



Tips for a Successful Painting Event

These suggestions are based on years of experience from volunteers at this event. Many of our newer artists may appreciate these tips to become a more successful artist and enjoy the event more thoroughly.

- 1) Participate fully – this event is meant to accommodate artists of all levels and experience. Take part in all the events you have time for, learn from others and share your experience with others.
- 2) Be present – commit time to meet other artists, volunteers and the visiting public. The most successful artists are present and engaged.
- 3) Midway Art Association and our volunteers are not responsible for selling your work – you are! If you are present, you can meet the visitors and talk up your work as well as the paintings of other artists. Our visitors want to know about you and your work – create a connection!
- 4) If you want to be successful and sell your art, please don't just drop off your work and leave. For maximum success, you should be present when possible and leave your work exhibited until the end of the show. We often sell paintings at the last minute.
- 5) Price your work reasonable and realistically. Remember, MAA only keeps a 20% commission, less than any other event or gallery. Compared to other events or galleries, there is room to be flexible on your prices.
- 6) Framing – the most successful artists as measured by sales use good quality frames. Please do not use plastic frames since they can shatter easily even with normal handling. Investing in good frames can help sell your work.
- 7) If your painting is a gallery wrap, please pre-paint the sides so it is dry and can be handled by our volunteers.
- 8) All paintings must be finished and ready to hang when turned in. Please do not bring incomplete paintings to the event and expect our volunteers to make your painting ready to hang. Be sure the wires and hardware are secure so they don't fall off when put up on the grids.
- 9) Studio work may be dropped off at any time from the opening of the event – please bring it in early and help us avoid a last-minute rush to hang your work.