



Professional Art Seminar

DaVinci Artists Gallery

315 W Main St.
Tomball, Texas
Open to the Public.

June 30, 2018 at 1:00 pm

Will cover the difference between Studio, Gallery and Museum Art.
Wiring your paintings. How to price your art.
Joseph Cuccurullo Director

Gallery Wrap Canvas vs Museum Wrap

Gallery Wrap Canvas

Gallery Wrap canvas refers to the method of stretching a canvas so that the image wraps around the edge of the stretcher frame. The canvas is secured to the stretcher Frame (Bars) by staples applied on the back side. This is different than the side stapled method that is often used to stretch canvas that is intended for traditional framing **and is known as studio art**. By wrapping the image around the edge of the stretcher frame you create a presentation that is viewable from the front both sides and the top and bottom. The Gallery Wrap Canvas is designed to be displayed without a frame. This a more modern look with clean edges that gives the impression that it is floating on the wall. Take great care in creating the wrapped edge so that it presents a neat fold and is visually pleasing when view from the side without a frame.

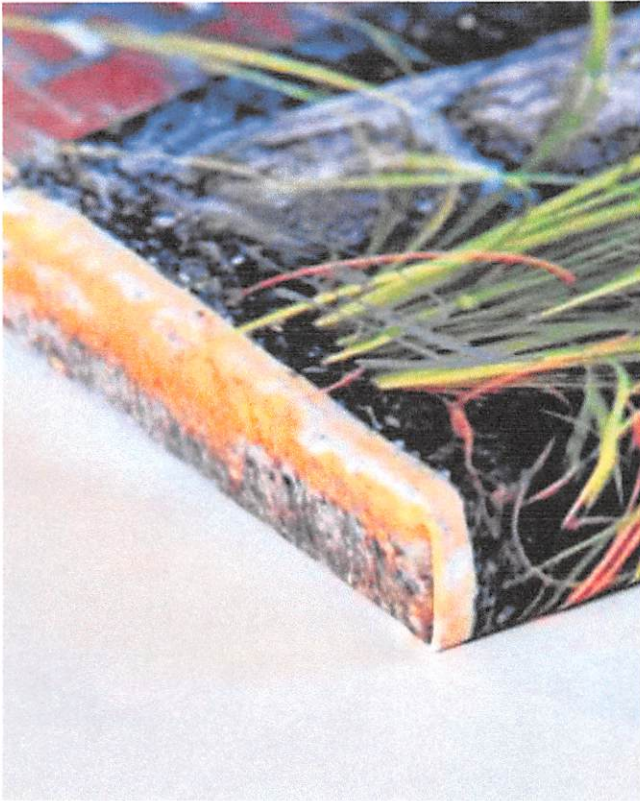
Gallery Wrap 1 1/2”



This is the thick 1.5" Gallery Wrap Canvas. This offers a bolder, thicker look that works well with the frameless presentation of your paintings. All the 1 1/2" stretcher frames are custom made from wood and are of the highest quality.

This is the preferred Wrap for all of the larger sizes but also works well with smaller sizes.

Gallery Wrapped 3/4"



This is the thinner .75" Gallery Wrap Canvas. This offers a frameless presentation with a more economical stretcher frame. The 3/4" stretcher frames are made up from stretcher bars cut to various sizes. Most the larger 3/4" paintings are stretched on custom made stretcher frames.

This is the preferred Wrap for most of the smaller sizes but can also work well with the larger sizes. If you later decide to frame your paintings this would be a much better choice.

Museum Wrap

Museum refers to the method of stretching a canvas so that the image remains on the front surface of the stretcher frame and a solid color wraps around the edge of the stretcher frame. The canvas is secured to the stretcher Frame (Bars) by staples applied on the back side the same as with the Gallery Wrap Canvas. This is the difference between Museum Wrap and Gallery Wrap. By wrapping a solid border around the edge of the stretcher frame you can keep the entire image on the front. This would be the preferred method if you intend to frame your paintings. Most of the open frames are made to accommodate the .75" stretcher frame. This would also be a good method for displaying your photographs when there is no room to wrap the image around the edge of the stretcher without losing an important portion of the photograph.

Joseph Cuccurullo Director DaVinci Artists Gallery

Wire and [D-rings](#) are the best hardware for hanging a picture because they're not only strong, they're easy to install and adjust. There are three types of picture wire. Choosing the right kind depends on how big your picture is.

