

# PITTSBURGH SOCIETY OF ARTISTS EXHIBITION NEWS

MARCH 2009



## SIZE MATTERS



PSA's small works show - **SIZE MATTERS** opened Friday, March 6 at The Framery.

**WOW !!**

What a wonderful turnout, not only in artist participation but in attendance.

We had more than 100 pieces in the show and over 300 people at

the opening! 14 pieces were sold that evening!

Our efforts are proving to be successful. We need to keep this momentum going.

PSA is truly a diverse group representing seasoned talent and newly discovered talent.

As an organization it is our responsibility to share these talents and continually educate our fellow artists to be



democratic within the art communities. Take pride in your work and present it in the best possible way.

Let's set the standard and lead by example.

Kudos to all who participated and continue to support PSA!!

the best we can be.

Share the knowledge - especially with framing. There seems to be an epi-

**PSA is on the move and YOU are making it happen - Thank you.**

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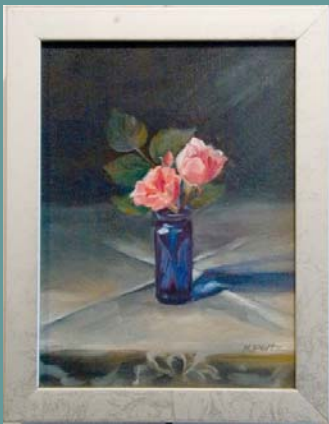
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Size Matters  
Eva Trout



Size Matters  
Holly Pultz



Size Matters  
Charlotte Davidson

## Letter from Susan Bryce Carver THE FRAMERY

Greetings PSA Members!

I would like to thank all members who participated in the 'SMALL WORKS' exhibit at THE FRAMERY this past month. it was an honor to have you all on our walls! We sold 14 pieces and are very happy with the turnout! It was a great reception, and again thank you.

I would like to take this opportunity to mention that many of you realize the dramatic difference in presentation when a piece of artwork is professionally framed. Artwork 'framed right' not only preserves the integrity of the artwork from a conservation point, but also enhances its marketability. A 'mediocre' piece of artwork can become a 'masterpiece' with the right frame! As well, professional framing with the proper hanging system on the back enhances the works 'presentation'! Both of these things, 'marketability and presentation' are a *must* for the serious artist who wishes to exhibit.

**THE FRAMERY would like to extend a generous 20% discount on any custom framing orders, to all PSA members. This discount applies to the entire order, not only the molding!** Again **THANK YOU** for this great opportunity and we look forward to seeing you again at our new location - 3627 Butler Street, beginning June 1, 2009! - SUSAN BRYCE CARVER

**MORE FRAMING GUIDELINES AVAILABLE AT**

<http://www.pittsburghsocietyofartists.org/saligiaprospectus.pdf>

### 2009 PITTSBURGH SOCIETY OF ARTISTS EXHIBITON SCHEDULE

First Quarter  
**SMALL WORKS**



The Framery  
4735 Butler Street - Lawrenceville  
March 6 thru March 27

Second Quarter  
**SALIGIA - A Seven Deadly Sins Exhibition**

Pittsburgh Center for the Arts  
May 1st- August 30th

Third Quarter  
**ANNUAL MEMBER EXHIBITION**

To Be Announced

Fourth Quarter  
**WHEN NIGHT FALLS – A Nocturnal Exhibition**

Pittsburgh Center for the Arts  
November 2009 - January 2010 (tentative)

# SOMETHING TO THINK ABOUT

## When Night Falls

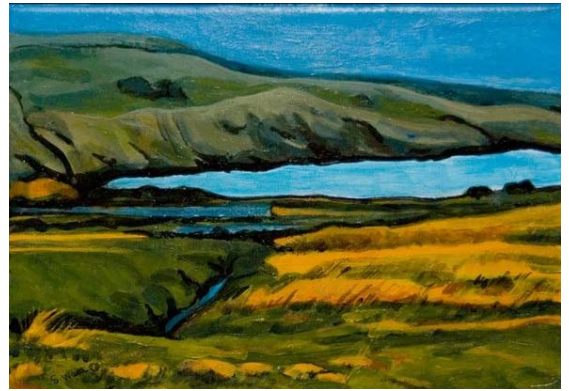
### A Nocturnal Exhibition

When night falls the outside world is cast with an unusual allure, evoking sensations that cease to exist with luminous sunlight. Familiar surroundings become less defined and opened to ambiguous impressions of solitude, comfort and the curiosity of the unknown. Contrarily and perhaps simultaneously, anxiety stems from the invisibility of nightfall, the mystery and consternation posed by the incognizance of what lurks amid the dimming

backdrop. From representations of astrological amusements and urban environments to creatures of the night, fairly tame to the risqué to the seedy; *When Night Falls* encompasses the world between dusk and dawn.

