

2022



Image by CatMax Photography



FOR FUTURE  
COLLABORATIONS

# The Pre•ten•tious Collector *Hosting Packet*

## ABOUT ME

### Introduction

Hi! My name is Dee Aurandt. I'm a girl mom, a DeeDee (to my granddaughter) and an artist living and working in Athens, Ga. The Pre•ten•tious Collector is my "love-child" that was conceived and born out of the need to help the artistic community during a challenging pandemic while providing value and beauty to others in the comfort of a home setting.



*Image by CatMax Photography*

## WHAT WE DO

For the art lover, we help bridge the gap between affordable art and one-of-a-kind pieces while cultivating the relationship between the collector and the artist.

For the artist, we provide services that help facilitate personal connections with art patrons as well as business coaching and educational tools for their business.







## Mission

To create a personal connection with art lovers by unlocking access to a carefully-curated group of artists, compelling artwork and unique experiences that helps facilitate a deeper connection with the art they buy.



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# WHO WE ARE

## Meet the Team

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**Jan Carter**

*Event Lead Coordinator*

Jan has been with The Pre·ten·tious Collector from the beginning and is our artist liaison. She is responsible for merchandising the art, managing the artists and everything in-between.



**Chandler Call + Mary Peebles**

*Social Media Managers*

Their responsibilities include all things Social Media. They publish images and videos during the event and broadcast "live" on Facebook & Instagram.



**Catrina Maxwell**

*CatMax Photography*

Catrina is our event and brand photographer. She attends the Opening Night Reception to document the festivities. She founded CatMax Photography 12 years ago and is very respected in the industry.



**Portfolio Artists**

*Event Volunteers*

Participating artists are scheduled during the event to assist art patrons with their selections and purchases. They are also there to help keep an eye on the home owner's property.

*Images by CatMax Photography*





# WHAT YOU CAN *Expect from Us*

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## ✓ Professionalism

Each piece of art is cataloged and inventoried when the artists deliver their work. Most protective coverings are removed from the pieces and returned to each artist during pick-up. As pieces sell, payments are processed securely and art is wrapped with protective coverings as needed.



## ✓ Cleanliness

We pride ourselves on treating your home like our home. Shoe coverings will be provided, at the request of the home owner. All private areas of the home will be roped off, as instructed by the homeowner. Volunteer artists help keep areas clean at all times during and after the show.



*Images by CatMax Photography*

## ✓ Timeliness

Each artist understands the importance of prompt delivery and pick-up. During the week of the show, we will be available 24/7. The show will start and end on time. Home access times will be coordinated with the home owner ahead of time. We value your time and are respectful of it!

SEE MORE HIGHLIGHTS ON

*Instagram* @PRETENTIOUS\_COLLECTOR



## SHOW SUMMARY

# Details & Requirements



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01

### Portfolio Artists

We hand select 20-25 artists for every show. Each artist enters up to 20 pieces of original art. They also serve as volunteers before, during and after the event.

02

### Food + Drinks

We provide light refreshments for Opening Night, typically bubbly, as well as non-alcoholic choices. During the art show, flavored water & coffee are available for guests. We also provide light snacks during the day for the working artists.

03

### Exterior Display Tent

In the past, we have set up an art display tent outside for larger pieces. If we do use a tent for this show, we will place the displayed art inside your home overnight for safety and restock the next day.

04

### Advertising + Marketing

We begin marketing the show to the public five weeks prior to the event using social media, email newsletters, and printed invitations. It is at the discretion of the host to include the address in our social media advertising. On the days of the event, yard sign markers are strategically placed in the neighborhood pointing to the location of the show.

05

### Exclusive "Private Party Room" Access

We offer early online access to all the art, called our Private Party Room. Online access of the art is granted to art patrons who register for the event prior to Opening Night. This usually runs the 4 days prior to the start of the event. You do not need to do anything for this nor does it involve your home.





## WHAT WILL WE OFFER

# Types of Art

01

### Oil Paintings

Oil-based paints produce excellent tones & colors, which differentiate them from other painting materials.

04

### Photography

We strive to have photography as a part of every show. It's the most unique form of art.

02

### Acrylic Paintings

Acrylic paints are water-based and are very popular among artists due to their quick-drying properties.

05

### Large Variety of Sizes

We've had pieces in the past ranging from 3 x 5" all the way up to 48 x 60". Plenty of price points to choose from.

