

address, website, email address, or phone number) in your artist statement. This is at the request of gallery directors, who do not want to encourage direct contact with the artist for the purpose of buying directly. The directors understandably want people to buy the artist's work through them, during the exhibit, so they can receive a commission and the marketing advantages for their businesses.

- . Stay within a half-page (200 to 300 words).

- . Use the first person to discuss your art—what, how, and why you create (e.g., why you engage in collage as an art form, choose this subject, use these techniques and materials, how you would describe your creative process, etc.) Review the artist statements of other artists to determine what elements you wish to have in yours.

A good resource is *Writing the Artist Statement: Revealing the True Spirit of Your Work*, by Ariane Goodwin (www.artist-statement.com or phone 413-659-3307.)

TITLE/ PRICE LIST

The Title/Price List is given by the Midwest Collage Society to gallery directors to have on-site during any MCS group show. The list provides the sizes, titles, prices of all collages, and identifying information about each participating artist.

This information allows the gallery director to contact the artist directly if a piece is sold, or if a potential customer has specific questions. In preparing your Title/Price List, we ask that you :

- . Type on regular white letter paper

- . Use a font size of 10-12

- . In the upper right corner, include your name, address, phone number, email address (This allows the gallery director to find the artist quickly from among the list of exhibitors.)

- . Down the left margin, list each collage, by title, dimensions (16 x 20, 8 x 10, etc.), and the asking price. We also recommend that you briefly list the media used in each work and the platform or support. This gives the gallery director more data to use with interested clients in order to sell your work.