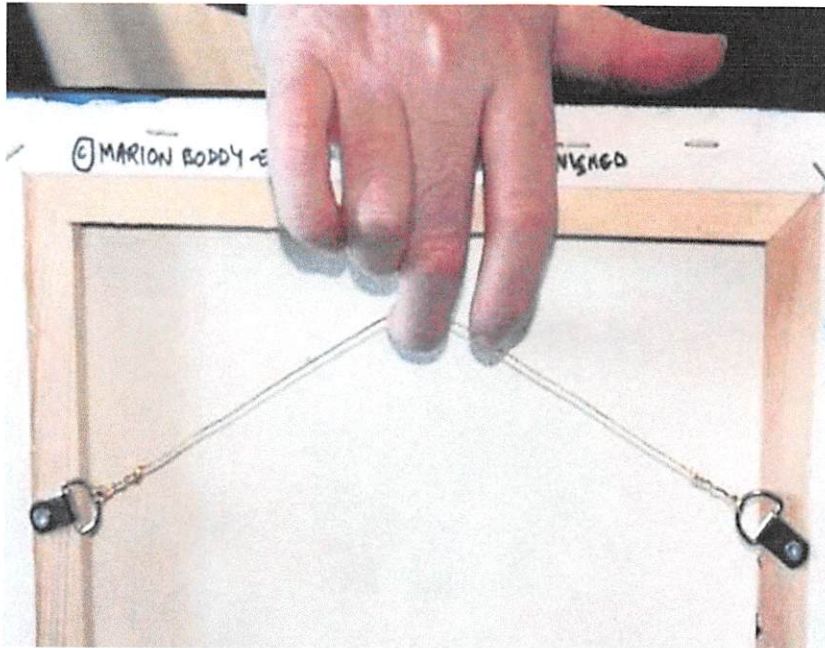
Braided: As the name implies, this is made from strands of galvanized steel that have been braided together. Braided wire is easy to cut and tie. It is sold in a variety of thicknesses. The thicker the wire, the heavier the picture it can support—up to a maximum of 36 pounds.

Stainless steel: Made from strands of steel that have been twisted together under tension, this picture wire is stronger than braided wire but less flexible. It's best for hanging very large, heavy frames up to 100 pounds.

Vinyl-coated: This is stainless steel picture wire with a soft outer layer of vinyl applied. It's gentler on hands and delicate hanging surfaces, but almost as strong as stainless. It can hang pictures up to 60 pounds.

D-rings look a little like a belt buckle attached to a strip of metal with screw holes. They're designed to be mounted flush against the back of the picture frame. The rings themselves face inward to connect the length of picture wire. Like picture wire, D-rings are available in a variety of sizes; the heavier your artwork, the larger the rings.

Gather Your Supplies



Once you've chosen the appropriate picture wire and D-rings, you'll need a few simple tools to hang your artwork:

Mini long-nose pliers

Wire cutters

[Screwdriver](#) (regular or Phillips, depending on screw type)

Ruler or tape measure

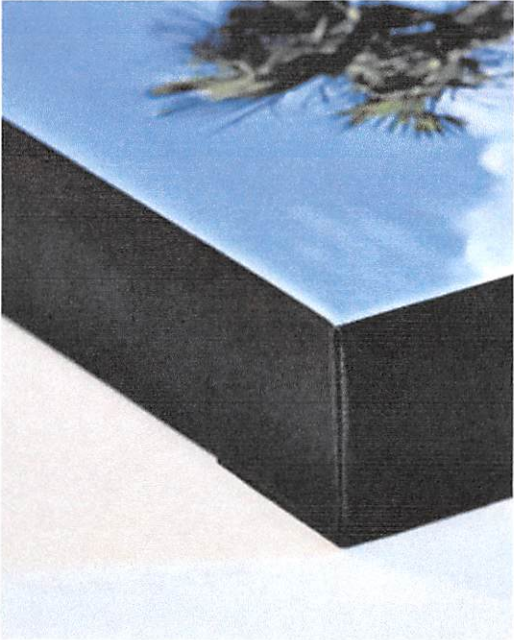
Pencil

Picture hooks for hanging

[Hammer](#)

You may also want to wear safety goggles as an added layer of protection against debris while hammering.