03

### Works on Paper

Many of the works on paper are framed but there are usually plenty of un-framed pieces available.

06

### Framed + Unframed Pieces

Frames are a personal preference for every art collector and we offer both.

## Communication

### Contact Details

✉ [pretentiouscollector@gmail.com](mailto:pretentiouscollector@gmail.com)

☎ Dee Aurandt 706.612.8011

🌐 [ThePretentiousCollector.com](http://ThePretentiousCollector.com)

### Available Hours

📅 M - F 10:00am - 4:00pm ET

### Response Time

🕒 Within 24 hours except weekends





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## ART SHOW

# Timeline

### ART DELIVERY - TUES & WED (10am - 3pm)

Artists deliver their art during designated times, at which time we begin displaying and arranging art throughout the home.

### ART SHOW, DAY 1 - FRIDAY (10am - 4pm)

Volunteer Portfolio Artists are assigned stations throughout the home to assist art patrons with their selections & purchases.

### ART PICKUP - SATURDAY (4pm - 6pm)

Once the show ends, artists will remove their remaining artwork. We pack up everything and your home is returned to normal.

### ESTABLISH SHOW DATES

We will work together to establish the perfect time to host a show based on the homeowner's preferences and TPC availability.

### OPENING NIGHT - THURS (6pm - 8pm)

All the artists are encouraged to attend and this is when individual artist awards are presented. Limited refreshments are served and it is open to the public.

### ART SHOW, DAY 2 - SATURDAY (10am - 4pm)

Volunteer Portfolio Artists are assigned stations throughout the home to assist art patrons with their selections & purchases.





## WHAT WE NEED FROM YOU

# Host Checklist

We are thrilled that you have expressed interest in hosting one of our art events in your home. We simply could not serve the artists and community without you! We can just about make any home work for us but there are a few things we simply cannot do without:

### CHECKLIST

- ☐ Spacious home to display artwork
- ☐ Garage to receive artwork & store excess pieces, if needed
- ☐ Outdoor space to possibly set up tent
- ☐ Reliable internet connection
- ☐ Adequate street/curb-side parking
- ☐ Public access to the neighborhood



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### WHAT ARE YOUR QUESTIONS?

### ANY OTHER QUESTIONS?

### DID YOU FORGET ANYTHING?



# FREQUENTLY *Asked Questions*

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## What will I have to do to my home to prepare for the show?

Typically not much. We usually have around 500 pieces of art and need several different rooms to display all the pieces. You can rope off any areas you want to limit access to. Remove any valuables you feel necessary but we will have at least 5 people present at all times to watch over your property. We have never had an issue with questionable guests or damages. We will need access to your garage (or other covered outdoor area) for artist check-in and possibly storage.

## Do I need to supply anything for the show?

In the past, we have setup the beverage station/bar outside on a patio or deck. If you have a patio set, we will use it for this purpose. If you have a coffee maker, we would like to use it but can furnish one if necessary. We do supply all the snacks, beverages, condiments, cups, napkins & trash bags. We will provide extra trash cans, if needed.

## Is this open to the public or by invitation only?

This event is open to the public. We begin marketing the event five weeks prior to Opening Night, which includes printed/mailed invitations (guest list provided by the artists), email, social media and print media. We have a better turnout when the address is included in all our marketing. If the home owner prefers to limit exposure, we will only provide the address to those who pre-register online and provide us with their contact information.

## What if a piece of art is damaged while in my home?

We have never had a piece of art damaged! It is the sole responsibility of every artist to insure their work. Neither The Pre·ten·tious Collector nor the home owner bare any responsibility for damaged art.





## LET'S GET STARTED!

Now is the time to start planning for our 2022 Fall Art Show. There are many things that have to take place: the artist application process begins, artist selection and notifications sent, website development for the show, invitations printed & mailed, and marketing campaigns need to be developed.

As you can see, a lot needs to be done but we cannot start until we nail down the location and the dates!

ARE YOU IN?

I want to personally thank you for your consideration. The active participation a host plays in one of our shows is vital. This highly anticipated event is one the artists look forward to every year. It gives them a chance to not only form long-lasting friendship with fellow artists but they also have the opportunity to connect one-on-one with the art patrons that collect their art. This is not something that happens in a gallery setting.

Dee Aurandt



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