DIY Gallery: A Deeper Look Inside the 365 Artists 365 Days Project
PRESENTERS: FRANK JUAREZ & ELYSE LUCAS
365ARTISTS365DAYS.COM

NATIONAL ART EDUCATION ASSOCIATION
NEW YORK
The intent of the 365 Artists 365 Days Project was to introduce our readers to contemporary artists from across the globe. We had such a fabulous 1st year (2014) that we decided to extend the project for another year. The project ended in 2015, but a trend started to appear by adding an art educational component to it. Not knowing what the future would bring and how educators would respond was quite exciting.

- Frank Juarez
art educator & founder
What is the 365 Artists 365 Days Project?
365 Artists 365 Days is a year long project, which was launched on January 1, 2014 by the Frank Juarez Gallery (Sheboygan) and Greymatter Gallery (Milwaukee).

What started as a way to spotlight contemporary artists daily from across the country attracted the attention of artists from across the globe living and working in Australia, Canada, Germany, Israel, Lithuania, Malaysia, Scotland, Serbia, Singapore, Slovenia, and the United Kingdom.

The project ended in 2015.

To date it featured over 650+ artists from across the globe.
Facts & Figures

as of February 14, 2017

1044 Followers via Email

2490+ Followers on Facebook
(facebook.com/365artists365days)

282,642 visits at 365artists365days.com

 Artists from across the country, Australia, Canada, Germany, Israel, Lithuania, Malaysia, Scotland, Serbia, Singapore, Slovenia, England, and the United Kingdom.
Caity Fares – Berkeley, California
Posted on March 26, 2016 by 365Artists365Days

Briefly describe the work you do.

My practice is rooted in photography and I am especially drawn towards utilizing analog film and handmade cameras to create imagined landscapes. Timeless aesthetics such as horizon lines, skylines, and mountains inspire me, and I often make images that question what it means to look into the distance. Using color to physically manipulate analog film, working with multiple exposures and/or light leaks, and building imperfect cameras out of discarded materials allows me to collaborate with light and space to create new kinds of landscape photographs. In graduate school I was building crude pinhole cameras out of mannequin heads as a metaphorical study of sight, and I enjoy the idea that the camera itself can be a conceptual player in the reception of an image.

Tell us about your background and how that has had an influence on your work and on you as an artist.

Some of the greatest moments in my childhood were spent driving cross-country with my family. I was small and couldn’t always see out of the window, and many of my memories were marked by snippets of mountaintops and endless squares of sky. These pieces of the environment have their own strange and wonderful minimal aesthetic, and remind me of how complex and unique each part of our world really is. Furthermore, I attended Catholic school from kindergarten to my senior year of high school, and I know that this chunk of time lent a sort of existential spirituality to my way of working. I remember thinking as a yet amazing mystery of being real and alive, and knowing that I
STUDIOS FROM ACROSS THE GLOBE

All images copyright of the artist and used with permission.
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<tr>
<th>Artist</th>
<th>Location</th>
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<td>timabelart.com</td>
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<td>lisaalbinger.com</td>
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<td>dd3studio.com</td>
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<td>melissadornrichards.com</td>
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<td>Xia Zhang</td>
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<td>scottzieglerceramics.com</td>
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The A-ha Moment
Design It Yourself Gallery

Design your own art exhibition in your own imaginary gallery. The artwork and gallery space must work together to invoke a common theme. Students may select any contemporary art pieces from the list of contemporary artists on Frank Juarez “365 Artists in 365 days” website. Students may design any space that the artwork will be hung. Student will create a 3D and digital model of their gallery space as well as an exhibition guide showcasing their selected artwork and describing their theme. Student will then present their ideas to professional curator Kate Mothes. Student will gain a greater understanding of contemporary art, art appreciation, art criticism, and the value to art in a community.
Task 1: Research

Visit Frank Juarez’s website “365artists365days.com”

“Download 2014/5 Artist Database”

Explore all sorts of artists, themes and mediums until you find one you appreciate/find aesthetic connection to.

Collect 8-12 pieces for your show and print thumbnail picture of each piece.

Record artists of interest on research chart
**Research Chart**

**Design It Yourself Art Gallery: Research**

**Directions:** Visit Frank Juarez’s website "365artists365days.com." Click on the “Artist Database” link at the top and then “Download 2014/5 Artist Database” link. You can choose to look up an artist based on their medium (materials they used to make art) or theme/category they fall under. Visit the artist’s website, find images of their work, read about their intent/process. If you like an artist or think it works with a theme, add information to the chart below. Explore all sorts of artists, themes and mediums until you find one you appreciate/find aesthetic connection to. Collect **8-12** pieces for your show and print thumbnail picture of each piece.

<table>
<thead>
<tr>
<th>Artist Name/Website</th>
<th>Medium &amp; Size</th>
<th>Title of Artwork</th>
<th>Theme/Message (what piece is about)</th>
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Mission Statement
The Abstract Perspectives exhibition was curated by students in the Appleton Career Academy in order to provide them with a greater understanding of contemporary art, art appreciation, art criticism, and the value of art in the community. This exhibition is a cross section of midwest artists all with their own unique abstracted perspectives on the world. As the pieces become more abstracted, the viewer will experience a narrative told through works inspired by recognizable imagery, thought, and emotions.
Task 2: Exhibition Guide

Create your own exhibition guide for your art show.

Exhibition guide should walk your viewers through your art show and explain your theme/message of the show.

Include digital model of gallery to show layout of your gallery.