Museum Wrap 1 1/2"



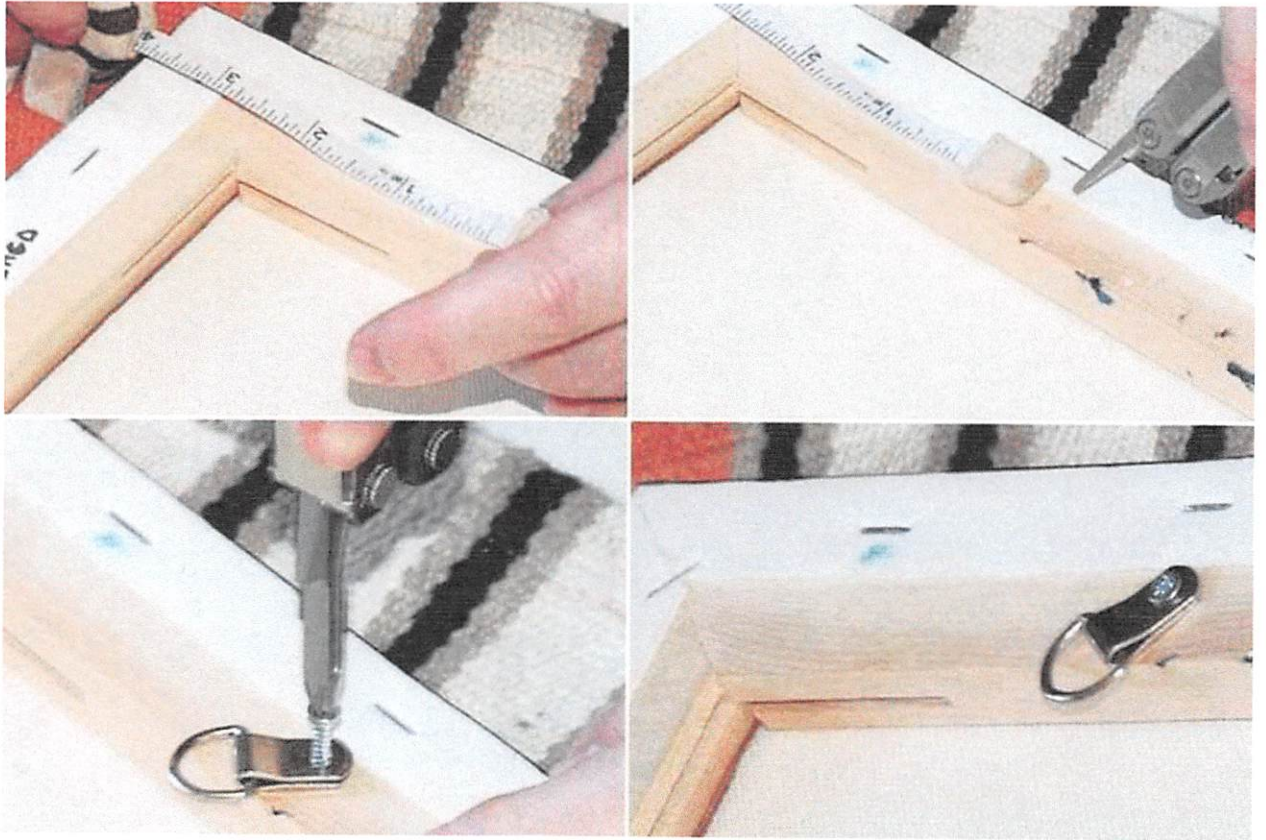
This is the thick 1.5" Museum Wrap. This also offers a bolder, thicker look that works well with the frameless presentation of your paintings. The 1 1/2" stretcher frames are custom made from wood and are of the highest quality.

