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CURATOR'S REPORT – January 25, 2018

Winter 2018 in Virginia has produced record cold temperatures and most folks have been spending a lot of time indoors. I hope that artists have checked out the Frederick Gallery 2018 schedule of upcoming exhibits and calls for entries and have been busy creating new work to share with our gallery audiences.

I am looking forward to another exciting February “All Photography” exhibit selected by the well-known Washington, DC, photographer and instructor Roy Sewall. He had to limit the number of selected works to fit our gallery space, so the large number of entries made his job difficult. The “All Photography” Juror Talk and awards will be presented at 6 pm on First Friday, Feb. 2.

The March 2018 “Unique Viewpoint” national exhibit will introduce another new juror, Ms. Alexis Shockley, Director at Gallery Flux in historic Ashland, VA. Her knowledge of art history, the creative process of art, and having an eye for curating, installing and coordinating art into galleries, businesses, and homes, allows her to be successful on all avenues in the art community. The “Unique Viewpoint” Juror Talk and awards will be presented at 6 pm on First Friday, March 2.

Juried exhibits are a challenge for all artists, both novice and professional. The idea of rejection is feared by many, but the motivation to present work to the public has its rewards in exposure and recognition by the community and the incentive of possible sale to a purchaser. A work may be entered in several juried exhibits but be accepted in only one—the lesson is that work can't be selected if not entered. Each juror will bring unique educational and job experiences to the selection process; however, submitting artists present their best efforts for review and hope to be included. I cannot stress enough the importance of understanding that not all entries will be accepted and selections are the sole choice of the juror based on his or her personal preferences, aesthetics and experience in the art gallery world. Don't be discouraged if work is declined, but do conduct an honest self-review of the work for its presentation (matting, framing, mounting, etc.), craftsmanship, originality and appeal at first look—jurors are likely to have less than two minutes to make a decision on any entry, either hand-delivered or digital image. A related article on selecting work for exhibit themes appears in this newsletter and on our www.fccagallery.org website. Best wishes to all for a productive and successful New Year 2018.

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