

THE VOICE OF THE REDMOND ARTS COMMUNITY

THE NEWS OF THE DCAA

Craft Fair Art Displays

How does your display look?



FROM THE EDITOR'S NOTEBOOK

BY JAMES MORRIS

For this issue, we thought it would be a good time to talk about some tips on how to spruce up your display. This will help you be ready for fairs and art shows. In order to increase sales, it is no secret that presentations are crucial.

Occasionally, you will see displays where nothing is arranged in any rhyme or reason as everything is just thrown on a table. Additionally, we have seen displays that are colorful and well-organized. Those are the ones that get your attention right away, you know. As a matter of fact, that's exactly what this short read is intended to do for you.

Hopefully, after reading the article you will get some helpful ideas on how to improve your display in order to attract more customers and thereby increase sales.

Wishing you a fun, exciting, and a profitable time at this year's shows! ●



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AUGUST/SEPTEMBER POINTS OF INTEREST

- Aug 3–7 – Deschutes County Fair
- Aug 5 – First Friday
- Aug 11 – DCAA Board Meeting
- Sep 7 – Art Exhibit, Redmond Senior Center
- Sep 22 – DCAA Member Meeting



PROVEN IDEAS FOR CRAFT FAIR ART DISPLAYS

BY JAMES MORRIS

Introduction

Craft fairs are a great way to sell your art, but can be stressful and competitive. To attract attention and increase sales, you need to do more than just set up a table with some art samples or jewelry. There are plenty of ways to improve your craft fair displays to stand out from the crowd and make people want to buy your work. Here are five proven ideas for improving your craft fair art displays:

1. Interesting Backgrounds

One thing you can do is use a variety of colors and textures. Do this by combining shapes, sizes, patterns, materials, and textures. For example, you could use metal or wood; you could use blue or green; you could have a mixture of small and large items on your table. Maybe have a plant or two.

“Variety and eccentricity are the keys to an art display that sets your work apart from others.”

TIPS FOR YOUR ART DISPLAY AT A CRAFT FAIR

1. Find Inspiration
2. Consider Your Space and the Context of Your Display
3. Think About What You're Selling and What People Will See Your Work
4. Choose the Right Frame for Your Piece
5. Choose Stand-Tall Supplies to Maximize Height and Visual Weight
6. Add Colorful Accessories to Complement the Mood or Theme of Your Display



The idea is to create an exciting display that will catch people's attention when they walk past your space at the craft fair.

2. Object Groups

The next thing you can do is group your art pieces together.

Group similar items as one. If you have a lot of similar pieces, such as a collection of pink and red vases, group them together on your display table.

Group items that are roughly the same size. For example, if you're displaying jewelry in various shapes and sizes, group all the small earrings together and then move on to more oversized necklaces. You will create a nice “flow” so people can easily find what they're looking for.

Group items that are similar in color. If customers are looking for a particular color scheme at your booth, make it easy for them by grouping items of that color together with other like pieces.

3. Variety and Eccentricity

Variety and eccentricity are the keys to an art display that sets your work apart from others. Whether it's in the form of various shapes, sizes, or materials; a range of colors; or even a combination of textures and patterns—variety is the spice of life! You also want your art pieces to have a cohesive feel within their given space. You can achieve this by using similar materials (like wood) or incorporating elements that are consistently repeated throughout your display (such as a theme).

4. Signs and Labels

Signs and labels are a simple way to identify your products. Still, they can also tell a story about the items you're selling, who you are as an artist, what the process is like for you and why people should buy from you. Signs can also promote



Presentation is key to drawing people in to you display.

special offers or explain why you have set specific prices. The key here is not just having signs—it's ensuring every sign serves a purpose and conveys specific information about your business. For example:

Directional signs point people toward your booth when entering an event where multiple vendors have been placed together. You could include arrows pointing left/right/straight-ahead/downstairs/upstairs, etc.

A sign identifying each product can be placed at eye level next to each item, so customers don't need to ask questions while shopping.

A short paragraph explaining what makes this particular item unique or why it belongs on display at an art fair would add value if done well.

A simple explanation of how your business works. Such as what type of materials do you use? How long does it take if custom ordered? What kind of shipping options do you offer? This information helps buyers feel confident with their purchases without having any questions lingering in their minds after checkout time rolls around.

5. Interaction Opportunity

Think of ways to put your own personal twist on interactive displays and show off your unique style while also having fun. This can be as simple as setting up a table for people to play games and take pictures with your art, or it could involve building a display meant to be played with. An example would be a pin-the-tail-on-the-donkey game where the donkey has an art piece attached to its back. Get creative!

Think about providing opportunities for customers to interact with each other (such as running an art discussion group), not just the art pieces themselves.

Conclusion

Remember, making your craft fair art displays attractive and functional will improve sales. With these five proven ideas for improving your craft fair art displays, you'll be able to create attractive and functional displays that will boost sales.

As part of the DCAA Member Meeting on July 28th, we will discuss this topic in greater detail during the meeting. ●

THINK ABOUT THE LOCATION OF YOUR PIECES

Staircase fall destroys 17th century Chinese vases



Three 17th century Chinese vases were smashed to pieces in 2006 at Cambridge, England's Fitzwilliam Museum in a moment straight out of a slapstick comedy. Visitor Nick Flynn was descending a flight of stairs when a loose shoelace caused him to fall into one of the Qing dynasty era vases, creating a devastating domino effect that left the three vases in smithereens on the floor. The vases – which are thought to be worth around \$500,000 and had been on display at the Fitzwilliam Museum for over 40 years at the time of the accident – underwent a lengthy, painstaking restoration process by ceramic conservator Penny Bendall and are now back on display.