Museum Wrapped 3/4"



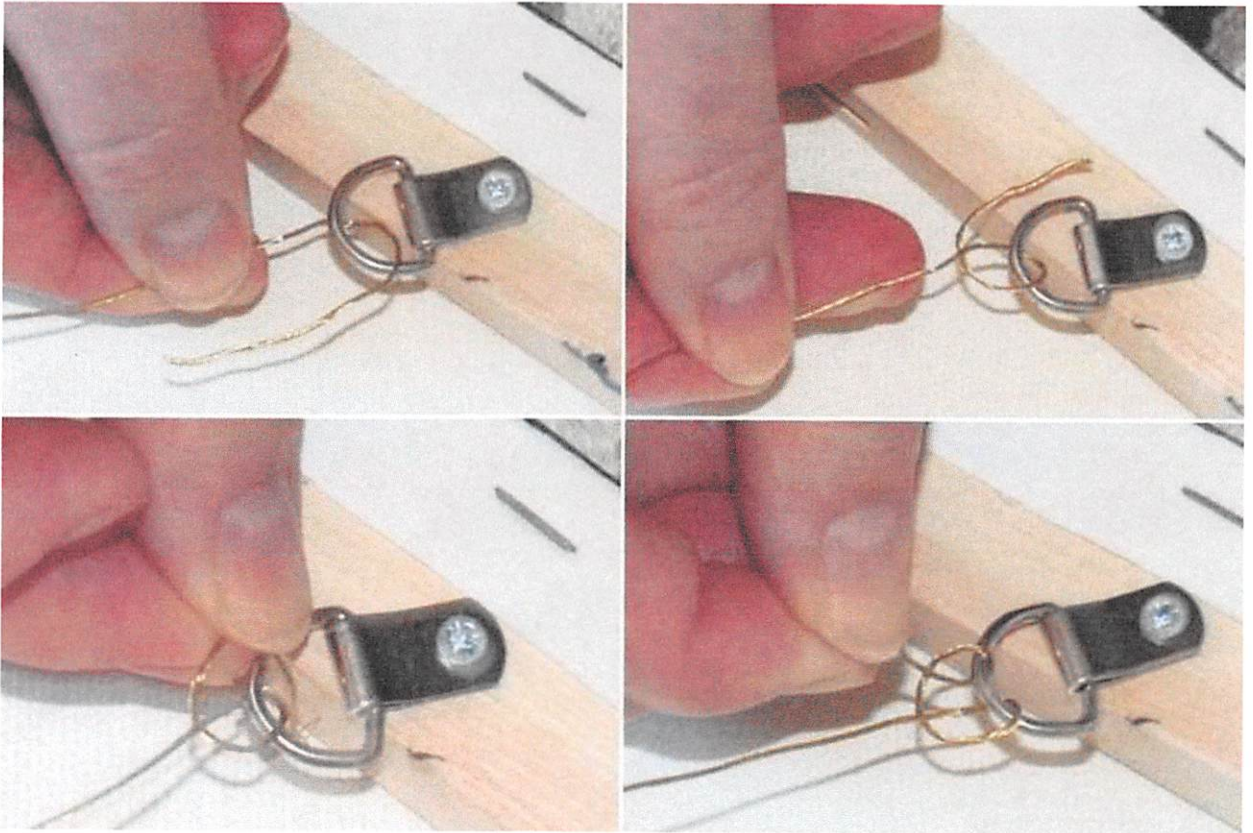
This is the thinner .75" Museum Wrap. This offers a frameless or framed presentation of your paintings with a 3/4" stretcher frame. This would also be the preferred choice if you intend to frame it in a traditional open frame.

Attach the D-Rings



Decide how far from the top you want to position the D-rings. Aim for about a quarter to a third of the way down from the top of the painting. Measure the distance, mark it with a pencil, then repeat on the other side. Angle the D-rings so they're pointing upward at about 45 degrees, but don't screw them in pointing directly toward one another. Be sure you attach the D-rings at the same distance from the top edge. The wire should not show above the top edge of the painting, nor should [the painting](#) lean away from the wall when hung.

