

**Celebrating the Art of Making . . .**

**August 2014**

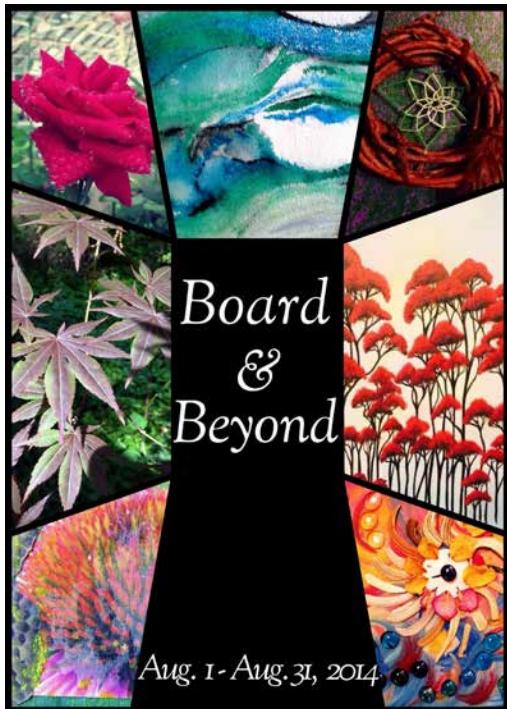
# The Well-Crafted Word

a monthly publication of Del Ray Artisans . . . since 1992

[www.TheDelRayArtisans.org](http://www.TheDelRayArtisans.org)

## **August Show Puts Spotlight on DRA Dynamos**

Board members and volunteers who are skilled in getting things done behind the scenes get a chance to show off their artistic talents in August. They will present their works in the *Board and Beyond* exhibit from Aug. 1 through Aug. 31.



The month of August is traditionally dedicated to showcasing the artwork of current Del Ray Artisans board members who have served as directors for at least two consecutive years. This year the board has invited three incredible Del Ray Artisans volunteers — Eileen O'Brien, Pamela Underhill and Liz Martinez who go above and beyond in tending to DRA business — to participate. They join selected board members John Hiller, Lesley Hall, Stacy Rausch and Gale Goldfarb.

Meet them at the opening reception Friday, Aug. 1, from 7 pm to 9 pm at Del Ray Artisans gallery. Their styles are unique expressions of their individual commitment to the artistic life. Many of their images are influenced by the natural world while others are a direct observation of the world around them.

The show runs through Aug. 31. For more information, visit [www.TheDelRayArtisans.org](http://www.TheDelRayArtisans.org) or contact Lesley Hall, Director of Curating at [Curating@TheDelRayArtisans.org](mailto:Curating@TheDelRayArtisans.org)

### **Double Dose of Art**

Combine a visit to see the art exhibit with a stop at the Alexandria Art Market on Saturday, Aug. 9, from 10 am to 4 pm. Local artists display and sell their works at the market, which is held outside and adjacent to the gallery. Musician Mike Durham will perform from noon to 2 pm. Be sure to stop by the Art Market on Sept. 13 to hear Janna Audey and on Oct. 11 to catch Snakehead Run.

### **Member Meeting with a Side of Pie**

Like to bake a pie? Or is eating a pie slice more your style?

Either way, the Sunday, Aug. 24, Member Meeting is for you. There will be a lot going on from 5-7 pm that day.

First up, the annual DRA Pie Contest with categories for savory appetizer or sweet dessert. Bake and bring your entry to the meeting for the chance to win a prize. If you'd rather eat pie than make it, sign up to be a judge when you arrive.

We'll have the Member Meeting where you can learn more about the goings on at DRA. It's an opportunity to get to know

some of your fellow artists and chat with friends. You can ask curators about upcoming shows and get the inside scoop. After the meeting, we'll have an indoor picnic. DRA will provide the meat/sandwiches and beverages. Members are asked to bring a side dish or salad to share. And, of course, there will be pie for dessert or a savory ending to the meal.

See you there, with an apron on or a fork in your hand. If you have questions, email [Membership@TheDelRayArtisans.org](mailto:Membership@TheDelRayArtisans.org)

—Linda Elliff, Membership Director

### **Welcome! New Members who Joined Recently:**

**David Camero** — Artist

**Khalil Celestine** — Artist

**Susan Cerrone** — Collage, Acrylic, Drawing

**James Dalkin** — Artist

**Kelly Eiger** — Friend of Art

**Sharon Frey** — Acrylic, Mixed Media

**Gina Katz** — Collage, Mixed Media

**Danielle Rush** — Acrylic, Watercolor, Mixed Media

### **Thank you to these DRAngels...**

Organizers, volunteers and instructors who gave their time and their talent to make

**Grown-Ups Art Camp** and our **Art Camp** for kids successful.

Volunteers who staffed the annual **DRA Yard Sale**.

