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### **CURATOR'S REPORT – November 16, 2017**

Each calendar year the Curator is tasked with selecting themes and scheduling the upcoming New Year's Frederick Gallery exhibits. Following tradition, eleven exhibits alternate monthly and include non-themed regional juried exhibits, themed national juried exhibits and one or two curated guest artist exhibits. Twenty member artists are canvassed for theme suggestions and vote for final selections. In 2018, regional exhibits will be titled "Artist Choice" to encourage participation without a theme limitation. We recognize that our "region" now extends far beyond the local community as more out-of-state members and artists submit their "choice" work online to our regional calls for entries. Regional exhibits have a shorter turn-around time between jurying notifications and delivery of work for installation, so pay close attention to deadlines and mark your calendars. The 2018 national exhibit themes reflect both popular reruns of themes and the introduction of new ideas that should appeal to a broad spectrum of artists in all media. See the 2018 Frederick Gallery Exhibit Schedule listed in this newsletter.

Themed exhibits do present a problem--how to interpret the theme? Selecting or creating art to represent a theme is a journey into creative thinking—you can approach the problem from different directions. Most exhibit themes are meant to be broadly interpreted within the stated limitations of accepted media and size requirements. First, the art may already exist, and it is an "ah hah" experience to find the perfect piece in your studio or photo image file. Look for any work that relates to the literal or figurative meaning of the theme. Second, look for work that stretches the meaning or creates a relationship to unusual interpretations that could be humorous, satirical or metaphysical. The next approach is to create a new work that incorporates a form of the meaning, an analogy or mental image—representational or abstract. The theme is intended to encourage innovation and alternative ideas. We are surrounded by visual images in our daily lives, and we create 2-dimensional and 3-dimensional images in our art, so consider each theme and create new work that will surprise, delight and engage the viewer. A theme should expand ideas and not limit possibilities. Does that help?

Carrol Morgan