Attach the Picture Wire

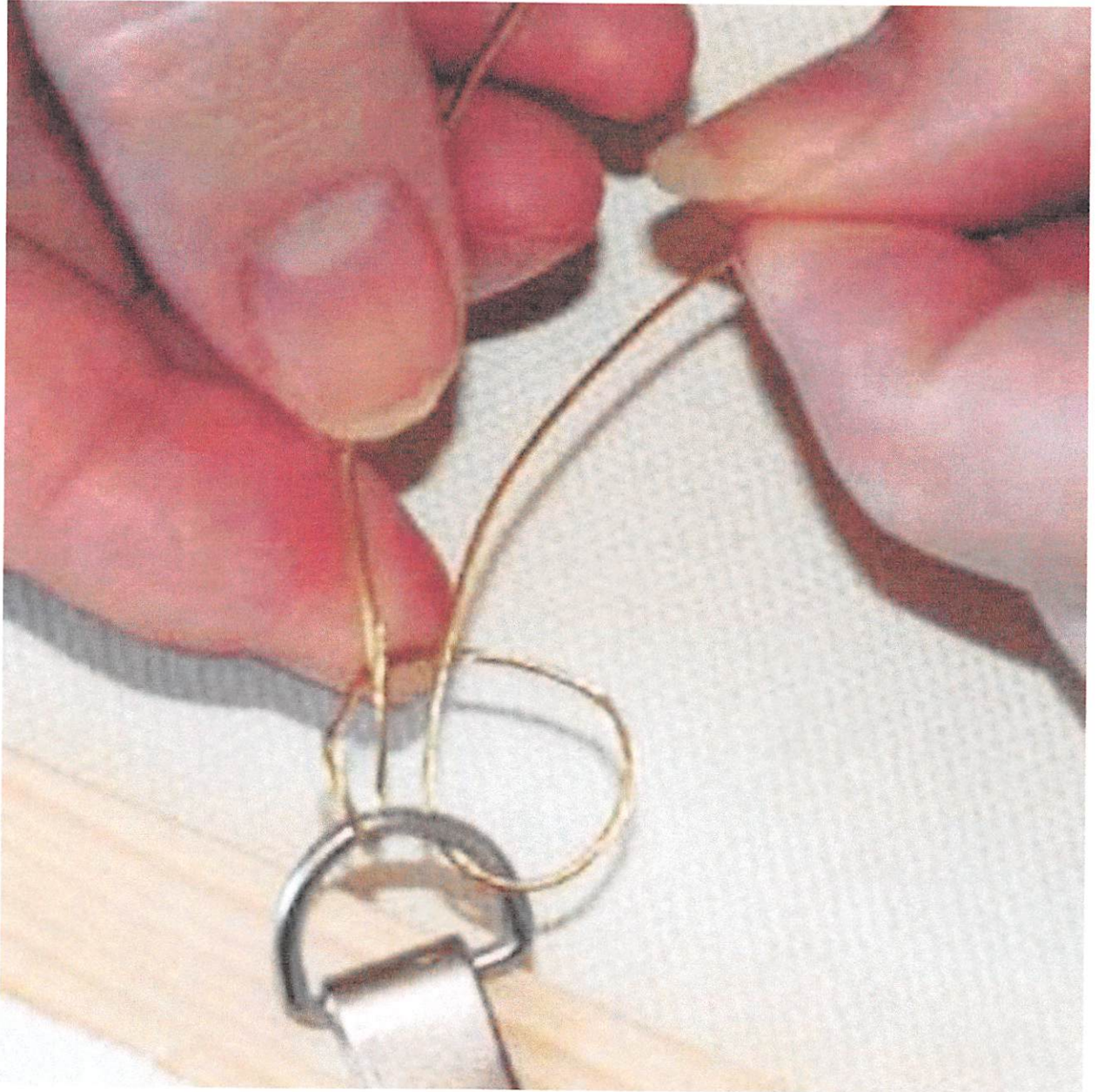


How to tie the knot to hang a picture with wire.

Before you attach your picture wire to the D-rings, you'll need to measure and cut an appropriate length. Begin by measuring a length of picture wire that's double the width of the frame you're hanging. You'll trim the excess when done.

Insert about 5 inches of picture wire through one of the D-rings from below. Once through the D-ring, pull this end underneath the wire that will go across the picture, then put it through the D-ring again from above. Pull the wire up through the loop, and that is the finished knot. Pull slightly taut but do not secure. Next, stretch the picture wire across to the other D-ring, but don't [knot](#) it yet.