### **Need Co-curator**

Pamela Underhill is developing a sculpture show for the DRA garden and is looking for someone to help with bringing the idea to life. The show will involve some physical outdoor labor. If you're interested, contact Pamela at [Underhill.Pamela@gmail.com](mailto:Underhill.Pamela@gmail.com)

## DRA takes Flight in the Fall

Birds of a feather will flock together at the gallery this September. With a nod to Fred and Carrie (*Portlandia* fans take note!) artists are embellishing everyday objects, recycled pieces and even other art work with all things bird for the “Put a Bird on It!” show.

Please join us at the opening reception of this mixed media show on Sept. 5 from 7 pm to 9 pm. Local artists Mikeual and Laura Perritt are judging entries for the show, which runs through Sept. 28. Curators Linda Elliff and Barbara Boehm with Assistant Curator Lauren Kotkin encourage all media, but works must incorporate some manner of “bird” in the piece. View the Call for Entry at: [TheDelRayArtisans.org/shows/calls](http://TheDelRayArtisans.org/shows/calls)

As part of the show, we'll hold a Sept. 6 workshop entitled Make a Bird of It! from 9 am to 1 pm. Register and learn to create a tin bird under the tutelage of popular local artist Laura Hummel. Details and registration at: [TheDelRayArtisans.org/BirdWorkshop](http://TheDelRayArtisans.org/BirdWorkshop)

*Feathers not necessary!*



Tin mixed media bird sculpture by Laura Hummel

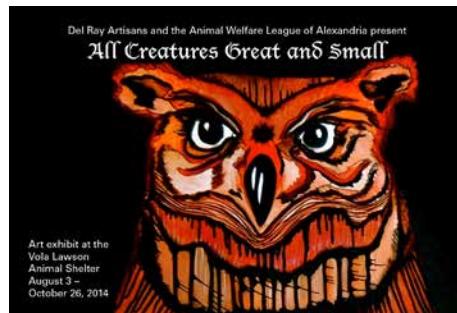
## Pitch in to Keep Park Clean

We need help to finish the last quarter of the Adopt-a-Park season, which begins the weekend of Aug. 2 and runs through the end of November.

This is an opportunity to meet to your volunteer hours and to help Del Ray Artisans earn a small city stipend for keeping the Nicholas A. Colasanto Park litter free. Your efforts could yield up to \$980 at the end of the season that we can use for beautification projects.

Please schedule a time with Marlin Lord at [Facilities@TheDelRayArtisans.org](mailto:Facilities@TheDelRayArtisans.org). Marlin estimates that the weekend work will take about 30 minutes to complete.

— Marlin Lord, Facilities Director



## All Creatures Great and Small

Del Ray Artisans and the Animal Welfare League of Alexandria are teaming up to present *All Creatures Great and Small*—our first animal-themed art exhibit displayed on the walls of the Vola Lawson Animal Shelter (4101 Eisenhower Ave, Alexandria VA 22304). This exhibit is a part of Del Ray Artisans’ Gallery Without Walls program.

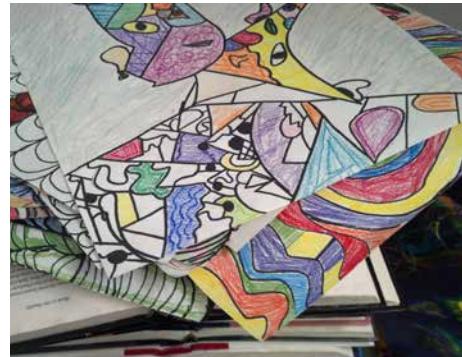
The opening reception will be on August 8th from 7-9pm at the shelter. The exhibit runs from August 3 through October 26. Shelter hours for adoption and viewing are: Monday-Thursday 12-7pm, Friday closed, and Saturday-Sunday 12-5pm. For more information, visit: [TheDelRayArtisans.org/AWLA](http://TheDelRayArtisans.org/AWLA)

**Donation Drive:** Drop off blankets and towels at the animal shelter year-round or at Del Ray Artisans gallery during this exhibit.

## Campers Learn the Art of Influence

Shannon Keen, who led this year's summer art camp for children, said it was a privilege to be the administrator and an exciting opportunity to return to an art-rich area.

The theme for the 2014 camp was *The Direction of Influence*. Shannon drew on the history of art influencing many works of literature and that literature, in turn, influencing the artwork of its readers.



The camp focused on children's literature shaped by a specific work of art and/or a well-known artist. The literature served as the inspiration for each camper's artistic creation. Combining art history, literature and a variety of kinesthetic creative processes helped campers understand that their art can also be influential.

Shannon teaches art at Mayfield Intermediate School in Manassas. Prior to that, she taught theater at George Washington Middle School and art and theater in St. Mary's County in Maryland. She is passionate about the fine arts, in all of its forms. Shannon saw the camp as an opportunity to instill that love in young people.

