

GUIDELINES AND TIPS FOR BIN ART & CARDS

In an effort to ensure consistent quality for Bin Art & Cards, create ease of sales, and ability to personalize our content for potential buyers, the following are new specifications and recommendations for Bin Art & Cards.

BIN ART FALLS INTO TWO CATEGORIES:

- 1) PRINTS;** these can be quality reproductions, Gicleé prints on paper or photographic prints. No metal prints or prints on wood or any thick/heavy substrate accepted for Bin Art. (see specs below).
- 2) ORIGINALS;** these can be one-of-a-kind paintings, drawings, or flat multi-media. No canvas 3-D stretched canvas. Art must be flat (see specs below). Note that pastels can get beat up as they get handled by the public, unless you decide to use protective spray. Make sure all pieces are dry before putting them in plastic.

IMPORTANT BIN ART NOTES: TIMING & REGISTRATION:

- 1) Bin Art is entered 4 times a year;** Jan, April, July and Oct at the Change of Show, which is typically the first Monday of the month. Bin Art remains for 3 months, or until sold. Replacement pieces can be entered at any time (see steps for replacement art below).
- 2) All Bin art must be registered at least 5 days before the Change of Show** so that we can enter the items in Square to be sold. Please include Your Name, Title of Piece, Medium and Price.
- 3) Email Bin Art Registration to Lynn Newsom at: lynewsom@gmail.com**
(Note that earlier communications had Lynn's email spelled wrong with an "e" at the end of Newsom. Please be sure you are using the correct email above)!

SOBA BIN ART SPECS:

- **Size/Weight Specifications:**
 - Min size: 8" x 8"
 - Max size: 24" x 30"
 - Ideal depth: 1/8" - 1/4" (Max depth 3/8")
 - Max weight: 10 oz.
- **Presentation & Protection:**

PRINTS:

All prints must be backed by clean foam core or mat board and protected in a clear sleeve or art envelope. You may also decide to mat your piece. Just be sure your mat is clean, and that your piece is secure within the mat. Consider archival quality prints and acid free mats, and you can label them as such.

ORIGINALS:

If an original is on canvas board it must be single depth, not double. Consider keeping the back of your board clean or adding a thin backing for a finishing touch. Originals on paper must be backed by foam core or mat board, and may also be matted, like prints above. Originals should also be housed in clear sleeve or art envelope for protection.

- **Self-Promotion:**

You have the option to add a business card, rack card, bio, certificate of authenticity, etc. to the back of your piece to help customers know what they are buying. These elements should be *inside* the sleeve. Consider adding info like title, medium, size, as well as your contact info, website, etc.

- **Labeling/Pricing:**

All pieces must be labeled clearly with your name, the title of the piece and the price. Some artists like to do this on a printed sticker and/or create some kind of label or tag for the inside of the sleeve. You must also fill out the **SOBA Bin Art tag** (one is all you need), and tape this securely to the outside of your sleeve. Scotch tape or double stick tape works well for a clean look.

Bin Art prices are totally up to the artist. Consider size, cost of materials, matting, prints, etc. and that SOBA takes 35% of the selling price.

- **Record Keeping:**

To help keep track of Bin Art Sales and help get paid correctly, please bring a filled out **Bin Art sheet** with your list of pieces to keep in the Binder at the gallery, so that sold items can be notated. This sheet should go in the Bin Art binder alphabetically under your name. When Bin Art sells, you should receive a call from the staff volunteer who sold your piece. Yay!

WHAT HAPPENS NEXT WHEN YOU SELL BIN ART:

You can have up to 3 Bin Art pieces at any time in the gallery. When you sell a piece, you may bring a replacement. In order to get your replacement piece in the system please do the following:

1. Be sure to contact Gloria Owens, glo@gloriaowens.com or Lynn Newsom, lynewsom@gmail.com with your Name, Title of Piece, Medium and Price BEFORE you bring your piece in (otherwise we can't sell it)!
2. Be sure to make a label for your new piece using the **SOBA Bin Art tag**
3. Be sure to write in your new piece to the **Bin Art sheet** in the Bin Art binder at the gallery, so there is physical cross-reference for your new piece on the list.

QUESTIONS? PLEASE CONTACT:

SQUARE TEAM:

Lynn Newsom, lynewsom@gmail.com

Gloria Owens, glo@gloriaowens.com

Cathy Thiem, cathythiem33@gmail.com

GALLERY TEAM:

Pat Diemand (Display Manager) yhoscardoodle@yahoo.com

Carol Dombrowski (Gallery Manager) scsunshine76@icloud.com

SOBA CARD SPECS:

- **Size Specifications:**
Min size 3.5" x 5.5"
Ideal: 4" x 6" or 5" x 7"
- **Cards Art:**
Some artists have "original" cards (for instance a small watercolor painting), but most are photographic reproductions or giclee prints. Prints can be mounted, or slipped in a matted card, and cards can also be printed. It's totally up to you. Please be sure your cards & accompanying envelopes are clean and not tattered.
- **Presentation & Protection:**
We no longer sell individual cards, Instead, cards & envelopes need to be packaged in groups of 2 or more (and priced at \$15 or more for the set). Typically, groups of 3 or more cards can be packaged together in a clear envelope or a thin clear plastic card box to protect the cards. (See notes on pricing below).
- **Self-Promotion:**
You have the option to add a business card, little bio, etc. to the back of your cards. These should be *inside* the sleeve or box. Some artists like to have their cards professionally printed, with your name, website, etc. on the back of each card. Another hint: using an inexpensive rubber stamp can be a good way to "brand" your cards with your info! You are welcome to add our own flair; a ribbon, colored envelopes, or whatever is flat that can fit in the sleeve.
- **Display:**
We have two card displays, a large freestanding one that accommodates both horizontal and vertical cards, and a smaller, tabletop one that displays vertical cards best. As a courtesy to your fellow artists, we ask that you bring no more than 10-12 cards at a time and display them in no more than 4-6 spots in the racks, so that everyone has opportunity to display their cards well. For those with horizontal cards, look for the wider lower sections of the large display. You may choose to have a number of card sets "stacked" one behind the other, if you have duplicate designs, and if they fit the depth of the rack holder.
- **Labeling/Pricing:**
All cards must be labeled clearly with your name and price, otherwise we can't sell them. Minimum price for a pack of cards is \$15. Most artists have 3 packs of the same card, or a mix of card designs. Other artists choose to have a few different packs/sizes and prices (for instance, 3 cards for \$16, 4 cards for \$20, 10 for \$36, etc.). To avoid confusion at checkout, we ask that there be no more than 3 price points per artist, as they need to be entered in Square. We will not enter individual cards/designs, only your name & price (i.e "Artist Name – Cards - \$17"). Basically, we are not selling individual cards/designs, only packs of cards at the price point(s) that you set.
- **Record Keeping:**
Keeping track of your card sales and inventory is up to you. It's suggested that you fill out the [Card List Form](#) with your inventory of cards to keep in the Binder at the gallery, so that sold items can be notated. This sheet should go in the binder for Jewelry, Cards, etc., alphabetically under your name. Note that you will not get a call when cards sell. As your cards sell, you are welcome to update them or change them as needed.
- **Final Note:** Cards may be brought in at any time, but ideally NOT on Change of Show days.