



DISPLAY GUIDELINES AND ROTATION PLAN

ABSTRACT

This Display Guidelines and Rotation Plan is implemented to provide guidance, equity and definition for the display space at Artisans on fifth.

Approved by the Board of Directors August 13, 2018
Updated December 15, 2018

DISPLAY GUIDELINES AND ROTATION PLAN

1. Purpose:

Artisans on fifth is implementing these Display Guidelines and Rotation Plan to:

- a. Provide ongoing guidance for the Display Committee.
- b. Provide a range of space, (X inches to Y inches), that each type of artist can expect to have wherever they are located in the gallery.
- c. Provide equity among artists, recognizing that space will fluctuate, within a given range, depending on the number of Associates we have at that time.
- d. Use space effectively and provide for special display areas, such as an area for seasonal items and for lower cost items.
- e. Provide an equitable plan of rotation for each type of artwork display space.
- f. Provide for every Associate artist to move during every rotation using a defined plan.
- g. Designate Board-approved space for Consignors.
- h. Provide for historical documentation of the location of each artist from one rotation to the next.
- i. Provide Guidelines regarding what an artist may do within their display space, so that the gallery will always look professional and have art presented in the best way to promote sales.
- j. Committee who worked on this original document: Chair, Patricia Christmas, Ray Mellott, Laura Howell, Mike Hertz, Gwen Hertz, Acting Admin. Asst. to the Committee.

2. Guidelines for Displaying Artwork at Artisans on fifth:

- a. Each item of wall art must have a wall card with the artist's name, medium, size, price and inventory item number. (Artist must make these using the template on the website.) Price stickers must be on the back of each wall card, plus on the back of each piece of artwork, (in case the art gets separated from the wall card). Wall cards must be readable by a normal height person so cannot be placed too high.
- b. Amount of work an artist has in shop does not define the amount of space the artist gets.
- c. Display Committee Chair shall keep records of which artist is assigned to which location for each rotation.
- d. Always put 4 brackets under any shelf.
- e. If artwork has to be removed because there is not room in the designated space, it shall be put it in the back room. If it is wall art, it will be put in the wall art rack. If it is not wall art, the artist will be contacted to pick-up the piece.
- f. The name signs with the artist's name shall be moved with the artwork. If the artist has materials in a black drawer, the drawer will be moved to the new location with the artwork.
- g. The glass window next to the front door may only be used in conjunction with the front window display, not as an artist display space.
- h. Stained and fused glass will be displayed and rotated as an "S" type space for wall art and cubes or shelves.

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- i. This store is for handmade artwork. However, manufactured accessories for that artwork may be sold by artists and priced separately. These must be sold ONLY with another purchase from Artisans, not by themselves. For example, displays for artwork may be sold only with the purchase of the art piece, or a chain may only be sold with the purchase of a pendant.
- j. Jewelry may not be displayed in boxes with cotton inserts. Each jewelry artist should have a supply of jewelry boxes available in their bin for customers.
- k. Each artist may decorate their display area with minimal decorations, so as not to detract from their artwork.
- l. Each artist is asked to provide a supply of business cards in their display area for customers, in addition to putting some in the Bio Notebook.
- m. All display pieces must have the name of the artist on them.
- n. During November and December of each year Associates may bring in items that have not been juried-in. By December 31st, they need to have been juried-in or they need to be removed from the shop.

3. Definitions of Amount of Space Each Associate Artist is Entitled to:

J – Jewelry Artist:

- a. One horizontal locking, lighted display case (48" X 24") with or without a wedge-shaped end cap that is approx. 24" X 24".



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- a. **OR** one vertical jewelry case (16" X 14") plus one additional small shelf (24" X 12"). The case may have a glass door on it, or the door can be removed. Total space is approx. 6 square feet.



- b. **OR** one vertical jewelry case (16" X 14"). The case may have a glass door on it, or the door can be removed. Total space is approx. 5.5 square feet. If we have fewer jewelry artists, the two vertical cabinets may be used by one artist.



S - Shelf Artist with Cubes and/or Shelves:

- a. 36" to 43" wide space with 36" or smaller glass or white wood shelves. The width of the space is dependent on the number of Associate artists we have. There is one "S" space in back room with a window in it. There is one space in the front that is in a corner.
- 1 cube = 30.5" wide, 2
cubes = 61.5" wide



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CR – Credenza: This CR credenza unit is used for display and storage. The top measures 81" X 24" and is included in the S Rotation. It has shelves above it.