## Metamorphosis!

Metamorphosis implies a distinct transformation from one form to another. That's the challenge we've issued for the September show. See the enclosed Call for Entry and plan to enter the *Metamorphosis!* show, which will be juried. Put these dates on your calendar:

**Artwork Receiving:** Sunday, Sept. 28, and Monday, Sept. 29, 6 pm-8 pm.

**Show Runs:** Oct. 3 – Nov. 2, 2014.

**Opening Reception:** Friday, Oct. 3 from 7-9 pm.

**Costume Swap:** Saturday, Oct. 18, after the Member Meeting at 5 pm.

**Halloween Ball:** Friday, Oct. 31 from 8-11 pm.

Tickets are \$5 each or 5 for \$20 and will go on sale in the fall.

**Mask Appeal:** Get ready for the ball by morphing a mask for the event and making a donation to Del Ray Artisans. A donation of \$3 will get you a blank mask (or two for \$5) to create wearable art for sale in our silent auction. Masks are available NOW at the gallery.

—Kathy Turner, [bellsongherfingers@gmail.com](mailto:bellsongherfingers@gmail.com)

—Betty Plummer, [bplummer11@verizon.net](mailto:bplummer11@verizon.net)

# From the President

Del Ray Artisans is proud of its tradition of offering exhibits and art programs for artists of all ages and abilities. Our Board is always looking for ways to interest members and expand their artistic horizons. Now, we need your help in creating challenging exhibits and in developing and implementing art-related programs and events. Most of all, we need the participation of our entire membership for this to happen.

Your membership dues provide DRA with income we need to fund our programs. For this, we are very grateful to all of you. But in addition to dues and donations, we need your time — 12 hours per year — that's only 1 hour per month. Only a small percentage of members actively volunteer their time to support DRA. Unfortunately, we cannot continue to provide the level of exhibitions and art programming we now offer unless we have

the person-power to do so. Please step up and choose the way you'd like to participate. Our new Volunteer Director, Gale Goldfarb ([volunteers@thedelrayartisans.org](mailto:volunteers@thedelrayartisans.org)), will be contacting you with opportunities to help meet our goals for 2014 and the coming years. Please respond in any way you can contribute.

You will soon receive a survey request from us. Start thinking about what you want from your membership in DRA. Ask yourself these questions: Why did you join DRA? Which exhibits would you like to see more of? Which programs, activities and events would you attend? What interests you? In what ways can you support DRA?

I look forward to 100 percent membership involvement.

— Michele Reday Cook, President

## Join DRA as an Artist or Supporter!

Renewal

New Member

Name \_\_\_\_\_

Title \_\_\_\_\_

First \_\_\_\_\_

M.I. \_\_\_\_\_

Last \_\_\_\_\_

Additional Household Members \_\_\_\_\_

Organization/Affiliation \_\_\_\_\_

Address \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Phone Home ( ) \_\_\_\_\_

Cell ( ) \_\_\_\_\_

Work ( ) \_\_\_\_\_

Email Address(es) \_\_\_\_\_

Artist      Media \_\_\_\_\_

**Patron**

- \$1,000 Platinum
- \$500 Gold
- \$250 Silver

Patrons are considered Active Members and have exhibition privileges. Volunteer hours are not expected.

**Active Member**

- \$75 Household
- \$50 Individual
- \$25 Senior (62 & over)
- \$25 Full-time Student/Disabled

Active Members enjoy privileges of exhibiting in shows and are expected to contribute at least 12 volunteer hours per year. This does not include volunteer commitments for exhibiting in shows.

**Friend**

- \$35 Friend of DRA

Friends may participate in workshops, classes, and programs as members. Friends do not have exhibition privileges. Volunteer hours are not expected.

## All membership levels above receive DRA mailings.

DRA has "gone green!" A monthly notice is sent to all members via email when the newsletter has been published online. Paper copies of the newsletter are available at the gallery.

I would like to make an additional donation to Del Ray Artisans in the amount of \$ \_\_\_\_\_.

I would like to make an additional donation to the DRA Ted Eichers Memorial Art Scholarship for \$ \_\_\_\_\_.

I would like to make an additional donation to the DRA Art Camp for Youth for \$ \_\_\_\_\_.

## Please indicate committees on which you will serve to meet your 12-hour per year volunteer commitment:

- |   |                                     |                                     |   |                                    |  |
|---|-------------------------------------|-------------------------------------|---|------------------------------------|--|
| <input type="checkbox"/> Communications | <input type="checkbox"/> Newsletter | <input type="checkbox"/> Facilities | <input type="checkbox"/> Archives       | <input type="checkbox"/> Outreach  | <input type="checkbox"/> Anything DRA needs            |
| <input type="checkbox"/> Fundraising    | <input type="checkbox"/> Grants     | <input type="checkbox"/> Publicity  | <input type="checkbox"/> Volunteers     | <input type="checkbox"/> Financial | <input type="checkbox"/> Other, special talents: _____ |
| <input type="checkbox"/> Programs       | <input type="checkbox"/> Website    | <input type="checkbox"/> Gardening  | <input type="checkbox"/> Administrative | <input type="checkbox"/> Shows     |  |

