

HEMLOCK STUDIO GALLERY



CALCULATING YOUR MEMBERSHIP TIER

Over many years we have been accustomed to purchasing things by quantity, be it by the pound at the deli, by the yard at Joanne Fabrics or Michael's, or by the acre when buying land.

Previously, rental space at Hemlock Studio Gallery was calculated by the linear foot...along a wall or on the metal grids. Beginning in January 2025, display space in the gallery will be calculated by the square foot. Because we have integrated the artwork when we reconfigured the gallery in November, your monthly artist's membership fee will be calculated using an accumulated square footage (ASF) formula within three broad tiers.

To "convert," if you will, the artwork you currently have on display from our previous linear foot model to the accumulated square footage (ASF) model, the gallery committee measured the artwork you had on display as of December 6th and listed those. The ASF formula will be used to establish your initial membership tier.

Here's a scenario for how the monthly membership fee for an artist named Rosie*who has several pieces on display was calculated:

Sample Accumulated Square Footage Calculation for Rosie*			
Quantity	Dimensions	Number of Square Inches	Square Footage (Divide Sq in by 144)
1	18 x 18	324	2.25
2	11 x 14	154 x 2 = 308	2.14
1	8 x 11	88	.60
2	6 x 6	36 x 2 = 72	.50
2	16 x 20	320 x 2 = 640	4.44
1	6 x 8	48	.33
Total Sq. Ft.			10.26

*Rosie is one of our dogs who makes and sells framed paw prints!

Using the calculation above, Rosie currently has approximately 10.26 sq. ft. of artwork on display. Looking at the tiered membership table, Rosie would be a Tier II artist. Her monthly membership would be \$55. Also, if she wishes, she can bring in the equivalent of another 4.74 sq. ft. of additional pieces for display and still stay within her Tier.

What if I have 3-D artwork such as pottery or glass?

Here's another scenario where Pippi** (the potter) has several clay pieces on display; she has a combination of teabag holders, bowls, mugs, etc. They are on two 36" shelves. Here's the calculation for Pippi's work:

Sample Accumulated Square Footage Calculation for Pippi**			
Quantity	Dimensions	Number of Square Inches	Square Footage (Divide Sq in by 144)
2 shelves	36 x 12	432 x 2 = 864	6.0
Total Sq. Ft.			6.0

**Pippi is another of our dogs who makes and sells pottery!

Using the calculation above, Pippi currently has 6.0 sq. ft. of artwork on display. Consulting the tiered membership table, Pippi would be a Tier I artist. Her monthly membership would be \$35. Also, she can bring in the equivalent of another 1.0 sq. ft. of additional pieces for display and still remain within her Tier.

What if I have a combination of wall-displayed artwork and 3-D pieces?

Here's another scenario where Marvin has a combination of watercolors displayed on the wall, but also has wooden carvings displayed on the windowsill:

Sample Accumulated Square Footage Calculation Marvin			
Quantity	Dimensions	Number of Square Inches	Square Footage (Divide Sq in by 144)
2	11 x 14	154 x 2 = 308	2.14
1	8 x 11	88	.60
Windowsill	6 x 20	120	.83
Total Sq. Ft.			3.57

Using the calculation above, Marvin currently has 3.57 sq. ft. of artwork on display. Consulting the tiered membership table, Marvin would be a Tier I artist. His monthly membership would be \$35. Also, he can bring in the equivalent of another 3.43 sq. ft. of additional pieces for display and remain within his Tier.

Tier Adjustments

The attached statement details the membership tier for each artist, based upon the number of items on display as of early December. If, after reviewing, you decide that you would like to increase or decrease the amount of display space for your artwork, a new, mutually agreeable statement will be developed. That will be your membership tier until the gallery is reconfigured (for April, August, or November). There are too many artists and too many pieces of artwork to adjust in between.

Changing Tiers

The gallery committee will reconfigure the gallery three times each year (April – August – November). These will be the times when artists can decide whether they wish to increase or decrease their display space. At the request of the artist, we will re-calculate the accumulated square footage (ASF) and adjust the tier membership, if necessary.