W - Wall Artist Without Cubes or Shelves:



- a. 43" to 98" wide wall space on average. No shelves, cubes or card holders may be used in the space behind jewelry cases. Artwork can go high up on the walls. Two of these spaces are not behind a jewelry case. One of these spaces is 43" and goes to the floor. One of the spaces is 96" wide, and goes to the floor, but is interrupted by a jewelry display. Artwork should not be placed within 2-3' of the floor. Each artist will be rotated from the front to the back, in turn.
- b. Space W5 goes to the front wall, not just to the front window display area. This space is NOT used for the Featured Artists.

GB1 and GB2 - Glass Display Shelves in Back Room

- a. This display is in the back room and is 60.25" X 30". These two spaces can be added to the S space rotation.
- b. Can be used to display work of up to two Associate artists as G1 and G2. If it is used for two artists, these spaces will be added to the S space rotation.
- c. The space may also be used to display work of several Associate artists.



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G1 and G2 - Glass Display Shelves in Front Room:

- a. This display is in the front room and is 54" X 26".
- b. It will be used for items \$20 or less. An artist may put items on this display. If we need this space for an artist, it may be changed to display the work of up to two artists.



B - Browse Bins:

- a. Large bins are 36" wide.
- b. There is no limit to the number of items an artist may have in the browse bins, as long as they are displayed effectively and not too crowded.
- c. One of the three bins is for Consignor artwork.



T - Triple Shelf Unit:

- a. This unit is a 3-wide cube that is 44" wide. This space rotates on the S Space Rotation Plan.



C - Card Rack:

- a. This round card rack can be used for any Associate's cards. There is no rotation of the card rack, except its location may be changed as needed. Name labels may not be put on the card rack itself. The cards may be moved around from time to time.



Consignors:

- a. As of the date of this document, the following areas have been designated as Consignor space:

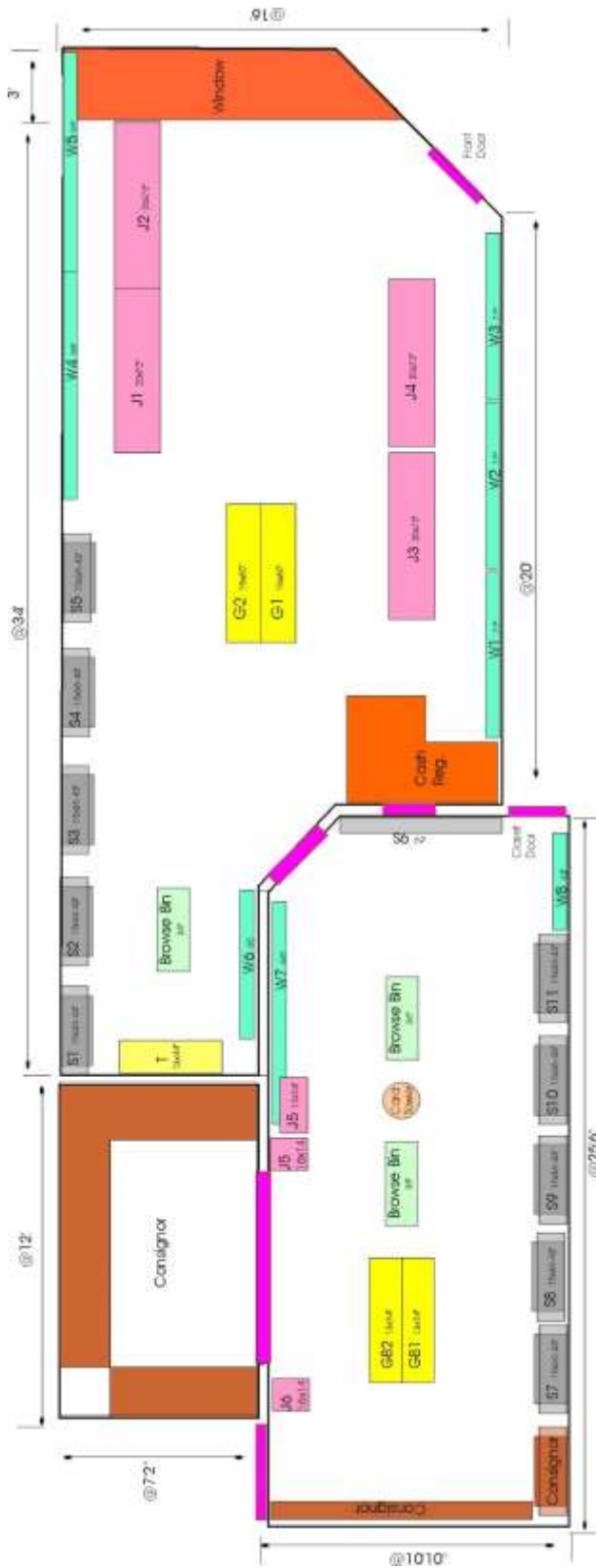
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1. the alcove,
 2. wall on outside of alcove,
 3. back wall of the shop
 4. one space at far back left corner
 5. one browse bin
 6. items below \$20 may be placed on GB1 or GB2
- b. This designation as “Consignor space” may change from time to time based on Board approval.