Signature \_\_\_\_\_

Date \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Checks payable to: Del Ray Artisans. Mail to: Del Ray Artisans, Membership, 2704 Mt. Vernon Avenue, Alexandria, VA 22301, or join online: [www.TheDelRayArtisans.org](http://www.TheDelRayArtisans.org)



Nicholas A. Colasanto Center  
2704 Mount Vernon Avenue  
Alexandria, VA 22301-1124

703.838.4827  
[TheDelRayArtisans.org](http://TheDelRayArtisans.org)

#### **Gallery Hours:**

Thursday: noon-6 pm  
First Thursday:  
(May-Sep.) noon-9 pm  
Friday: noon-9 pm  
Saturday: noon-9 pm  
Sunday: noon-6 pm

**Submission Deadline:** 15th of the month  
Editor: [newsletter@TheDelRayArtisans.org](mailto:newsletter@TheDelRayArtisans.org)

Del Ray Artisans, founded in 1992, is a nonprofit organization whose mission is to promote art for the benefit of artists and the community.

## 2014 Calendar

### August 2014

1-31 **SHOW: Board Showcase**  
7 First Thursday, open until 9pm  
4 Partners in Art, 2-4pm  
4 Life Drawing, 7-9pm, Short  
6 Life Drawing, 11-1pm, Gesture (clothed)  
6 Life Drawing, 2-5pm, Short/Long (clothed)  
9 Alexandria Art Market, 10am-4pm  
ArtMarket@thedelrayartisans.org  
12 Board Meeting, 7pm  
13 Life Drawing, 6:30-9:30pm, Long  
17 Life Drawing, 9:30-11:30am, Gesture  
19 SocialLights, 6-9pm  
20 Life Drawing, 2-5pm, Short/Long  
24 Annual Cookout/Pie Contest, 5-7pm  
27 Life Drawing, 6:30-9:30pm, Long

### September 2014

4 First Thursday, open until 9pm  
**SHOW: Put a Bird on It**  
Barbara Boehm & Linda Elliff curators  
boehm.barb@gmail.com  
LLElliff@aol.com  
6 "Make a Bird of It" Workshop, 9-1pm  
8 Partners in Art, 2-4pm  
8 Life Drawing, 7-9pm, Short (clothed)  
9 Board Meeting, 7pm  
10 Life Drawing, 11am-1pm, Gesture  
10 Life Drawing, 2-5pm, Short/Long  
11 Life Drawing, 6:30-9:30pm, Long  
13 Alexandria Art Market, 10am-4pm  
ArtMarket@thedelrayartisans.org  
16 SocialLights, 6-9pm  
17 Life Drawing, 6:30-9:30pm, Long  
21 Life Drawing, 9:30-11:30am, Gesture (clothed)  
24 Life Drawing, 2-5pm, Short/Long  
25 Life Drawing, 6:30-9:30pm, Long

### October 2014

3 Nov 2 **SHOW: Metamorphosis!**  
Kathy Turner & Betty Plummer  
curators  
bellsonherfingers@gmail.com  
bplummer11@verizon.net  
4 COMMUNITY Art on the Avenue, 10 am-6pm  
6 Partners in Art, 2-4pm  
6 Life Drawing, 7-9pm, Short  
8 Life Drawing, 11-1pm, Gesture (clothed)  
Drawing, 2-5pm, Short/Long (clothed)  
8 Alexandria Art Market, 10am-4pm  
ArtMarket@thedelrayartisans.org

### October 2014 continued

14 Board Meeting, 7pm  
15 Life Drawing, 6:30-9:30pm, Long  
19 Life Drawing, 9:30-11:30 am, Gesture  
18 Annual Meeting/Elections, 5-7pm/  
Halloween costume swap  
21 SocialLights, 6-9pm  
22 Life Drawing, 2-5pm, Short/Long (clothed)  
31 Halloween Ball, 8pm

### November 2014

7-30 **SHOW: Nourish & Flourish: The Food Show** Michele Reday Cook and Cathy & John Messina curators mredaycook@gmail.com jnmcrossina@att.net  
10 Partners in Art, 2-4pm  
10 Life Drawing, 7-9pm, Short (clothed)  
11 Board Meeting, 7pm  
12 Life Drawing, 11 am-1pm, Gesture  
12 Life Drawing, 2-5pm, Short/Long  
13 Life Drawing, 6:30-9:30pm, Long  
18 SocialLights, 6-9pm  
19 Life Drawing, 6:30-9:30pm, Long  
27 THANKSGIVING, Gallery will be closed Thursday, but open Friday-Sunday

### December 2014

1 Life Drawing, 7 9 pm, Short  
3 Life Drawing, 11 1 pm, Gesture (clothed)  
3 Life Drawing Holiday Party, 1 2 pm  
3 Life Drawing, 2 5 pm, Short/Long  
5-7 **Holiday Market**  
HolidayMarket@thedelrayartisans.org  
9 Board Meeting, 7 pm  
10 Life Drawing, 6:30 9:30 pm, Long  
12-14 **Holiday Market**  
HolidayMarket@thedelrayartisans.org  
SocialLights, 6 - 9 pm  
16 **Holiday Market**  
HolidayMarket@thedelrayartisans.org  
19-21 **Holiday Market**  
HolidayMarket@thedelrayartisans.org

Want to be in the Holiday Market this December?  
Check out the application online and be sure to get it in BEFORE the deadline!

