

EUCLID ART ASSOCIATION
MARCH 2, 2015 DEMONSTRATION
PRESENTATION BY MARY URBAS



Mary talked to us about “Showing Your Work at Art Shows”, a subject in which our members were interested in learning more about. There were 30 people in attendance. Mary commented several times on how amazed she was to see so many people. Mary has over 35 years experience in the professional art world as a gallery owner, curator, juror, teacher, consultant, and exhibiting Fiber and Clay Artist.

As the Gallery director at Lakeland Community College, Mary told us about presenting our work. Presentation is key! She expects the artist to respect their work as much as she does. So, clean off those fingerprints, dust the frame, use good matting, etc. And as we prepare to enter a show, carefully read the ‘Call to Entry Form’, as it contains specifics for that show. Regarding pricing our work, Mary said “price it high enough, so people don’t think there is something wrong with it”. She suggested researching what other people charge for similar work and if you are award winning, charge more.

As a judge and juror of many shows, Mary knows what to look for. Judging is a subjective decision, as each judge looks for something different. She looks for unique ideas, creative design, composition, execution of techniques and presentation that enhances the work. If you interested in showing your work in Galleries, Mary suggested contacting the gallery first and asking how they would like to be approached. Some Galleries like to ‘discover you’ and do not like to be approached directly!



Mary had some interesting handouts for us - Women’s History Month 2015, a brochure that she compiled, information on the May Show at Lakeland, and the Collective Arts Network Journal, which serves galleries and art organizations in NE Ohio.

Mary talked about so much more, mixing in interesting anecdotes from her years of experience. We learned a lot of good tips. As a teacher, she leads a six week class on the “Business of Art”, in which she goes into this and other topics in more detail. Mary said that if we have 5 to 10 people interested in taking this class, she is willing to do one for us....(the interest was there, so we will see!)



Afterwards, we enjoyed refreshments thanks to our hosts, Carolyn Swaffield and Ellen Howard. We were treated to delicious goodies....Ellen's homemade crumb coffee cake and Carolyn's assorted fruits, veggies, pretzels and dips. We all asked Carolyn "where you got those goodies?"....Sweet Berry Fresh Market in Wickliffe, 30022 Euclid Ave.