



Fredericksburg Center for the Creative Arts
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CURATOR'S REPORT – November 16, 2014

The end of 2014 quickly approaches, and I have been reflecting on the accomplishments of the past year. During 2014, Jurors from DC, MD and VA represented diverse backgrounds and brought both youthful viewpoints and years of curating experience to the Frederick Gallery. I continuously search LinkedIn, artists' websites, university art faculty, art gallery staff listings and art exhibit reviews to find jurors. Please send me contact information for potential jurors you would like to have. Each year, FCCA exhibiting artists are surveyed for national exhibit themes and themes are announced in November for the coming year. Please send me your suggestions for future themes that would appeal to the largest number of artists.

Processing of entries and entering data is an essential part of organizing juried exhibits. Sheila Cockey volunteers her skill and experience in Excel and is invaluable in processing and entering data for hand-delivered entries. Accepting email entries and use of PayPal was implemented in 2014, but there are problems with artists submitting all necessary information and digital images. Artists frequently need follow up emails for required information—time consuming for all.

Assistant Curator, Bob Worthy faithfully assists in the jurying process to insure that artwork is responsibly handled and artists have the unbiased attention of jurors. Patricia Smith verifies and records jurors' selections for each exhibit. Carolyn Beever photographs all hand-delivered artwork and creates the online slideshow of each exhibit. Her skills as a photographer and graphic artist have resulted in the popular new layout of online Frederick Gallery exhibit slide shows, which increases the value of exposure for exhibiting artists. Maura Harrison artfully presents our Frederick Gallery pages on our website and produces exhibit publicity materials. Lezlie Cheryl designs Mail Chimp fliers that promote exhibits and remind artists of deadlines. I thank these dedicated artists.

Last Saturdays are busy at FCCA. The commitment of exhibition take-down and hanging crews insures that artwork is responsibly handled, that exhibits are tastefully installed and that all work is returned to artists. Our jurors, exhibiting artists, and visitors frequently complement the job done by Bob Worthy, Donna Coley, Elizabeth Shumate, Barbara Taylor Hall, Penny Hicks, Bev Bley, Charlotte Burrill, Kate Logan, Carol Rauh, Jeff Messmore, Michael Habina, Ann Tate, Anne Parks, Tom Smagala and Cathy Washington. Frederick Gallery exhibits are the result of efforts by over 25 volunteers giving over 1250 hours. I thank those who volunteer their time and talents.

All opening receptions in 2014 featured Juror Talks, and attendance increased to an average of over 160 guests. Bob Worthy assists jurors in posting award labels on selected work. Exhibiting artists have an opportunity to talk informally with jurors, and a warm, inviting atmosphere welcomes members and guests each month. First Friday docents greet visitors and handle sales, and Lee Cochrane and Carol Bochert provide hospitality arrangements. Entertainment has been provided at opening receptions by solo, duo and trio volunteer musicians: Jeff Snyder on keyboard, Jim Morehouse on flute, Gilbert "Tree" Jackson on bass, and David Toves on classical guitar. Music in the garden on First Fridays was especially well received by visitors.

Final statistics from October 2013 to September 2014 show that the Frederick Gallery received 1,344 entries from 547 national and regional artists representing an average of 14 states, reflecting an increase in entries for all juried exhibits, in spite of the struggling economy. Frederick Gallery art sales are now highlighted on our website under the "Red Dot Sales" page with images of sold work—adding additional exposure for our exhibiting artists.

My goals for 2015 are to find new exciting jurors and to increase the total number of entries in both regional and national juried exhibits. I welcome new exhibition volunteers, especially those who have an interest in the curator position. Thank you to everyone who has supported me, the Frederick Gallery and our FCCA this year.

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