4. Rotation Plan:

- a. Each type of space will rotate according to the charts below. The Plan with the numbers only is an EXAMPLE of the logic used to develop this Rotation Plan and the care given to making it equitable. This Plan insures that everyone moves from the front room to the back and vice versa and rotates around each room.
- b. An artist may return to a space only after all other artists of that type have been in that space.
- c. Expanding some spaces to fill empty spaces needs to be done to make the shop look full and attractive to customers. In so doing, however, some artists will have approximately a half of one space extra for one quarter, or until a new artist moves into that empty space. The Rotation Plan provides for equal opportunity for artists to have expanded space. This is shown on the Rotation Plan as an artist have two spaces. It all depends on the number of Associate artists at the time of change-out.
- d. In the Example, the list of artist numbers in the Artist Number List would change as artists leave and join Artisans, however the Space Rotation Plan will remain the same for that type of space. So, for example, let’s say artist Dawn Baldacchino leaves. That leaves artist number 1 on the S spaces page open. When another S-type artist joins Artisans, they will take that position on the list and that person’s name will replace Dawn Baldacchino. They will assume the same space rotation as artist number 1 had. This Plan will be modified as Associate Artists join and leave the gallery
- e. The Rotation Plan takes into consideration our "Snowbird Season" to make sure that an artist is not in the back room every year during “Snowbird Season”.
- f. The ACTUAL Rotation Plan is included in this document for approval and discussion purposes.
- g. **This Rotation Plan will be updated by the Display Committee Chair each time there is a change in Associate artists. The Rotation Plan will be retained as the official record of space rotations.**
- h. **The Actual Rotation Plan will also be published on the website so that all members can see what space they will be going to, and where they have been.**

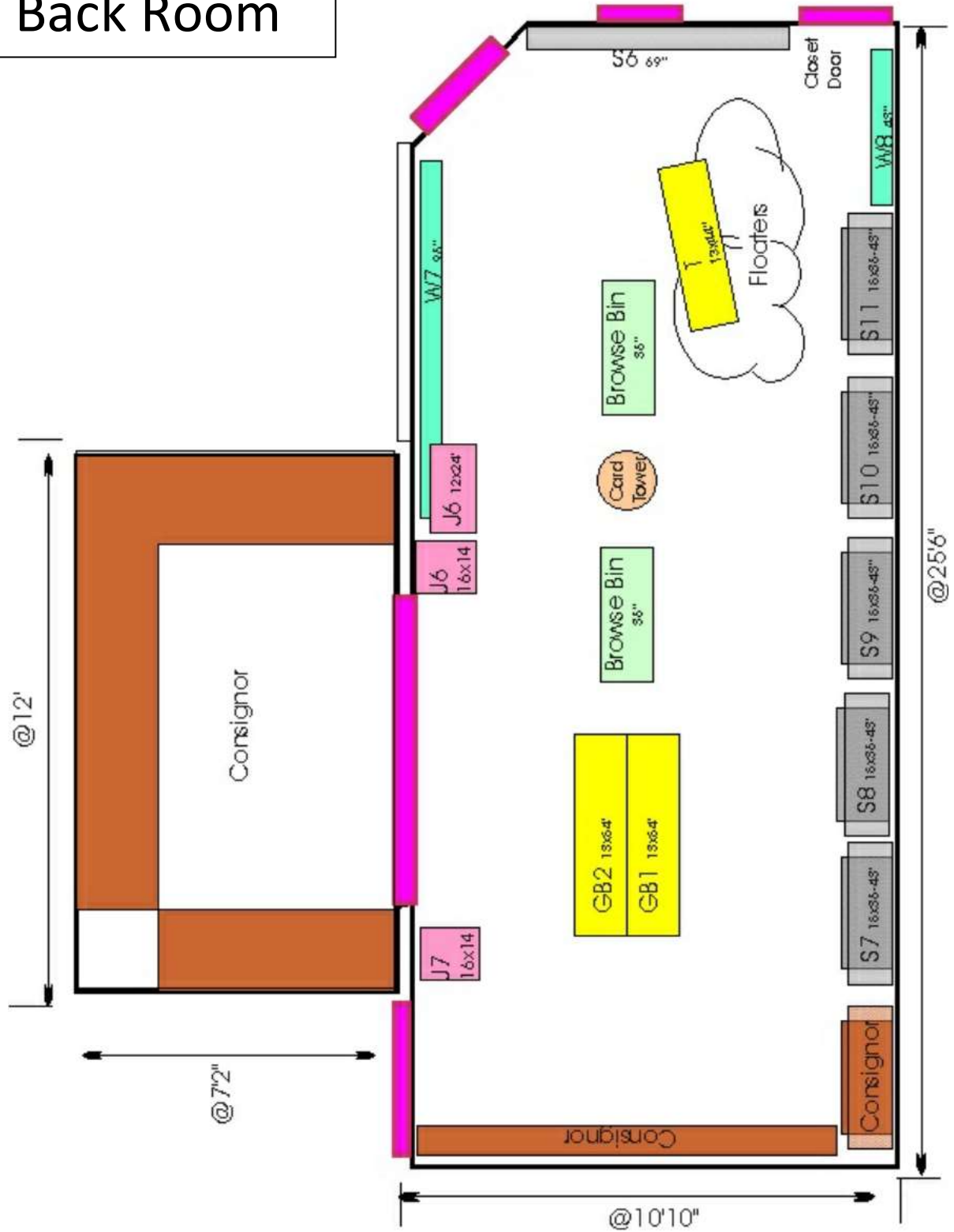
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Entire Store

