

Preparing an Exhibition presented by Sharon Moore-Foster

By Bob Royer

On a cold winter's night Sharon Moore-Foster came to our club to explain the intricacies of preparing for an exhibition of our work. Sharon is the Program and Development Coordinator for the Alberta division of CARFAC (Canadian Artists' Representation/*Le Front des artistes canadiens*) as well as an artist herself.

Sharon insists that an artist must be prepared to “do the work” that is involved in preparing and setting up an exhibition.

The first step is to choose which images to include. She suggests laying out your work and then sort into categories. Group by subject, mood, point of view, etc. Be very critical, select only your best photographs. Ideally, they will be authentic, transformative photographs. But, the most important part of the project is that you pick images that please you.

Then you have to have a clear intention as to where you want to display your work. This will help to pick a proper venue. Do you want to show in a gallery? Which one? Different galleries prefer to show different genres. CARFAC can help in determining which galleries to approach. Or, you might want to consider a local cafe or bookshop. Opening your own pop up gallery is another idea.

If you are part of a group show then your work must compliment the work of the other artists involved.

Next, the dreaded Artist Statement must be prepared and a different statement is required for each body of work that you show. You will also require a CV in which you list your accomplishments. Including workshops you have attended.

Lastly, you have to be prepared to talk to potential customers and tell the story of your work and how it came to be created.

One thing Sharon didn't mention was that if you are serious about showing and selling your work you may want to consider joining CARFAC <https://www.carfacalberta.com>. They recognize that photographers are artists.