Gloves (tent)

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AM DUR PRODUCTIONS

Basics of Decoration

- Rule # 1 Everything matters
- Rule # 2, Reread Rule #1
- Create an environment that imitates how the art will look in someone's home or office
- Use live flowers
- Use live plants, small bushes
- Use nice accent furniture like a small side table
- Keep back stock tidy and covered