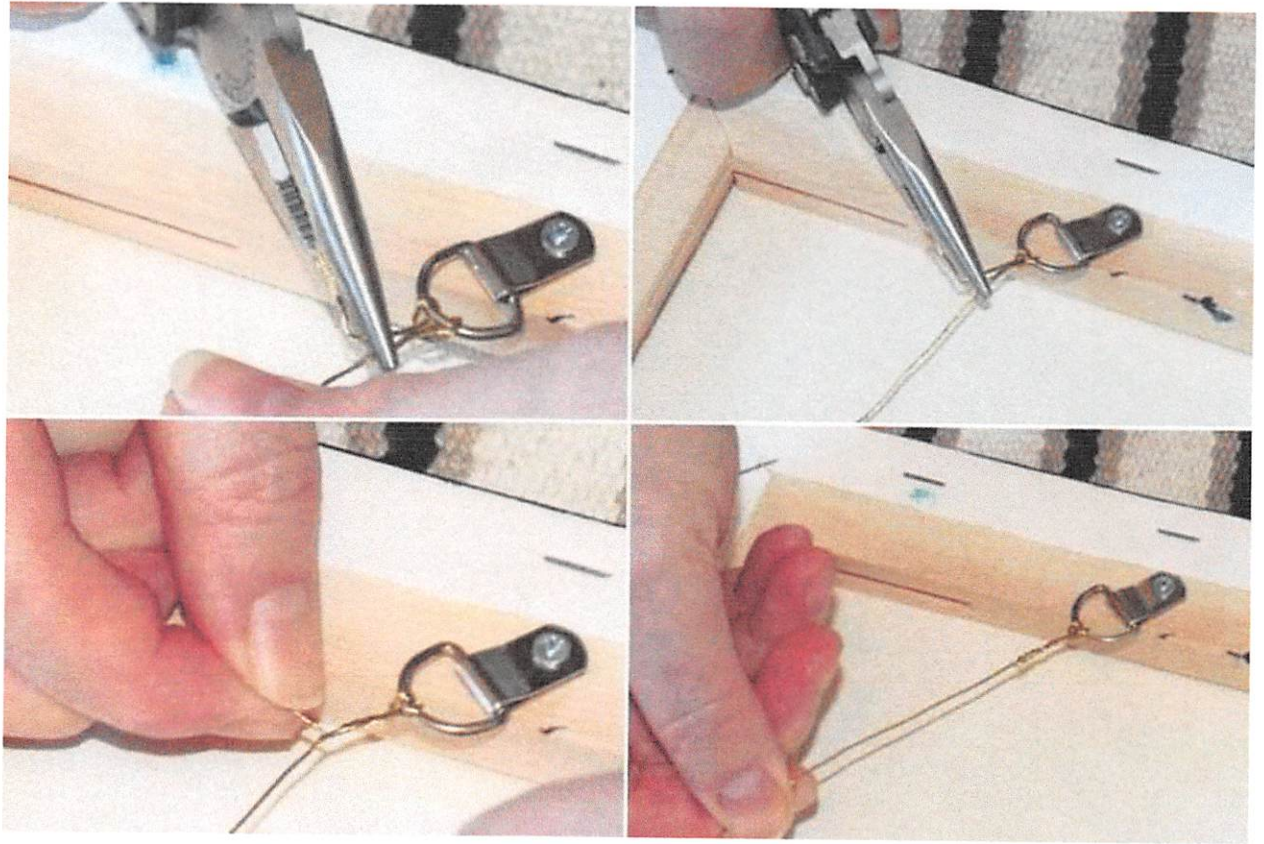
Measure and Cut the Wire



Find the middle of the frame and pull the picture wire up gently until you reach a point about 2 inches from the top. This is where you want your wire to hang once it is mounted on the wall. Measure the picture wire 5 inches through the eyelet and trim.