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Back Room



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EXAMPLE OF ROTATION PLAN

Actual Rotation Plan is posted on Artisans on fifth website.

J – Example of Jewelry Artist Rotation (Green = Back Room)

Artist Number List	
Artist Numbers on Rotation Chart	Name
1	Joyce Brady
2	Patricia Christmas
3	Gwen Hertz
4	Maria Hormaza
5	Jerry Morey
6	Helen Cutshaw
7	

Example Space Rotation Chart for J Spaces				
Spaces	1 st Qtr	2 nd Qtr	3 rd Qtr	4 th Qtr
J1	5	2	4	1
J2	3	1	5	3
J3	1	3	2	4
J4	2	4	1	5
J5	4	5	3	2
J6	4	5	3	2
J7				

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EXAMPLE OF ROTATION PLAN

Actual Rotation Plan is posted on Artisans on fifth website.

S – Example of Shelf Artists with Cubes and/or Shelves Rotation (Green = Back Room)

Artist Number List	
Artist Numbers on Rotation Charts	Name
1	Jeanie Beline
2	Anne Bulmer
3	Sue Cannon
4	Debra G. Ham
5	Mike Hertz
6	Heather Hopcraft
7	Jim Mahoney
8	Ray Mellott
9	Steve Sailors
10	Everett Whittaker
11	
12	

Example Space Rotation Chart for S Spaces				
Spaces	1 st Qtr	2 nd Qtr	3 rd Qtr	4 th Qtr
T	9	5	4	5
S1	3	5	7	2
S2	4	1	7	1
S3	7	2	3	8
S4	6	10	6	8
S5	5	8	9	10
S6	2	3	8	6
S7	10	6	5	4
S8	8	6	5	4
S9	8	7	2	9
S10	5	4	1	3
S11	1	4	10	7

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EXAMPLE OF ROTATION PLAN

Actual Rotation Plan is posted on Artisans on fifth website.

W – Example of Wall Artist Without Cubes or Shelves Rotation (Green = Back Room):

Artist Number List	
Artist Numbers on Rotation Charts	Name
1	Shara Abel
2	Lois Bandt-Weber
3	Ann Coker
4	Ginger Falk
5	Laura Howell
6	
7	
8	

Example Space Rotation Chart for W Spaces				
Spaces	1 st Qtr	2 nd Qtr	3 rd Qtr	4 th Qtr
W1	5	6	4	5
W2	5	3	2	5
W3	4	3	2	6
W4	1	2	1	4
W5	1	5	6	3
W6	3	5	6	4
W7	6	1	5	2
W8	2	4	3	1