This exhibit challenges artists for their interpretation of nightlife, creating art in a new and different light via the media of their choice. Open to all PCA Guild members, local, regional, and national artists over the age of eighteen.

Prospectus for this show will be made available in 2009 when we have confirmation on the dates.



Size Matters Sandra Ward

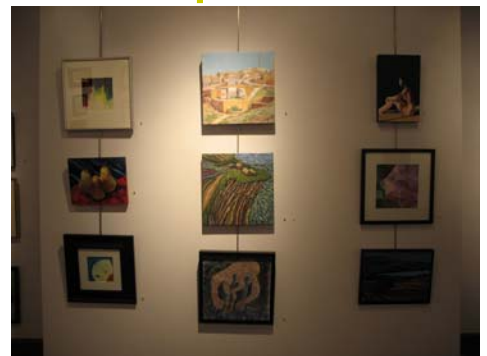


Size Matters Benjamin Thomas

# Volunteers Needed

PSA Exhibitions is always in need of volunteers. Your support and assistance with the marketing, screening, drop off, pick up and the opening receptions & awards processes will ensure the success

of our exhibitions.  
**PLEASE GET INVOLVED.**  
To volunteer please contact Ron Gallagher,  
info@ronniegoriginals.com  
412.418.4872



# SALIGIA

## A Seven Deadly Sins Exhibition

**Superbia, Avaritia, Luxuria, Invisia, Gula, Ira and Accidia – The first letter of these Medieval Latin words form SALIGIA.**

Translation – Lust, Gluttony, Greed, Sloth, Wrath, Envy and Pride – To commit a deadly sin.

The seven deadly sins have been a source of inspiration to art and artists since the beginning of time. We see evidence of their presence daily in Western Society. Some of these sins are even "celebrated" as virtues in modern society. This exhibit challenges artists for their interpretation of one, several, or all of these sins via the media of their choice. Film entries must be submitted on DVD. Artists are required to identify which sin is being portrayed and include a statement about their interpretation as part of the entry. This exhibition is sponsored by Pittsburgh Society of Artists. This exhibition is open to all PSA and PCA Guild Members, as well as to all local and regional artists over the age of eighteen. Juror will award seven prizes.

### CRITERIA

Work in all media is eligible. Artwork should be "new," defined as created within the past two years and not exhibited within a 150 mile radius of Pittsburgh. Open to all PCA guild members, local and regional artists over the age of eighteen. Works deemed unfit to hang or stand will be denied.

### ENTRY FEES

For two submissions

**PSA Members \$25**

**Non Members \$35**

Make checks payable to Pittsburgh Society of Artists

### CALENDAR

**Sunday, April 19**

Submission of Film Works  
12 to 1pm Drop off at the PCA

**Sunday, April 26**

Submission of 2D & 3D works  
12 to 1pm Drop off at the PCA  
3 to 4pm Pick up at the PCA

**ACCEPTED WORKS WILL  
REMAIN at the PCA**

**Friday, May 1**

Opening Reception 5:30 to 8pm

**Sunday, August 30**

Exhibition Closes

**Sunday, August 30**

Pick up unsold artwork 5pm sharp

You will be charged a \$25 handling fee if your work is not picked up at the assigned time. If not paid your artwork will become the property of PCA.

### AWARDS

SEVEN - \$100 Prizes

### SALES/INSURANCE

PCA handles all sales from exhibitions. Commission on sales is 45% for PCA guild members and 50% for non guild members. Work will be insured while on exhibit at PCA

### JUROR

#### STEVEN MENDELSON

Graduate of Shady Side Academy and University of Michigan, BA, History of Art. Steve travels extensively throughout the world; including India, Southeast Asia, China and Europe. He worked and lived for many years in Paris as a photographer, writer, street performer and partner in an art gallery. He opened Mendelson Gallery 30 years ago. Mendelson is an artist as well, and has exhibited both Nationally and Internationally. For more information on our Juror, please visit - [www.mendelsongallery.net](http://www.mendelsongallery.net)