## 2014 Board of Directors

### President

**Michele Reday Cook**  
[president@TheDelRayArtisans.org](mailto:president@TheDelRayArtisans.org)

### Membership

**Linda Elliff**  
[membership@TheDelRayArtisans.org](mailto:membership@TheDelRayArtisans.org)

### Outreach

**Kim Joy**  
[outreach@TheDelRayArtisans.org](mailto:outreach@TheDelRayArtisans.org)

### Programs

**Tamara Wilkerson**  
[programs@TheDelRayArtisans.org](mailto:programs@TheDelRayArtisans.org)

### Technology

**Dawn Wyse Hurto**  
[technology@TheDelRayArtisans.org](mailto:technology@TheDelRayArtisans.org)

### Volunteers

**Gale Goldfarb**  
[volunteers@TheDelRayArtisans.org](mailto:volunteers@TheDelRayArtisans.org)

### Youth Programs

**Stacy Rausch**  
[youth@TheDelRayArtisans.org](mailto:youth@TheDelRayArtisans.org)

### Newsletter Editor

**Betty Plummer/Ellyn Ferguson**  
[newsletter@TheDelRayArtisans.org](mailto:newsletter@TheDelRayArtisans.org)

### Weekly eNews Editors

**Liz Martinez/Kim Joy**  
[cnnews@TheDelRayArtisans.org](mailto:cnnews@TheDelRayArtisans.org)

### Office Manager

**Tracy Wilkerson**  
[gallery@TheDelRayArtisans.org](mailto:gallery@TheDelRayArtisans.org)

### Registrar

**Ellyn Ferguson**  
[registrar@TheDelRayArtisans.org](mailto:registrar@TheDelRayArtisans.org)

### Web Curator

**Kelly Cox/Sean McBeth**  
[webcurator@TheDelRayArtisans.org](mailto:webcurator@TheDelRayArtisans.org)

Visit [ArtsEventsAlexandria.com](http://ArtsEventsAlexandria.com) for performing and visual arts happenings in Alexandria. Del Ray Artisans is a member of **Alexandria Convention & Visitors Association** and **Alexandria Arts Forum**, who make possible this website.

**Special thanks** to the City of Alexandria, Alexandria Commission for the Arts, Virginia Commission for the Arts, and National Endowment for the Arts, for their continued support of Del Ray Artisans, a 501(c)(3) organization.



## Del Ray Artisans Call for Entry

# Metamorphosis

October 3 – November 2, 2014

**Metamorphosis** implies a distinct transformative change from one form to another. Change can be positive, negative, frightening, or enlightening. Consider physical changes such as a caterpillar's metamorphosis into a butterfly; philosophical changes such as a Christian embracing Buddhism or a liberal switching over to the conservative party; or personal life changes such as marriage, divorce, addiction and rehabilitation.

If such deep thoughts don't stir an idea then perhaps dig out an old painting that never worked out, and rework it in a completely new direction. Turn it upside down. Tear open the canvas (if it's a painting). Free yourself to embrace change for better or for worse.

**Art Receiving** is Sunday, Sept. 28 and Monday, Sept. 29 from 6-8pm. Artists may submit up to 3 entries, entry fee is \$5 each for members, \$8 each for non-members. This is a juried show is open to all area artists, all media. Since this is a juried open call show there is no guarantee of acceptance for entries. Entry fees are non-refundable.

**About our juror:** Elizabeth Ann Coleman retired in 2004 as Department Head and Curator of Textiles and Fashion Arts at the Museum of Fine Arts, Boston with the distinction of curator emeritus. Prior to Boston she worked in similar positions with other first tier American museums. Widely published, she has worked on influential historic designers and with notable living fashion and textile designers such as Miyake, Alaïa, etc. as well as teaching and critiquing upcoming generations. At the close of her career she was instrumental in bringing the acclaimed Daphne Farago fiber arts collection to Boston where she had additionally overseen one of the museum's most popular exhibitions: Tiaras. Coleman continues to lecture, consult, and write in her field on an international level.

