

Artslink Registration Info



Artslink is a Knox Council initiative to encourage local artists to exhibit and sell their work within local businesses.

This document offers some useful tips on presenting artwork for exhibition. Council would like artists exhibiting their work as part of Artslink to benefit, learn and grow from the experience of publicly exhibiting their work in a local context.

Creating artwork labels

The most important aspect of creating labels for a series of artworks is ensuring that all information included is correct and consistent. As a guide, please read the suggested details for creating a simple and easy to read artwork label below. We have outlined some of the reasoning behind these choices.

Artist Name	Calibri Regular (bold), font size 16	Easy to read, non-serif font that is larger than other text on label and bold as Artist name is the most important information on label
Artwork Title	<i>Calibri Regular (Italic), font size 14</i>	Titles distinguish works from one another within a series. Traditionally, original artwork titles are italicised
Medium Type	Calibri Regular, font size 14	Example: oil on canvas
Dimensions	Height x width, Calibri regular, font size 14	This size usually refers to the size of the unframed artwork.
Price	Calibri Regular, font size 14	Please include a price if work is for sale, otherwise write NFS, indicating Not For Sale.
Website	Calibri Regular, font size 12	Add at bottom of label for those searching for further information.
Acknowledgement	Logos to be placed bottom right of label	Knox Council to provide Knox Council and Artslink logos for label creation.

Example of artwork label

<p>John Smith</p> <p><i>The Dancers, 2019</i> Oil on canvas 150cm x 80cm Price \$120</p> <p>Artist Website: <i>acknowledgement (Logo)</i></p>
<p>John Smith</p> <p><i>The Soldiers, 2019</i> Oil on canvas 150cm x 80cm Price \$120</p> <p>Artist Website: <i>acknowledgement (Logo)</i></p>

Artist Biography (writing about yourself)

An Artist Biography is very personal. It can be difficult to know where to start when describing yourself and your artwork. You could start by defining yourself with five words, and then use those words as a starting point for describing your practice.

Another tip is, whenever you recall one of your specific strengths, write it down. As well as being interesting and unique, a biography should be succinct, no more than 200 words.

Here are some suggestions for information to include in your biography:

- Name and artist name or business name, if different
- Website and/or social handles
- Career highlights (exhibitions / awards / education)
- Your unique qualities as an artist
- Significant projects or collaborations that you are proud to have achieved

Lastly, an artist biography should be written in third person and be professional. Write a draft quickly, then take time to reflect on what you have written. Share your biography with your network and ask for feedback. Have you missed a key aspect of you as an artist? Have you missed mentioning a career highlight that is unique to you and should be included?

Read your biography aloud and have it read to you by someone that you trust. Make sure the biography represents you and your values, personally and through your artistic practise?

Writing an Artist Statement (writing about your work and practise)

An Artist Statement is a statement about an artist's work. It should include:

- an explanation of the purpose of the work - the concept
- themes and ideas explored through the work
- symbolism (culture, religion)
- influences (artists, art movements)
- materials used

Artist Statements should be brief, no more than 200 words. Visit the Victorian state government link below for some useful resources: [Writing the artist statement \(education.vic.gov.au\)](http://education.vic.gov.au)

Write your Artist Statement in the third person, as though another person were writing about you. Write in the present tense.

Guide to hanging artwork

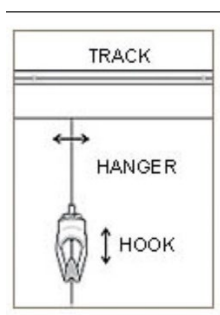
Venues participating in Artslink will be supplied with a tracking system, hanging wires and hooks. The system will be professionally installed and the artworks installed.

1. Make sure your artwork has 'D' rings attached to the frame/stretcher

- If your work has been professionally framed, please ensure 'D' rings are installed
- If not and you are hanging a work such as a stretched canvas or framed artwork you will need to attach 'D' rings (image below)
- If the artwork is over 10kg, use more heavy duty 'D' rings

Make sure that the 'D' rings are mounted well above the centre of the picture but low enough not to show the picture hooks when attaching to the hanging wires on the wall

- Measure from the top of your stretcher approximately a third down each side and mark the point for the 'D' ring. Make sure the measurement is correct on both sides of the stretcher/frame
- Using a power drill or using a hammer and nail make a very small shallow hole (fine drill bit) where you have marked the point.
- Positioning your 'D' ring over the hole and using the supplied screw, gently screw in place using the drilled hole as a guide



It is useful for Artists to understand the detail required to hang a series of artwork, ensuring it looks fabulous in a space.

Tools needed for hanging on site

- Tape measure
- Lead pencil
- Note pad to check measurements
- Masking tape
- Spirit level
- Ladder (A frame)

Always install artwork with another person

- You always need someone to help lift and mount the artwork in place
- At least two people are required when using a ladder
- Measuring and placement of artwork on the wall is easier if there is someone who can hold the picture in place while you stand back and assess whether it is straight or not

General Curatorial Guidelines

- The rule of hanging can vary due to the environment
- Formal hanging requires the centre point of an artwork to be at 155mm height from the floor, but this can vary due to furniture (table and chair) intruding on the display
- If this is the case it is important to hang the work higher so it is clear of furniture.
- Be careful not to hang too high (try standing back and looking at the position and even take a seat and view the position) You don't want people to be straining their necks to look up at the artwork.