PLEASE COMPLETE 2 ID TAGS FOR EACH SUBMISSION & ATTACH TO ARTWORK

ENTRY #1

Artist's Name \_\_\_\_\_ Guild

Email Address \_\_\_\_\_ Phone Number

Street Address \_\_\_\_\_

City, State & Zip \_\_\_\_\_

Title of Entry \_\_\_\_\_

Size - HxWxD \_\_\_\_\_ PRICE

ENTRY #2

Artist's Name \_\_\_\_\_ Guild

Email Address \_\_\_\_\_ Phone Number

Street Address \_\_\_\_\_

City, State & Zip \_\_\_\_\_

Title of Entry \_\_\_\_\_

Size - HxWxD \_\_\_\_\_ PRICE

ENTRY #1

Artist's Name \_\_\_\_\_ Guild

Email Address \_\_\_\_\_ Phone Number

Street Address \_\_\_\_\_

City, State & Zip \_\_\_\_\_

Title of Entry \_\_\_\_\_

Size - HxWxD \_\_\_\_\_ PRICE

ENTRY #2

Artist's Name \_\_\_\_\_ Guild

Email Address \_\_\_\_\_ Phone Number

Street Address \_\_\_\_\_

City, State & Zip \_\_\_\_\_

Title of Entry \_\_\_\_\_

Size - HxWxD \_\_\_\_\_ PRICE

# Framing & Presentation Guidelines for PSA Exhibitions

Please be aware that no two art show jurors are looking for exactly the same things. Art appreciation is very subjective. These guidelines provide the most accepted practices for professional art presentation.

All artwork should be presented in a simple, professional manner. Consider yourself a professional and treat your artwork with respect. Always use the best materials.

- Whenever possible use archival materials in making and presenting your artwork. Common materials such as paper, cardboard and tape contain acid that will cause gradual yellowing, fading and deterioration. By using neutral-PH materials, you can help preserve your art for future generations of art lovers to collect and enjoy.
- The finished presentation – front, back, top and bottom - is part of the whole work. It should appear to be new and well crafted, not battered and shop worn or flimsy or fragile. Poor presentation can make great art look terrible. Good presentation can make terrible art look great.

## **Paintings, photographs, prints, drawings, other similar two-dimensional pieces**

- All work must be presented ready-to-hang, preferably with a wire attached to the frame between one-third and one-quarter of the way down the sides of the piece. Stainless steel braided picture wire works best for smooth hanging and deters rusting.
- Do not use saw tooth hangers. They are not strong enough to support the weight of a frame safely.
- Frame molding varies greatly in style and quality. Avoid over powering the art with brighter, bolder, or busier framing materials that distract from it visually and look amateurish, cheap, or out-of-place.
- Some grand masterpieces are well suited to hand-carved gold frames; all other pieces look best in modest frame moldings with clean lines and black, neutral, or natural wood finishes.
- Do not use "snap on" frames, corner-clips with glass or "easel" frames designed for tabletop use.
- Photographs and all two-dimensional work on paper should be matted with neutral tones (white, gray or black only) and covered with clean, scratch-free glass or Plexiglas.
- Matting serves to separate the art from the glazing, but it also isolates it for viewing. The artwork should stand alone without being enhanced or abated by the mat and frame.
- Mat size should be appropriate to the piece. A wide mat is better; it expands the work and makes it appear larger. Narrow borders visually reduce the artwork and look cheap. A three to four-inch mat with an extra half-inch on the bottom gives a nice visual feel to a finished piece. But, do not use extra wide mats just to make a piece fit in a standard size frame.
- Float-mounting the artwork over the mat, so that the edges are seen, is an option when an artwork has a deckle edge or is constructed with handmade paper. A spacer within the frame should be used to keep the art from touching the glazing.
- A stretched canvas requires no glazing because the canvas needs to breathe. The frame may be backed with a dust cover and/or moisture barrier, but this must be perforated to allow air to circulate.

Large oils or acrylics on heavy-duty stretchers with a gallery wrap do not need to be framed. The canvas should be stapled on the back and the edge should be painted.

## **Sculpture, pottery, other three-dimensional pieces**

- You should provide a base or stand for large three-dimensional work. Instructions for special installations should be attached to the piece. Quilts and other fabric wall hangings should have a sleeve or other place for curtain rods or similar hardware or otherwise be ready to hang.