



A Guide to Art Fair Displays

Suggestions from Integrity Shows, art fair consultants and producers of Detroit area Art Fairs. Integrityshows.com

We have a limited number of tents and mesh panels available to rent at our events only. The above booth belongs to artists Berry Davis & Colette Fortin.

Displays

In the beginning artist hung work on clothes lines, displayed sculpture on the ground and sold their ceramics off of tables. Now shows and audiences expect a much more professional appearance. Often a poor "Booth Shot" is the primary reason for an artist not to be invited to a show. One criteria some jurors use is "Would I want to be next to this booth"? A shabby appearance brings down the perception of your work, while a beautiful presentation increases the value and price.

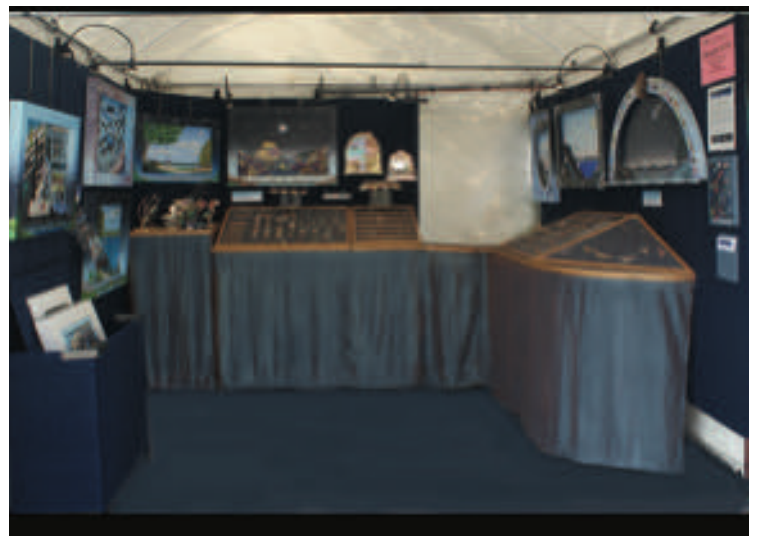
There are four primary types of displays for paintings. Jewelers can choose from display cases or make their own. Sculptors often purchase display stands.

Three Dimensional Art

Tables- A combination of small tables and risers can create an attractive booth if you have the right table covers. A cloth tossed over will look like... a cloth. Fitted covers and skirts or solid decorative panels present a much more finished appearance. Risers help to give your booth a more three dimensional look. Everything at the same level can be less attractive.

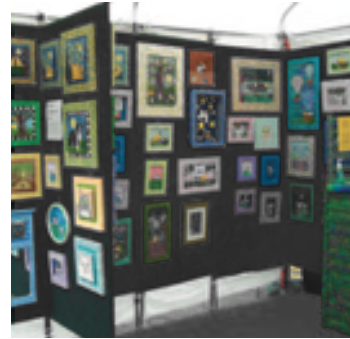
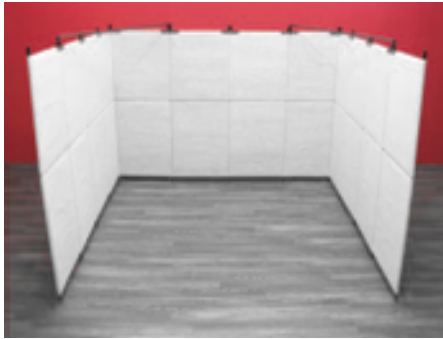
Pedestals- You can make your own, purchase from a store supply shop or purchase pedestals made just for art display. Please note, rarely does work placed directly on the ground look appealing.

Display Cabinets- Jewelry especially looks more valuable when displayed behind glass. Some artists make their own cabinets, others find or modify existing units. A combination of trays, display figures and cabinets can be good if you are showing a variety of price points.

