

SFAS 2025 EXHIBITION GUIDELINES



ABOUT THE 2025 SHOW

The accepted artworks will be exhibited at the SEAPARC arena in Sooke and simultaneously displayed in an online gallery, accessible via the SFAS website. The pieces will be viewable online after Purchasers' Preview night, and all art sales will be handled via the sales desk at the show (in person or by phone). Exhibiting Artists can enter the show anytime with their artist badge (given at Art Drop-Off).

2025 UPDATES

This section summarizes the changes from last year, for artists who are familiar with the show:

- There is a new \$500 award this year: The Geri Pudwell Memorial Award for Fearless Creativity, which was created by the family of Geri Pudwell, dedicated artist and volunteer, to honour her legacy. It aims to celebrate artworks that embody creativity, originality, and vibrancy.

AWARDS

8 Awards of Excellence	\$1000 each
3 Juror's Choice Awards	\$500 each
Design Committee Choice Award	\$500
Jan Johnson Memorial Award for Social Commentary	\$500
Geri Pudwell Memorial Award for Fearless Creativity (NEW)	\$500
District of Sooke Award	\$500
5 Honourable Mention Awards	\$250 each
People's Choice	\$500
Children's Choice	\$250

Awards will be announced at the **Artists' Celebration Event - Friday Aug 1, 7-10pm.**
Notification of People's Choice & Children's Choice will be announced after the show.

FEES

Exhibition Fees: Exhibitions fees are \$40 (+GST) per accepted piece, and are due by June 27, 2025. Failure to pay exhibition fees will result in ineligibility to show artwork.

Fees are payable by any of these methods:

- **Main Method:** Via the online Exhibition Form using a credit card or PayPal.
(A link to the Exhibition Form is provided upon acceptance. A PayPal account is not required.)
- Via credit card over the phone to the SFAS Office (250-642-7256)
- Via e-transfer to sfas@sookefinearts.com
- Via Cash or Debit In person at the SFAS Office (SEAPARC, 2168 Phillips Rd, Sooke)
- By cheque - allowing for delivery before June 27. Receipts are available upon request
Mailing Address: Sooke Fine Arts Society, PO Box 471, Sooke, BC, V9Z 1H4

Commission: The Society receives a 30% commission on both sales of artwork and items sold in the Gallery Gift Shop.

IMPORTANT DATES FOR EXHIBITING ARTISTS

Completion of the online Exhibition Form	June 27
Exhibition Fees Deadline	June 27
Completion of the online Gift Shop Inventory Form	July 11/12

Delivery of Accepted Artwork

Art Drop-Off:	July 11, 4:00pm - 8:00pm
	July 12, 9:30am - 4:30pm

By valid Courier - for arrival: July 11, 9:30am - 4:30pm

Show Dates

Purchasers' Preview	Friday, July 25, 7-10 pm
Artist Celebration	Friday, Aug 1, 7-10 pm
Public Show and Sale	July 26 - August 4, from 10 am daily

After the Show

Pickup of unsold work	Tuesday, August 5, 2-8 pm
Artist disbursements	Week of August 25 (cheques mailed)

PREPARING FOR REGISTRATION

1. Refer to the completion checklist below to learn the registration requirements.
2. Refer to the guidelines for "Artwork Presentation" below to ensure that a piece complies with SFAS exhibition standards.
3. **Fill in the Exhibiting Artist Registration form** via the link that was sent to each exhibiting artist upon acceptance. If an artist cannot find this link, they can email the office to have it re-sent.

COMPLETION CHECKLIST

The majority of information about an accepted piece was gathered at the submission stage. That same information will be used for the online and physical gallery displays. This includes all artwork details including title, medium, size, price, limited editions, artwork description, and artist information, including name and artist biography.

In order to complete registration, the exhibiting artist will need to:

- ☐ Provide their GST number, if applicable;
- ☐ Confirm the artist agreements re: commitment to show & display standards;
- ☐ Confirm which contact information they wish to share in the show catalogue;
- ☐ Confirm artwork description(s) and provide an artist biography;
- ☐ State their interest in submitting Gift Shop items, doing a demo, talk, or tour; or placing an ad the Artist Marketplace section of the show program;
- ☐ Complete a Certificate of Authenticity (if required) & attach to the back of the artwork;
- ☐ Provide any additional comments/questions/instructions;
- ☐ Pay the exhibition fee(s).

Reminder: Insurance coverage on artist's artwork is the sole responsibility of the artist.

