



A celebration of good design for great cities

To: New and Returning Artists in *Preservation is the Art of the City*TM
From: Curatorial Committee, Historic Fort Worth, Inc.
Subject: Guidelines for Selling Your Artwork

Welcome to the 23rd annual *Preservation is the Art of the City*TM art show and sale, presented by Historic Fort Worth, Inc. We are thrilled to have your participation in this beloved event, which celebrates local talent and historic preservation.

At HFW, we believe that great cities support working studio artists. As such, you will retain 65% of the price for each artwork sold. The remaining 35% is considered a charitable gift to Historic Fort Worth, Inc., a 501(c)(3) nonprofit, made by the buyer at the point of purchase.

Your artwork will be exhibited alongside that of other talented local artists—some with representation in galleries and museums, and others with work held in private and corporate collections. The Curatorial Committee is committed to presenting every piece to its best advantage.

Primary Artwork Display:

Each artist is allotted a display space measuring **3 ft. by 6 ft.** including framing. You may include multiple pieces within this space, provided they work together visually and do not appear overcrowded. We hang salon-style and encourage thoughtful curation for maximum impact.

While large-scale work is welcome, please remember that many guests attend with limited wall space or budgets. Smaller, well-framed pieces often perform very well. The Curatorial Committee reserves the right to edit displays for cohesion and spacing.

Preservation Category: *Stories from the City*

Artists may submit **one additional piece** for this optional category. This work will be accompanied by a **short narrative** (submitted by you) explaining its **connection to the theme of preservation**. Any subject or style—abstract, representational, etc.—is welcome, as long as your **statement reflects its relevance to preservation**.

This section is always a favorite among guests. Patrons spend extra time engaging with both the artwork and artist commentary, and these pieces tend to sell well.

Framing Guidelines:

You don't need to invest heavily in framing, but do ensure your presentation is clean and enhances the appeal of your work. Quality framing significantly improves sales potential.

Avoid overly bulky or fragile frames. Gallery-wrapped canvases are acceptable, but edges must be clean and neatly finished. Please do **not use sawtooth hangers**—they are difficult to work with and are discouraged for both gallery staff and buyers.

Pricing Notes:

Patrons are seeking value, **so price your work with care**. Do not undervalue your art but remain mindful of market realities.

The minimum sale price for any artwork is **\$125**. This includes the artist's 65% share (\$81.25) and a 35% charitable contribution to HFW (\$43.75).

We look forward to another outstanding exhibition and appreciate your contribution to this unique Fort Worth tradition. Thank you for helping us celebrate art and preservation in our city.

For questions:

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