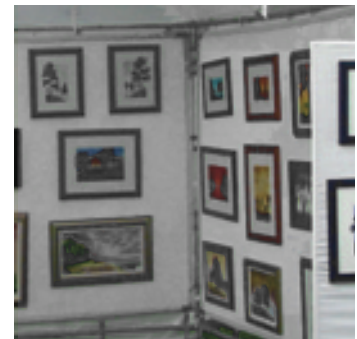
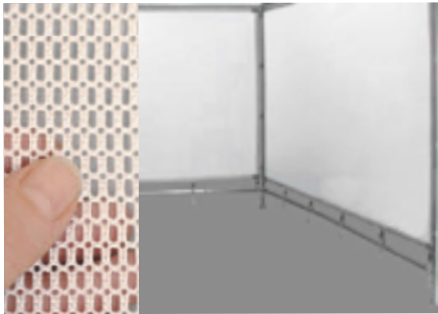


Hanging Work

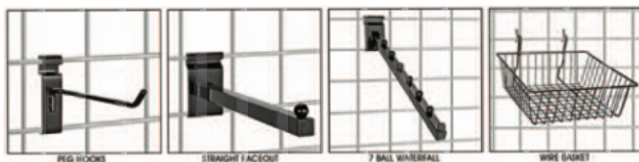
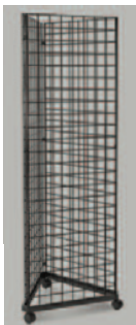
Pro Panels- Framed styrofoam with fabric cover. Light, Flexible, many colors. Originally from www.propanels.com. Now many companies make similar products. Artists can also make their own. Use curtain hooks to go through the fabric covering and hang art. A variety of sizes allows you to form different layouts and you can go shorter or taller to suit your space. They even have smaller panels to fit together and fit in your car.



Mesh Walls- Mesh fabric that hangs from your tent walls (or separate structure). These can handle heavy objects. Art is hung using curtain hooks or S hooks. Heavier items can be supported off of the top frame. These tend to be less flexible as the standard size is 10' wide by 7' tall. Other sizes are available but not flexible. Other sizes are available to make a zig zag, or to leave a doorway open. www.flourishdisplays.com is the company we use for our mesh. They make them in semi transparent white or black with an additional layer of solid cloth to block out the light.



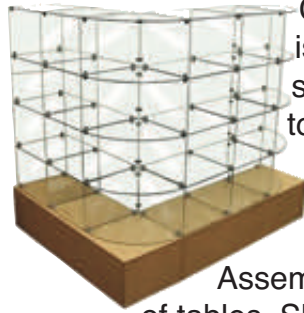
Grid Walls- Industrial grid wall is an easy to find solution. These are available (often used) at store display companies. Available in a variety of colors and sizes they are extremely flexible (though watch your fingers when carrying them). They don't have the attractive finished appearance that the other hanging systems use, but you can get or make custom fitted covers. www.flourishdisplays.com does make covers for grid walls. There are many ways to hang on grid wall.



Do

It Yourself- You can use doors, wood panels and much more to make a custom display. You can also make some of the panels shown above yourself. In the long run the goal is to have an attractive set-up that helps appreciate the value of your art.

Some Jewelry Display Options



Glass Cube- Glass is sold in 1' squares. Connectors sold individually.

Assemble cases on top of tables. Shown below is an 8' display (1' Tall) that would have room for 12-16 items. It would go on a tall skirted table and cost about \$120 plus shipping. (Top View)



Standard Wooden Case- Six Foot Wide. \$275 Each. No need for table.

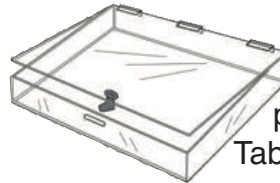


Wooden Table Top Display Case. Each is 2' wide so four would go on a table.

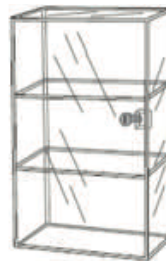
Much quicker to set-up. Each table of four runs about \$230 plus shipping.



Metal version of display case. \$270 for 8' Tables worth.



Acrylic version of display case. \$280 for 8' Tables worth.



Tall Acrylic Cases. \$50-\$100 Each. Could Mix with the Short Acrylic cases to cover a table)



Misc. Fixtures. Run about \$10 each. For 20 items about \$200.

Displaying Sculpture / Pottery



Cake or
Cupcake Stands?



Folding or
break down
shelves



Garden
Shop
Shelves

Light
weight
make it
yourself
shelves



Shelves
made for on
top of tables.



Folding
Pedestals



Collapsable
Pedestals



Nesting
Pedestals



Mug Trees
and Mug
Hangers