(Story taken from TheCultureTrip.com)

TECHIE TIPS FOR ARTISTS

Managing customers can be daunting. With these Customer Relationship



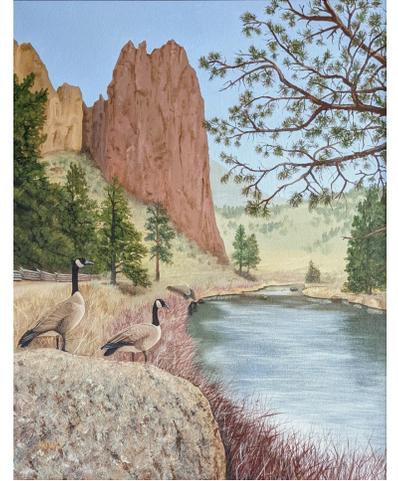
Management (CRM) applications, keeping track of your clients' information will be easier than ever before.

1. PIPEDRIVE
2. ZENDESK
3. THRYV
4. FRESHSALES
5. MONDAY SALES CRM

ARTIST HIGHLIGHT: WENDY WHEELER-JACOBS

After studying studio art and graphic communications in college, Wendy worked as a graphic designer, art director, and brand strategy consultant. When she has some free time, she enjoys painting in watercolors, acrylics, colored pencils, and occasionally oils.

“Although my background as an illustrator is hard to escape,” Wendy says, “I have tried to work a range from realistic to impressionistic.” She loves painting animals, birds and rocks, especially if she can do it outside. Because of her proximity to Smith Rock, she often spends early mornings painting there. Currently, she serves on the board of Plein Air Painters of Oregon (PAPO). You can see some of her work at www.thepaintgeek.com or on Facebook @thepaintgeek. Also, a big thank you to Wendy for designing the new logo of the DCAA. ●



Wendy Wheeler-Jacobs

PICS FROM FIRST FRIDAY



SPONSOR & SUPPORTERS HIGHLIGHT: THE HIGH DESERT MUSIC HALL

In the heart of downtown Redmond (in the former church built in the 1940s), you'll find the High Desert Music Hall, Central Oregon's newest venue. Built to be the hub for music, art, food, entertainment, and community, it has already played host to several events, including the Dry Canyon Arts Association's Art at the Music Hall this past May.

iLko and Terkwoize came up with the idea to build a music hall back in 2020. It took several renovations to complete the building, not to mention all the logistical headaches that came with the pandemic. In addition to a main stage and accessible balcony, the Hall is equipped with a bar and so much more. Located on SW Forest Avenue in downtown Redmond, the Hall offers a variety of features and amenities. In its mission to provide healthy and sustainable meals for the community, High Desert Music Hall offers a 100% plant-based menu.



As well as serving as a venue for live shows, the Hall will also be the home of the Backline Lounge, which iLko describes as a "neighborhood-style gathering place and lounge" with a smaller stage. iLko believes that all the effort

put into creating the Hall's community bubble has been well worth it. "This has been the most ambitious rollercoaster of a project I have ever been a part of. Seeing it come to fruition has brought more pride to my soul than I could have ever imagined."

We encourage you to check out the shows at the Hall and support one of Redmond's newest venues and supporter of Dry Canyon Arts Association.

At bendticket.com, you can purchase tickets to High Desert Music Hall shows and follow the hall on Instagram @highdesertmusicall. ●

(Information provided from Source Weekly)

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DRY CANYON
Arts
ASSOCIATION

UPCOMING DCAA EVENTS

JULY 28 — Member Meeting

AUGUST 11 — DCAA Board Meeting

SEPTEMBER 22 — Member Meeting

OCTOBER 13 — DCAA Board Meeting

UPCOMING ARTIST EVENTS

AUGUST 5 — First Friday Art Walk, Redmond

SEPTEMBER 2 — First Friday Art Walk, Redmond

OCTOBER 7 — First Friday Art Walk, Redmond

NOVEMBER 12-13 — Fall Into Art at the Music Hall, Redmond

If you are aware of any events that are upcoming, please send an email to Newsletter@DryCanyonArts.org so we can make sure to add it to the list.

CALL FOR ARTISTS

FIRST FRIDAY, 2022 — If you are interested in displaying and selling your art pieces at one of the Redmond's First Friday events, please contact Jennifer Ramerman for information at FirstFriday@DryCanyonArts.org.

Lend Me Your Walls — DCAA provides artwork to local businesses that request it. It's a great way to show off your work and get noticed by businesses and their clientel. If you would like to participate as one of the artists, please contact Cathy Huntington at LendMeYourWalls@DryCanyonArts.org.

Newsletter Stories & Ideas — Do you have an idea for a story? Would you like to write a story? Maybe you have tips and tricks that you would like to share with the rest of the members. Feel free to contact the editor at Newsletter@DryCanyonArts.org with your information.

Dry Canyon Arts
Member Meeting
Thursday July 28th
5pm

CANCELLED!

SAVE THE DATE

Bring your own meal & drinks and chairs, we will provide bottled water

Location: Terri Dill-Simpson's House on the River
6110 Yucca Av Redmond

Panel discussion on Artists Mentoring and Show Prep

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