



Fredericksburg Center for the Creative Arts
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CURATOR'S REPORT – June 2018

I often browse online art related newsletters to glean ideas and advice that works to promote our Frederick Gallery exhibits and artists. My goal is to present the best work of professional and immersing artists for the pleasure of our viewing audience and to encourage the purchase and collecting of art by our patrons. I want our FCCA patrons to be confident that exhibited work is worthy of their attention and would be a fine addition to their home or collection or a worthy gift.

A recent newsletter from Bold Brush Fine Art views <https://boldbrush.com/fav/> with a series of articles on "What Collectors Want" focused my attention of the importance a brick-and-mortar gallery where patrons can experience actual art that has been curated and awarded a place in an exhibit. There are thousands of online art sales websites and individual artists' websites, but how is a buyer able to determine if the art is worth buying? Work in a curated exhibit in a trusted gallery is an answer. In case you are wondering--our twice yearly guest artists' exhibits are curated by me and my assistant Bob Worthy.

In my role at the FCCA, I am a curator of curators in my search for a variety of experienced jurors who select work for juried exhibits—each juror with freedom to use individual aesthetic and professional criteria for selecting a cohesive show of the best work presented through the calls-for-entries process. These individuals come with professional backgrounds of museum and corporate art curators, practicing artists, recognized teachers, and art gallery owners and directors. Their selections say "This work is worthy of your attention". After an exhibit is selected and installed, it is the responsibility of the FCCA to present and market the work in a manner worthy of patronage.

Jurors and buyers look for good presentation, craftsmanship, creativity and attention to design. They are often moved to select work that has an indefinable quality of grabbing the viewer's attention or making an emotional connection. Selected work is honored with display in an exhibit—"love-it" work is often purchased. Be mindful of the importance of professional presentation with appropriate matting, framing and hanging hardware. Digital images for publicity are especially important, and website images should be high quality and show only the artwork image--get professional photography assistance or instruction if needed. Create a calendar of call-for-entries opportunities and meet deadlines.

I encourage everyone to visit our gallery, to read juror bios, juror statements, artist statements and awards lists in addition to viewing our website and Face Book page. New FCCA classes, exhibits and First Fridays are on my calendar—are they on yours?

Carrol Morgan