ARTWORK PRESENTATION STANDARDS

The presentation of an artwork is as important as the art itself. It is an integral part of its design. SFAS is committed to ensuring that artwork is finished to a very high standard.

Artists must ensure that their artwork adheres to the following requirements:

- Each piece must be completely finished, fully cured, and ready for installation/display.
- Exposed sides of unframed canvases must be finished - either painted or taped.
- Frames for artwork must be tasteful, clean and of a professional calibre.
- Framing mats should be clean and professionally cut. If the mat is signed and/or numbered, the back of the piece must also be signed and/or numbered.
- An acid-free mat or spacer should be used for any artwork under glass.
- Each 2D piece must be wired securely and appropriately, using D-rings with screws and wire of suitable gauge. Sawtooth hangers or V-clips are *not* acceptable. (See pages 6 & 7 for illustrations of acceptable hardware and recommended procedure).
- Any canvas that is less than 1 inch in thickness must be framed.
- Any special installation/display instructions for artwork should be written out for the Design Team.
- Any limited editions for photography, digital art, hand-pulled engravings, lithographs or etchings, or 3D cast work, must include a signed [Certificate of Authenticity](#), stating run & number (to be attached to the back of the piece).
- If a courier will be delivering the artwork, it is the artist's responsibility to make arrangements for courier delivery and payment.
- All decisions regarding the placement of art are fully at the discretion of the SFAS Design Team.

PLEASE NOTE: If it is determined that work chosen is not in keeping with show standards, the piece in question may be rejected. No refunds will be made for rejected artwork.

DROP OFF AND DELIVERY OF ARTWORK

Location:	SEAPARC Leisure Complex, 2168 Phillips Road, Sooke, V9Z 0Y3 (Turn right @ Phillips Rd, after the bridge).
By Valid Courier:	July 11, 9:30 am - 4:30 pm only
In Person:	FRIDAY JULY 11: 4:00 pm - 8:00 pm OR SATURDAY JULY 12: 9:30 am - 4:30 pm

What to expect on Drop Off Day:

- Each piece of art will be checked to ensure it is ready for exhibition. Scratches, cracks, etc., will be noted, and 2D pieces will be examined for appropriate hanging hardware. The Art-Check team reserves the right to request that inappropriate hardware be fixed or replaced before the piece(s) are accepted. Should the hardware still not meet show standards, the piece(s) may be rejected. *(No refund of entry fees will be granted for rejected artwork.)*
 - Trained porters will be on hand to move art safely into the gallery and ensure that written installation/display instructions (if required) accompany each piece.
 - Artwork will be initially placed in temporary locations, and will be moved once final placement is determined.
 - All artwork will be stored in a secure area.
 - Artists will also have the opportunity to:
 - * Deliver inventory to the Gallery Gift Shop if participating
 - * Pick up their Artist Package which contains their:
 - Artist Badge - required for entry into the show & the Artist Celebration event
 - Artwork Receipts - required for pickup of unsold work
- Note:** For couriered art pieces this important package will be held at the door.

GALLERY GIFT SHOP SALES

Exhibiting artists are invited and encouraged to sell additional artwork in the Gallery Gift Shop.

Items in the gift shop may be priced up to \$250, and can include a variety of items. Work accepted into the gift shop must be of the same high calibre as accepted artwork into the main show. The gift shop accounts for a large portion of all show art sales, offering an excellent opportunity for artists to increase their exposure and sales. See the [Gallery Gift Shop Guidelines](#) for more information.

Exhibiting artists will be contacted by the Gallery Gift Shop team to confirm interest in selling pieces in the shop, and provide assistance.

ART SALES

All exhibiting artwork must be available for sale during the show from the submission deadline (June 1, 2025). Artists are contacted by the Art Sales team shortly after a sale.

Artist Disbursements for all Art Sales & Demos/Talks/Tours will occur the week of August 25, 2025.

Limited Editions: If a work is part of a limited edition, artists must inform via the Exhibition Form how many editions will be available for sale.

Commission Fees: SFAS receives a 30% commission on sales of artwork accepted into the show.

Note: As a not-for-profit, registered charitable organization, the Sooke Fine Arts Society relies on sales commissions to help maintain the show each year. If an artist has artwork in the show and sells that artwork within 60 days of the end of the show to a purchaser who was introduced to it during the show, it is understood that the artist will submit the 30% sales commission to SFAS. Artist integrity is requested & appreciated.