Students may use Indesign or Publisher to create their 2-3 page guidebook.
About the Gallery

With the guidance of Frank Juarez, Bob Jagemann, and Elyse Lucas, this gallery was designed and curated by Appleton Career Academy students. The students were tasked with researching a selection of artists from the 365 Artists 365 Days project, creating a name and logo for the gallery, constructing a mission statement, designing the layout of the gallery space, selecting the art pieces featured in the show, installing the pieces, producing this exhibition guide, and hosting the opening.

Abstract Perspectives is meant to be a physical experience through the mind. Recognizable shapes and figures pave the way for the first section of the exhibit. As we enter the second section, the artwork provokes thought. When we move further into the exhibit, we dive deeper into the mind. Our final section represents the most complex and intriguing part of us: our emotions. Abstract pieces filled with wild colors and unrecognizable shapes show how interesting it can be to turn how we feel into a visual piece.

Global Arts Gallery
702 York St.
Manitowoc, WI 54220

Thank you for coming!

February 11 - 25, 2017

The Abstract Perspectives exhibition was curated by students in the Appleton Career Academy in order to provide them with a greater understanding of contemporary art, art appreciation, art criticism, and the value of art in the community. This exhibition is a cross section of Midwest artists all with their own unique abstracted perspectives on the world. As the pieces become more abstracted, the viewer will experience a narrative told through works inspired by recognizable imagery, thought, and emotions.
**Featured Artists**

- **Daniel Fleming**
  Pieces are inspired by historic events and challenge viewers to confront their perspectives on art and gain a better understanding of our complex world.

- **Erica Huntzinger**
  Paintings are influenced and inspired by the relationships people have along with the intricacies and abstractions of feelings and thoughts.

- **Julie Jilek**
  A realism artist that incorporates Wisconsin nature and abstraction into her works of art.

- **Tonia Klein**
  Vibrant screen prints are influenced by fairy tales, mythology, and personal stories that represent the social and political spheres of women.

- **Melissa Dorn Richards**
  Colorful pieces are inspired by imagination and objects found in our every day life that are often overlooked.

- **Sara Risley**
  Digital artist and painter influenced by emotions and abnormality within humans and nature. Pieces are known for being complex and lack easy answers.

- **Sara Willadsen**
  Mixed media artist who makes pictures that satisfy her curiosity in aesthetics and found materials.

- **Special Installation by Ruddy Rotter**

**Featured Pieces**

- **Daniel Fleming**
  - **The Coup**
    mixed media on canvas, 48x60”
  - **Oasis. Or Paradise.**
    mixed media on canvas, 48x60”

- **Erica Huntzinger**
  - **Stable**
    acrylic on Tyvek, 30x37”

- **Julie Jilek**
  - **Thornbird**
    charcoal on paper, 22x30” 2016
  - **Elena**
    ink + charcoal on paper, 22x30” 2016

- **Tonia Klein**
  - **Cassandra, Melissa, & Penelope**
    screen prints, all 16.25x20”
  - **Predator Strength**
    vinyl on Plexiglas, 20x10”

- **Melissa Dorn Richards**
  - **Birch V**
    oil on canvas, 48x36” 2014
  - **Piece IV**
    oil on canvas, 12x12” 2015
  - **Birch VI**
    oil on canvas, 36x36” 2014

- **Sara Risley**
  - **Disturbances in the Field**
    photography based, 20x32” 2015
  - **Aurora’s Song**
    photography based, 20x20” 2015

- **Sara Willadsen**
  - **Snare 2**
    mixed media on panel, 16x13”
  - **Scheme 3**
    mixed media on panel, 11x25.75” 2015
  - **Scheme 4**
    mixed media on panel, 23.75x23.75” 2015
Task 3: Models

Design a model of your gallery space that help articulates your gallery’s mission statement and showcases the selected artwork.

3D maquette made of foamboard with thumbnail images to scale

Consider narrative the works tell sequentially
Installation Day at Global Arts Gallery

Robert Jagemann, owner of the Global Arts Gallery has donated his gallery space to this project.

The space is an old warehouse 105ft x 45ft with lofted ceilings.

Flexible layout with modular walls and hanging system.

Exhibition dates:
“The thing that I learned most about today and hanging up all of the artwork was the extreme amount of care, respect, and dedication that goes into curating and setting up a gallery. Helping with the hanging and documentation process taught me how important it is to account for all previous damages to the artwork and to have that documented in order to have a good relationship with the featured artists. I am most excited to see the members of the art community come in and see all of the hard work that we put into the entire gallery. I am also really excited to talk about art and chat with people about the thought process of the gallery as well as the ACA and this class.”

-Caroline Allaback (senior ACA)
Day of the Reception
This exhibition is curated by Appleton Career Academy (ACA) high school art students. After researching a selection of artists from the 365 Artists 365 Days Project, the art students organized their own exhibit with a mission statement, exhibition guide, maquette of gallery, and installation of the selected artworks.

The invitational exhibition’s opening will be hosted by Global Arts Gallery on February 11th from 1pm - 4pm at the Global Arts Gallery, 702 York St., Manitowoc, WI 54220.

Abstract Perspectives Exhibition runs from January 30 to February 25, 2017
The 365 Artists 365 Days Project is a collaborative project by the Frank Juarez Gallery and Greymatter Gallery.

DIY Gallery concepted by Elyse Lucas, Appleton art teacher.
DIY Gallery: A Deeper Look into the 365 Artists 365 Days Project

A How To Guide to Organizing Your Very Own Art Exhibition

Frank Juarez
Elyse Lucas
Abstract Perspectives Exhibition – Video.

Running time: 2:25

Link: https://vimeo.com/205815679
To download this PowerPoint & handouts visit frankjuarezpresentations.com