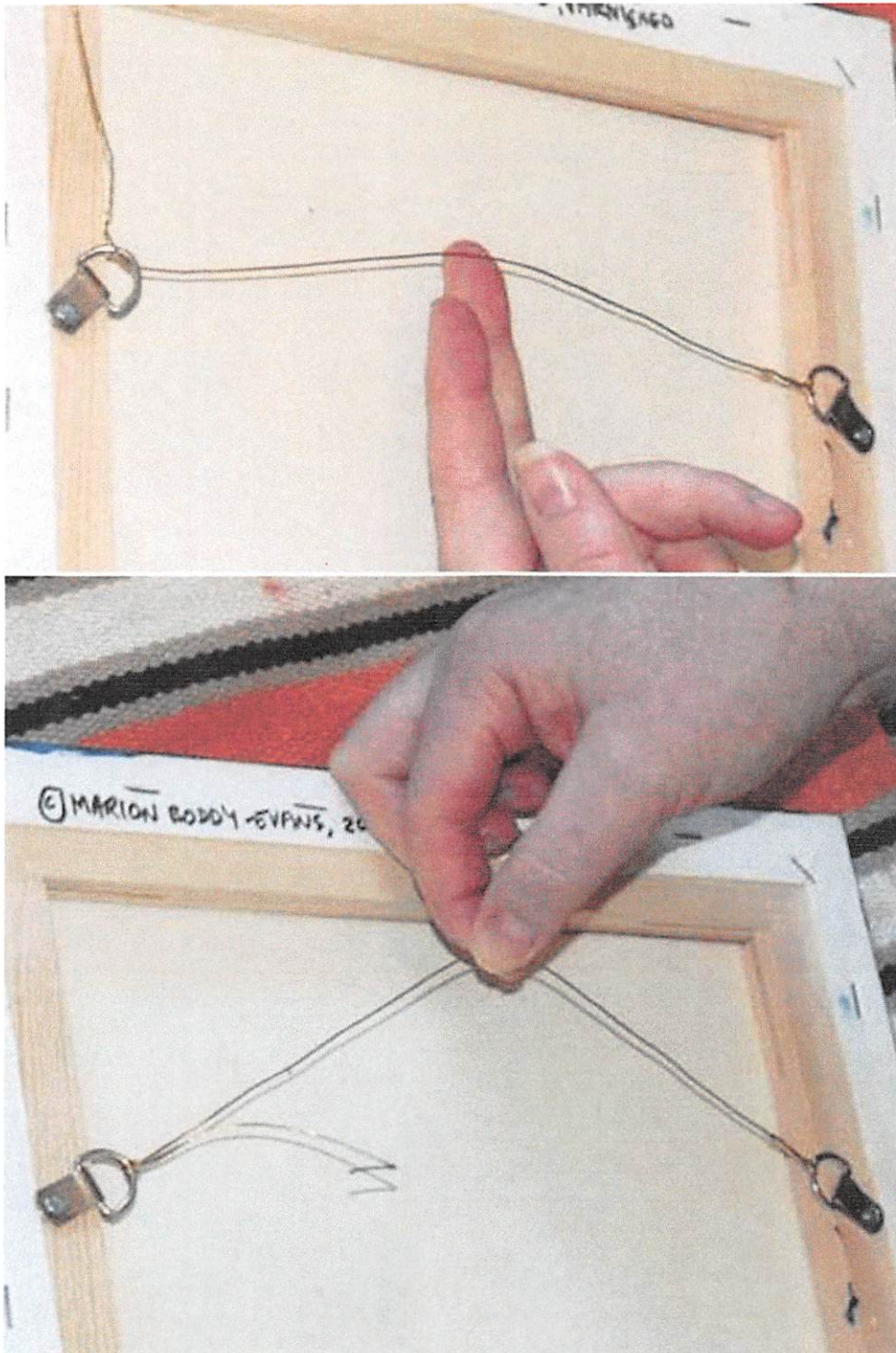
Now repeat the same process of looping and knotting the picture wire to the D-ring that you did on the other side, leaving 5 inches of excess wire. Trim with your wire cutters, being careful not to poke yourself with the sharp metal.

Tighten the Picture Wire Knot



Tightening the picture wire knot is easiest using a pair of pliers. Grip the ends of the wire with the pliers, then pull and the knot will tighten. Cut the short end if needed, then twist it around the other length of wire. Flatten the end with the pliers to ensure that no sharp end of wire is exposed to catch your finger. Repeat the process on the other end.

Hang Your Picture



Once you've knotted the wire, it's a good idea to make sure all of the hanging hardware is attached securely. No matter where you're hanging your artwork—in a group or by itself—you'll need to make sure your picture is securely hanging and level.

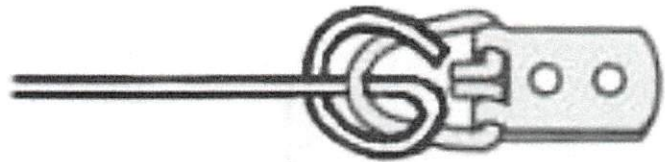
Picture-hanging hooks are available in a variety of sizes, each able to hold a maximum number of pounds. Choose based on how much your framed artwork weighs. Use your tape measure to help pinpoint a spot to mount the picture and mark it with your pencil. Most picture hooks are mounted with nails, so you'll need a hammer.