ARTIST DEMONSTRATIONS, ARTIST TALKS & TOURS

Artists whose work is accepted into the show are invited to share and demonstrate their ideas, skills, expertise and techniques through live demos, talks and tours. This is a great way for artists to engage and educate the public and promote their work. Signing up for one of these interactive events is easy through the Exhibiting Artist Registration form.

SFAS provides a honorarium to artists selected to participate in these events.

Honorariums for 2025 are as follows:

- Live Demonstrations - \$100/each (2 hours)
- Live Artist Talks - \$100/each (1 hour)
- Live Tours - \$100/each (45 mins)

Artist Demonstrations: opportunities exist for four different slots each day throughout the show. SFAS seeks artists who demonstrate a wide range of mediums, from traditional to experimental, and those who have a plan to interact with visitors of all ages, with hands-on activity, if appropriate.

Artist Talks: presented on the main stage and scheduled throughout the show, allowing presenting artists to share their artistic journeys, professional histories, and insights with audiences. Participating artists will have access to the stage, a microphone & sound system, podium, digital projector and screen. All talks, including supplemental images/videos, etc. are the responsibility of the artists to prepare and must be ready to present at the designated time. SFAS does not convert files or otherwise assist with presentation preparations.

Artist Tours: guided half-hour tours through the gallery, artists can provide new perspectives on the works on display, focussing on specific artistic techniques, styles, thematic works and media. Artists are encouraged to choose a topic that will engage and educate the public on these subjects as they relate to the works in the show. Exhibiting artists are welcome to come in any time after the show opens to view the artworks and plan their tour.

Please Note:

- All artist talk & docent topics will be vetted.
- Artists are not permitted to sell goods at the Demo tables.

ARTISTS' CELEBRATION EVENT

All exhibiting artists will be invited to the Artists' Celebration event on Friday August 1 (7-10pm). Artists will have the option to bring 1 guest *only*. E-tickets can be claimed via the registration process.

AFTER THE SHOW

Pickup of unsold artwork: 2-8 pm, Tuesday August 5, 2025

Location: SEAPARC Leisure Complex , 2168 Phillips Road, Sooke, BC, V9Z 0Y3

PLEASE NOTE:

- If someone other than the exhibiting artist will be picking up unsold artwork & gift shop items, artists are asked to please notify SFAS with the name of the proxy. The proxy will require the artwork receipt(s) for pickup.
- SFAS has extremely limited capacity to store artwork. If artwork is not picked up on August 5:
 - **With prior arrangement:** there will be a storage fee of \$10/day for no longer than 3 days.
 - **Without prior arrangement:** it will be considered a donation for fundraising purposes.
- Courier arrangements (including pre-payment) are the artist's responsibility. The SFAS office should be advised at sfas@sookefinearts.com or (250) 642-7256 if arrangements are being made for courier pick-up of artwork.
- *SFAS is not able to package art or provide packaging materials for return of artwork.*

COMMITMENT TO SHOWING

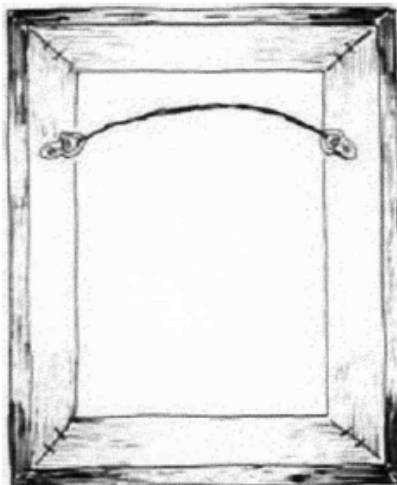
All submitting artists sign an agreement indicating that they understand submitting artwork to the Sooke Fine Arts Show is a commitment to exhibiting & selling that work in the show. Pulling a piece after acceptance means that another artist may have missed the opportunity to show their work. SFAS takes this matter very seriously, and breaking this agreement could result in an administration fee equal to 15% of the sale price of the removed artwork.

HARDWARE FOR HANGING ARTWORK

Kelly M. Fiske and illustrated by Karen Trush.
The Exhibition Alliance



Back of frame with "D"-rings attached for hanging directly (without wire)



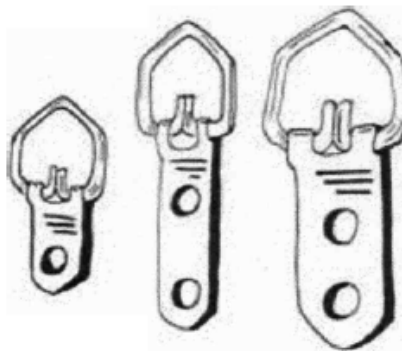
Back of frames with "D"-rings and wire attached

Choosing and Installing the Hardware

Hanging artwork is an essential part of most gallery installations. To ensure that the work does not fall to the floor, three elements are crucial: appropriate hanging hardware, picture wire of adequate strength, and hangers or hooks that are strong and securely attached to the wall. To err on any one of these negates all other efforts to install the work safely. No matter how carefully you have chosen the wire and hanging hardware, a painting hung from a single finishing nail is not going to stay on the wall—at least not for long.