**Curators:** Kathy Turner (703-473-1065, [bellsongherfingers@gmail.com](mailto:bellsongherfingers@gmail.com)) and Betty Plummer (703-892-8638, [bplummer11@verizon.net](mailto:bplummer11@verizon.net))

#### Entry Details:

- Receiving takes place **Sunday, September 28 and Monday, September 29 from 6-8pm**.
- Artists may submit up to **3** pieces of artwork. Entry fee is **\$5** per piece for members, **\$8** per piece for non-members.
- Artists will be contacted by email on Tuesday, Sept. 30 or Wednesday, Oct. 1 to pick up work that was not accepted on Thursday, Oct. 2 between noon and 6pm.

#### Accepted Artist Requirements:

- Your art must be ready to hang or display with wire and screw eyes, mounting and/or display stand, framed, matted, or with edges finished. We cannot show work that is not ready for exhibition. See [www.thedelrayartisans.org/shows/artguidelines.html](http://www.thedelrayartisans.org/shows/artguidelines.html) for details.
- All artwork should be available for purchase. When your art sells, you are asked to make a (tax-deductible) 20% donation to Del Ray Artisans
- Artists are responsible for drop-off/pick-up arrangements, as well as delivery of sold work.
- All artists **MUST** gallery host and/or volunteer with set-up, hanging, opening/closing receptions and/or take down. Please bring your calendars so you can sign up for duties at receiving. We'll ask you to contribute a food or beverage for the opening reception.
- Insurance for artwork and all arrangements for work sold is the responsibility of the artist. Neither Del Ray Artisans nor the City of Alexandria can be held liable for any loss or damage.
- Permission to photograph any work for publicity purposes is automatically granted by the artist as a requisite for entering the show.
- Work must be original (no reproductions) and not previously exhibited in a Del Ray Artisans show.

#### Special events:

- A Mini-FUNDraiser to support Del Ray Artisans art exhibits:  
**Morph a Mask!** Make a \$3 (or 2 for \$5) donation to take home a "mask" base then create a wearable mask to be sold in our silent auction during the "Metamorphosis" show. 100% of the proceeds from the sale of these masks will be used to support Del Ray Artisans art exhibits. Details and masks are available at the gallery.
- Costume swap event on Saturday, October 18<sup>th</sup>, following the membership meeting at 5pm. Last chance to bid and buy one of the creatively decorated masks in the mask silent auction.
- The Halloween Ball on Friday, Oct. 31<sup>st</sup> from 8-11pm. Tickets: \$5 each or 5 for \$20. Costumes required. Free ticket with purchase of an artist decorated mask.



**Del Ray Artisans gallery**  
Nicholas A. Colasanto Center  
2704 Mount Vernon Avenue  
Alexandria, VA 22301-1124  
[www.TheDelRayArtisans.org](http://www.TheDelRayArtisans.org)  
703.838.4827

**Gallery Hours**  
Thursdays: Noon – 6 pm  
Fridays: Noon – 9 pm  
Saturdays: Noon – 9 pm  
Sundays: Noon – 6 pm

*Supported in part by:*



## Del Ray Artisans Entry Form

# Metamorphosis

(Print out a copy of this form for your records.)

**Drop Off Dates:** Sunday, September 28, 6-8pm and Monday, September 29, 6-8pm

**Entry Fee:** \$5 per piece for members, \$8 per piece for non-members.

Artist Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone(s): \_\_\_\_\_

E-mail: \_\_\_\_\_

### List artwork below:

	TITLE	MEDIA	PRICE
1)	_____	_____	\$ _____
2)	_____	_____	\$ _____
3)	_____	_____	\$ _____

I agree to abide by the policies and regulations set forth in this Call for Entry, I hereby release Del Ray Artisans (DRA), the Officers, the Board of Directors, and the City of Alexandria from any responsibility or personal liability to me from any damage, claims or loss in connection with this show.

Check here to have DRA automatically take a 20% tax-deductible donation from the sale of artwork.

Signed \_\_\_\_\_ Date \_\_\_\_\_



### Important Dates:

Artwork Drop Off:	Sunday, Sept. 28, 6-8pm and Monday, Sept. 29, 6-8pm
Non-Accepted Art Pickup:	Thursday, Oct. 2, noon-6pm
Opening Reception:	Friday, Oct. 3, 7-9pm
View the show:	Oct. 3 – Nov. 2, 2014 during gallery hours
Costume Swap:	Saturday, Oct. 18, following member meeting at 5pm
Halloween Ball:	Friday, Oct. 31, 8-11pm (costumes required)
Show Closes/Art Pickup:	Sunday, Nov. 2, 6-8pm

I agreed to GALLERY HOST on \_\_\_\_\_

I will staff the OPENING RECEPTION as \_\_\_\_\_ time slot: \_\_\_\_\_

I will bring to the OPENING RECEPTION: \_\_\_\_\_ drinks, \_\_\_\_\_ veggies, \_\_\_\_\_ fruits, \_\_\_\_\_ cheese, \_\_\_\_\_ sweets (check one)