Once the hook is nailed to the wall, you're ready to hang your picture. Find the middle of the picture wire for reference; this is where you want to hang it. It may take a few attempts to get the wire firmly mounted over the wall hook, so be patient. Once it's hung, use your level to make sure it's hung properly. Congrats! [Your artwork](#) is mounted and ready to be enjoyed.

LARK'S HEAD KNOT

Also called...

Lark's foot, Cow
hitch, Girth hitch,
Ring hitch,
Lanyard hitch,
Bale Sling hitch,
Baggage Tag
Loop, Tag Knot,
Deadeye hitch,
Running eye



Pricing Art by the SQ . Inch

Height x Weight

20" wide x 24" = 480 sq. inch

480 sq inch x .50 value \$240.00 artwork cost

\$240. + \$50. Studio cost \$290.00 _____extra cost ____ total

	SQ Inch		+ \$50.
8" x 8"	= \$32.	-	\$82.
11" x 14"	= \$77.	-	\$127.
20" x 24"	= \$240.	-	\$290.
24" x 48"	= \$576.	-	\$626.
48" x 48"	= \$1152.	-	\$1202.

Pricing Art by the Linear Inch

Height + Weight

20" wide + 24" long = 44 sq. inch

44 Lin. inch x \$5.00 value \$220.00 artwork cost

\$220. + \$50. Studio cost \$270.00 _____extra cost ____ total

Linear Inch + \$50.

8" x 8" = \$80. - \$130.

11" x 14" = \$125. - \$195.

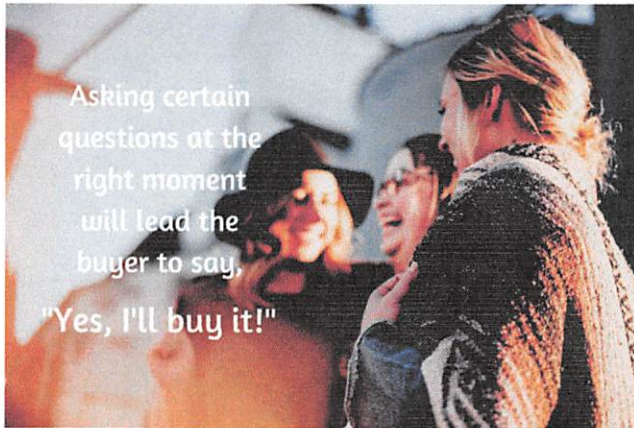
20" x 24" = \$220. - \$270.

24" x 48" = \$360. - \$410.

48" x 48" = \$480. - \$530.

How to Close the Sale with a Potential Art Buyer

January 5, 2018 by [Renee Phillips](#)



Most artists experience selling their art in person to be extremely uncomfortable. They don't know what to say to help the customer make a decision. Unfortunately this leads to many lost art sales. I've been there and I know the feeling when you're lost for words. This article is about how to close the sale with a potential art buyer.

10 Questions that Will Lead to... "I'll Buy It!"

I learned that asking certain questions at the right moment will lead the person to say, "Yes, I'll buy it!" The purpose is to keep the individual engaged in a conversation about your art and resolve any issues they may be having about buying it. Here are 10 questions to ask. I suggest you keep them on hand and adjust them to fit your needs. Also, add your own.

1. Do you have any questions about this work of art or my art in general?
2. Are you visualizing this piece going in a specific location?
3. What aspects about this work of art appeals to you most?
4. Are you considering buying this for yourself or would it be a gift?
5. Would it help you if I delivered the art to your home and help you hang/place it?
6. Do you want to take a picture of it and send it to your (partner/spouse)?
7. Would you like to see pictures of similar works of mine in homes of some buyers?
8. Would you like to see this painting in a different style frame?
9. Did I mention that I offer installment payment plans?
10. What option is most convenient for you to pay — by cash, check or debit/credit card?

To get more comfortable about selling practice your sales conversations with a friend or fellow artist. It will get easier when you anticipate their concerns and be prepared to answer any questions they may have. I wish you many enjoyable art sales in the future.