For most framed artwork, two metal "D"-rings should be attached with screws to the reverse of the frame, one at each side, about a quarter of the frame's height from the top of the frame. Metal frames usually have "D"-rings or similar hardware already in place. The work can then be hung directly from two wall hooks, two picture hangers, or two nails. Careful measuring is needed to place the hangers and ensure a level result, but this method keeps all the stress on the frame parallel and provides support at two points. Because it is time consuming, this method is usually reserved for permanent installations; oversize works, or unframed paintings.

A more expedient method is to hang the work using wire in combinations with the "D"-rings. The two metal "D"-rings are attached on the reverse of the frame as described above, but oriented horizontally. A length of wire is threaded through the two rings, and the wire is securely knotted around each ring. The framed work is then hung by placing the wire over two hooks or nails driven securely into the wall.



"D" rings



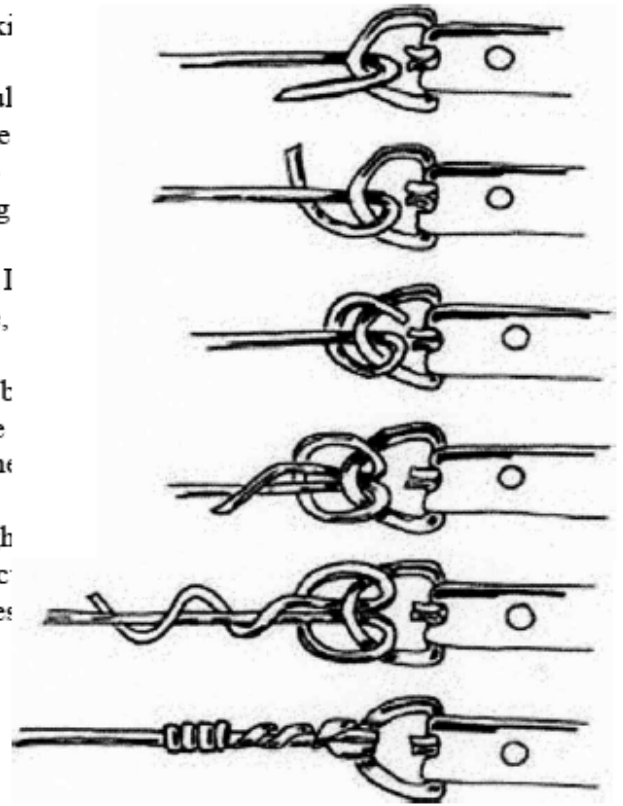
Never use screw eyes

ILLUSTRATIONS OF ACCEPTABLE HARDWARE AND RECOMMENDED PROCEDURE (CONT'D)

"D"-ring hangers are available in a variety of sizes, making them appropriate for most framed works. Screw eyes should never be used since they tend to loosen from the frame and pull free. They also pose a hazard when artwork is stacked because as projections, they can scratch or puncture other works. "D"-ring hangers lie flat during display and during storage, making them less hazardous as well as more secure.

Hardware should be attached while the frame is empty. If hardware must be attached when there is artwork in the frame, carefully measure the thickness of the frame and note the location of the artwork in relation to where the hardware will be attached. To avoid damaging the artwork or the frame, choose screws which are considerably shorter than the frame or strain and proceed with caution.

Before attaching a wire to the "D"-rings, carefully weigh the framed pieces. Once you have determined its weight, select braided steel wire that is designed to support at least four times that weight. Braided steel does not fray or split as easily as twisted wire, and "under loading" the wire is a good safety measure. If the strength (often expressed as "lb. test" or "breaking strength") is not indicated on the spool, the manufacturer should be able to provide that information.



Top to Bottom:
Recommended method for knotting wire
around "D"-ring

Carefully knot the wire around the "D"-rings so that it cannot slip, and tightly wind the loose ends around the main strand to keep them from unraveling and to prevent them from scratching or puncturing other works. The ends can also be taped as an additional precaution. The Gallery Association uses a knot similar to a "fisherman's bend" which is easy to tie and very secure.