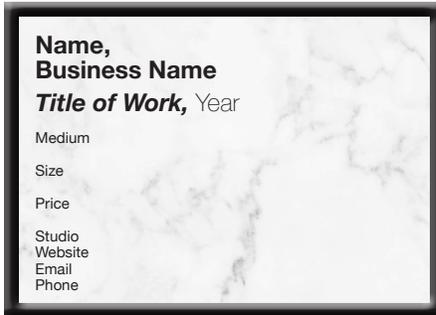
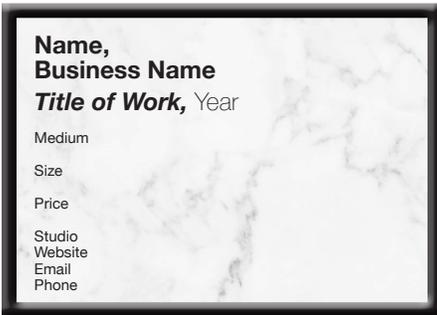
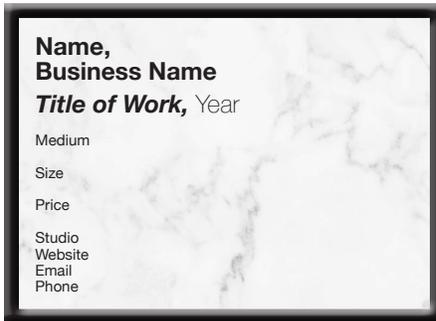
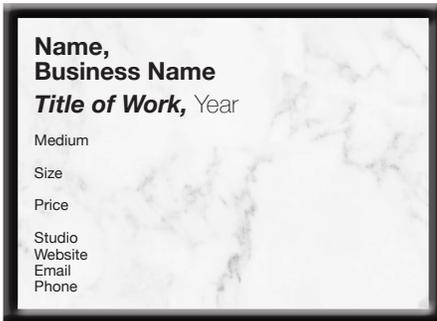


# LASM Gallery Notes/November 2020

*Below are a few initial suggestions to the next LASM "gallery coordinator" in hopes that the process is a bit easier. Our goal is simply to provide the best/most pleasing/most professional gallery wall possible each month for the purpose of selling/displaying residents' work, and to rotate the artwork consistently, at least monthly, throughout the year. Thanks in advance for your help! We all benefit from and appreciate our beautiful LASM Art Gallery.*

*Johanna Kremer, Studio 125  
November 30, 2020*

- 1. DEADLINES:** Provide the residents with a firm deadline (a specific date and time) that indicates when and where the artists are to submit their artwork for the gallery. Also, provide enough advance notice — at least a week, if possible.
- 2. ID INFO:** Require all artwork to have a handwritten ID "tag" attached to their work. As a minimum, the info should include the artist's name and contact info, if it is for sale. Beyond that, artists can choose to include any other info they feel is relevant to their work. *(Note: If an artist submits work but doesn't include a tag with at least the minimum info, it shouldn't be hung on the wall, for blank tags are confusing to viewers and undermine our gallery goal. Since this gallery-hanging process is still new, I suggest contacting the artist, if you know who it is. If not, then the artwork should remain unhung until identified, and then it can be included in the next gallery rotation.)*



### 3. TAG TEMPLATE:

Initially, I mocked up a couple different ID tags, but after getting feedback, I settled on the ID tag below. I attached a PDF template — it's an InDesign document that I am glad to share (and feel free to send me your thoughts about improving it). If you don't have InDesign and want to send me the artwork info, I'd be glad to type them up once you have received all the tags. Or, if you choose, feel free to come up with your own design. *(Note: I would avoid using the artist's handwritten tag(s), if possible. Again, I think it undermines our gallery goal.)*

4. **TAG PLACEMENT:** Choose a consistent placement of the gallery tags on the wall, both to the right of the artwork and height from the floor. I used one of the gallery's poles to measure, which I left to the far right of the gallery wall (behind the artificial fig tree). You'll also need to choose a consistent tag placement for displaying multiple works within one pole.

5. **HANGING:** Artists should include wire or some sort of hanging mechanism to ensure their work doesn't fall from the gallery wall, and it should be understood that the gallery coordinator can't be responsible for artwork that falls from the hooks if the art doesn't have a secure way attached to hang it. If you feel uncomfortable about displaying a piece of art because it may not be secure, contact the artist.

6. **ORGANIZATION:** Once you have all the art (with an appropriate hanging mechanism and ID tag attached), choose an "organizing principle" — such as by type of work (abstract, representational, oils, acrylic, watercolors, pencil, etc.) or by artist or by whatever you think will best represent the artists' pieces that month. When Teresa and I looked at the artwork available in November, we noticed that color seemed to dominate, and gold was the primary color, so we chose to place the warmest colors in the center, and then we placed the cooler-colored works on either end. (We also tried to keep artists' work together, either side by side or top and bottom.)

7. **ONCE PLACED, AVOID REMOVING WORK UNTIL NEXT ROTATION:** Because you will have chosen a particular method of organization, artists should be reminded to avoid removing their art once it's placed. But if they need to remove a piece, have them contact you so that the wall can be revised.

8. **MONTHLY/BIWEEKLY ROTATION:** Since the resident feedback regarding how often the gallery should be rotated was mixed, the monthly coordinator should decide whether he/she wants to organize the artwork once or twice that month — and then communicate that decision to the residents.

9. **WEBSITE/SOCIAL MEDIA:** Once the gallery has been displayed, then the coordinator should share the artwork with LASM's website. The new SquareSpace web design is currently under construction, and Charlie Beck will share his progress at our next LASM meeting on Sunday, December 6, at 7 PM. Please come and review it and share your thoughts! Also, encourage the artists to share the gallery selections with their own social media network — the more, the better!

10. **FEEDBACK:** After your gallery rotation, please write down and share your thoughts and suggestions with the LASM community about your experience so we can continue to improve.

That's all I have for now!

Johanna

**UPCOMING LASM GALLERY COORDINATORS:**

December 2020: Jacqui Rohner, Studio 205

January 2021: Charlie Beck, Studios 147-149