I will staff the HALLOWEEN BALL as \_\_\_\_\_ time slot: \_\_\_\_\_

I will bring to the HALLOWEEN BALL: \_\_\_\_\_ red wine, \_\_\_\_\_ white wine, \_\_\_\_\_ soft drinks (check one)



**Del Ray Artisans gallery**  
Nicholas A. Colasanto Center  
2704 Mount Vernon Avenue  
Alexandria, VA 22301-1124  
[www.TheDelRayArtisans.org](http://www.TheDelRayArtisans.org)  
703.838.4827

**Gallery Hours**  
Thursdays: Noon – 6 pm  
Fridays: Noon – 9 pm  
Saturdays: Noon – 9 pm  
Sundays: Noon – 6 pm

Supported in part by:



# **Del Ray Artisans Presents its Fine Art & Fine Craft Holiday Market 2014**

**Dec 5 - 7 weekend == Dec 12 - 14 weekend == Dec 19 – 21 weekend**

Welcome new and returning artist exhibitors to the 19<sup>th</sup> annual Holiday Market!

We will continue this year with 3 weekends and will offer booth space as well as wall space. Each weekend, there will be room for 10 table-top “booth” exhibitors and from 4 to 8 wall exhibitors (2D work only). This change opens up our gallery floor, allows more visitors the opportunity to walk around easily view the exhibitors space, and encourages 2D artists into a wall space choice rather than being forced into a “booth” setup.

The revised space also allows room for

- front desk to host the Bake Sale (which benefits a local non-profit)
- poinsettias for sale in the front lobby
- a space for food and refreshments on Friday nights

As you fill out the application, we will ask specific questions that will need to be answered or it may delay your application into the process. Each weekend will still be designed as a “balanced market” (we cannot have all photographers or all jewelers, etc) so not all accepted artists are guaranteed their first choice weekend.

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## **Artist Guidelines**

- **ELIGIBILITY:**

- Participating artists can be members of Del Ray Artisans or non-DRA members. DRA members must be active by the application deadline in order to receive the member space rate.
- The DRA Gallery has limited space availability. The Committee reserves the right to keep the variety of goods available balanced.
- All work sold at the Holiday Market must be handmade by the artist selling the work and originals need to have been made within the last 3 years. Reproductions are acceptable as long as the original was made by the artist within the last 3 years. The Committee reserves the right to remove any item(s) from sale, at any time, for any reason. **The artist may only sell artwork in the media category that was indicated on the artist's application.**

- **APPLICATION:**

- **Artist Application (pages 3 & 4) must be RECEIVED by Monday, August 25, 2014 – along with your check (for one weekend only) and pictures.**
- Up to three (and ONLY 3) pictures (emailed, printed or on CD) representative of the work to be sold should accompany the application. If you would like your materials returned, please include a self-addressed, postage-paid envelope.

- Checks should be made out to **Del Ray Artisans** and should accompany this application form at time of submittal.
- **Your cashed check is considered acceptance of the conditions of the Market and will reserve your space. If you are not accepted into the show, your check will be returned.**
- **ONCE SELECTED:**
  - Once you are accepted into the Holiday Market, your application fee becomes **non-refundable**. Please note that space is nontransferable; any cancellations will be filled by artists selected by the Committee. **Cancellations and no-shows will NOT be refunded.**
  - You are also expected to donate **10% of your total sales** (tax deductible donation) to Del Ray Artisans.
  - Accepted artists are guaranteed to be in at least one weekend Market (either your first or second choice). Participating in more than one weekend will be determined by the media and interest level of participating artists – artists chosen to set up for a 2<sup>nd</sup> weekend will be contacted soon and will be required to pay for that space in order to secure it.
  - DRA will publicize the event through printed materials, electronic media and local advertising. Artists will be expected to advertise by publicizing the show with DRA postcards (each artist will receive a stack) to send to their personal contacts and drop off at local businesses, as well as electronic files for social media marketing.
- **FOR YOUR SELECTED WEEKEND:**
  - Artists must provide their own tables and/or displays. DRA will provide folding chairs. Gallery space is very limited, so please be courteous to your neighbors.
  - For Wall artists:
    - You are welcome to bring your own but DRA will provide hammers, nails and picture hooks
    - No sticky hangers are to be used on the walls
    - Walls will need to be spackled and re-painted after the weekend is over (DRA provides the spackle and paint)
    - A bin and/or table can be used in addition to the wall, but nothing should extend more than 2 feet from the wall
  - No raffles or drawings are allowed in your space. Customers visit the Market to purchase hand-made art – there is no need for these gimmicks to compel people to purchase.
  - Artists or their proxy must be present during Holiday Market hours **AT ALL TIMES** to handle sales. DRA will not sell items on behalf of artists.
  - Artists are responsible for their own sales, making their own change, and collection of sales tax.
  - DRA will allow artists to take credit cards through the DRA credit card machine (VISA, MasterCard, American Express) so that sales won't be lost—please be aware that it will take approximately 4 weeks to receive a check from DRA (minus a total of 15%, which covers the bank's transaction fee of 5% of the sale and the 10% artist donation). There are other alternatives, such as SquareUp.com, ProPay, etc) so please look into those before signing the DRA credit card agreement.
  - Artists can set up the Thursday evening 6:30 - 8:30pm, or Friday afternoon between 3:30 – 5:30 pm before your scheduled weekend. **All artists must be set up by 5:30 pm Friday evening.** A reception (with food and an open bar) will be held from 6 – 9 pm each Friday night.

