



Fredericksburg Center for the Creative Arts
813 Sophia Street, Fredericksburg, VA 22401
(540)373-5646

www.fccava.org



CURATOR'S REPORT – September 25, 2020

The FCCA has been working hard to meet the challenges of pandemic restrictions. We are happy to see visitors coming to our “Silversmith House”, “where art and history meet”, and we welcome our virtual visitors accessing our online videos and slideshows of exhibits in the Frederick Gallery and Members’ Gallery. Thanks to videographer David Kennedy and publicity chair Dawn Whitmore for their commitment to moving the FCCA into the virtual world and gaining a broader audience for our artists through our website www.fccagallery.org and our social media on Facebook, Instagram and YouTube. Our number of visitors and art purchasers has shown that our growing audience is eager to see art in person and to take home work that will bring pleasure for many years.

I want to offer some useful advice to artists who may struggle to title their work, and I have borrowed from Jason Horejs of Red Dot Blog, Xanadu Gallery in Scottsdale, AZ, and his video “Titles for Art Work – How to come up with awesome titles” posted online at https://reddotblog.com/ask-a-gallery-owner-creating-awesome-titles-for-your-art-2/?mc_cid=96cc4354ea&mc_eid=f1f48d8ed9 (twenty minute video). Subscribe to the free Red Dot Blog at www.reddotblog.com.

Jason says that some buyers change the title of purchased work to fit their own experience, but artists generally believe that their work titles will be forever. Below are my brief notes for creating titles, but the complete video is worth the investment of your time.

CREATING AWESOME TITLES FOR YOUR ART -Great titles help to tell a story – create a narrative

- Engage the viewer on multiple levels – encourage an emotional response
- Provide perspective on you and your artwork
- Landscapes and figures don’t need to be title specific to place or person
- Avoid descriptive such as “flowers in a garden”
- Get viewer’s imagination involved
- Be consistent in kind of titles across a body of work
- “untitled” is NOT a title and should be avoided
- Abstract work can have titles that lead to a mental narrative

As a curator of monthly juried exhibits, I find that many artists use great titles to successfully engage the viewer, but I have also communicated with artists who labelled work as “untitled” or provided lengthy titles that won’t fit in an ordinary exhibit catalog space or standard wall label. For the purpose of viewer engagement, select titles that are creative and brief but engaging. If you have questions or suggestions, please contact me at curator@fccagallery.org

Carrol Morgan, FCCA Frederick Gallery Curator
Call or text: 540-760-6928