**Del Ray Artisans Presents its  
Fine Art & Fine Craft Holiday Market 2014**

Dec 5 - 7 weekend == Dec 12 - 14 weekend == Dec 19 – 21 weekend

**Artist Application Deadline: Monday, August 25, 2014**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: Cell \_\_\_\_\_ Home \_\_\_\_\_

E-mail: \_\_\_\_\_

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**Overall Notes:**

- The 2014 Holiday Market is open to DRA members and non-members. However, preference will be given to DRA members.
- Artists wishing to share space may apply on the same application – please be sure to mark the media section appropriately.
- See the Artist Guidelines for more details.

**Definitions:**

- **Booth** = a 6-foot long space and approximately 4 feet deep. You can design your space with one table, multiple tables, displays, etc as long as you don't exceed your space.
- **Wall** = for 2D artwork ONLY. Spaces are either approximately 8 or 9 feet long and you can utilize from floor to ceiling – if you choose a half wall, you will share that space with another half-wall artist. You cannot choose which size wall you want – location is determined by the Committee to ensure a balanced market. Wall spaces can also include a bin as long as the bin does not extend out more than 2 feet.

**Fee:** See pricing structure below for the space **plus 10% of total sales** (tax deductible donation) back to DRA

- **Booth Space**
  - 6-foot booth space (10 available) - \$60 per weekend (non-member \$80 per weekend)
- **Wall Space**
  - Whole wall (approx. 8 to 9 feet) - \$60 per weekend (non-member \$80 per weekend)
  - Half wall (approx. 3.75 – 4.5 feet) - \$40 per weekend (non-member \$50 per weekend)

Write a check for one weekend only made out to **Del Ray Artisans**. If you are accepted into a second weekend, we will direct you to send in another check. Checks should accompany this application form at time of submittal. **If you are not accepted into the Market, your original check will be returned.** Accepted artists' checks will be deposited after the decision date, September 5, 2014.

## Holiday Market Timeline

- Registration Deadline: Monday, August 25, 2014
  - Artist Notification, via email: by Friday, September 5, 2014
  - Mandatory Artist Meeting: Thursday, September 18, 2014 at 7 pm
  - Artist Installation: Thursday before selected weekend 6:30 – 8:30 pm and Friday 3:30 – 5:30 pm
  - Reception: each Friday 6 – 9 pm (Dec 5, Dec 12, and Dec 19)
  - Holiday Market Hours: each weekend, Friday 6 – 9pm, Saturday 10am – 4pm, Sunday 12 – 4pm
- 

1) **Media Category:** *Include up to three pictures TOTAL (emailed, printed or on CD). These pictures should be representative of the work you plan to sell.*

- Jewelry (Type: \_\_\_\_\_)     Glass (Type: \_\_\_\_\_)  
 Photography (Type: \_\_\_\_\_)     Body Care (Type: \_\_\_\_\_)  
 Fiber (Type: \_\_\_\_\_)     Mosaics (Type: \_\_\_\_\_)  
 Pottery (Type: \_\_\_\_\_)     Other (\_\_\_\_\_)
- 

2) **Weekend Preference:** *Write 1<sup>st</sup> and 2<sup>nd</sup> in the weekend space you want first and second; please do not mark both weekends you want with “1<sup>st</sup>” – please choose a preference. Depending on your media and artist participation, you may be accepted into one or two weekends.*

Dec 5 – 7	Dec 12 - 14	Dec 19 - 21

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3) **Booth or Wall:** *Please choose only ONE.*

	BOOTH: 6-foot space - \$60 per weekend (non-member \$80 per weekend)
	WALL: whole wall (approx. 8 to 9 feet) - \$60 per weekend (non-member \$80 per weekend)
	WALL: half wall (approx. 3.75–4.5 feet) - \$40 per weekend (non-member \$50 per weekend)

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## Application, check & photos due by August 25, 2014

Del Ray Artisans  
Attn: Holiday Market  
2704 Mount Vernon Avenue  
Alexandria, VA 22301

Application Checklist
<input type="checkbox"/> Membership Current? <input type="checkbox"/> Non-member?
<input type="checkbox"/> Completed Application
<input type="checkbox"/> Check written for one weekend's rate
<input type="checkbox"/> Photos or CD or emailed
<input type="checkbox"/> Weekend preference selected
<input type="checkbox"/> Booth or wall space preference selected