

MAIN GALLERY DISPLAY POLICY REGARDING DIGITALLY REPRODUCED PRINTS.

A distinction is made between digital art and digital reproduction print.

digital art: digitally produced images whose creative intent is the direct result of manipulation of computer files to create an image for presentation, (e.g. an archivally printed, editioned digital rendering of a photograph, a photographic montage, or any digitally manipulated image).

digital reproduction print: an archival ink jet print that is a direct copy through any of various means (scanning, photographing) of an art image (pastel, watercolor, painting, etc. whose original generation was not digital) that is then reprinted in quantity as a reproduction copy.

Both digital art prints and digital reproduction prints can be printed as multiples, and may be limited to editions of some determined number by the artist or production agent.

MAIN GALLERY RULES FOR DISPLAY OF DIGITALLY REPRODUCED PRINTS.

- Digital reproduction prints will be displayed in the gallery in a separate bin and the bin will be labeled so as not to confuse our customers, who may not as easily delineate between fine art original works, editioned or unique, and the digital reproduction copies.
- All digital reproduction prints must be individually labeled as such.
- A certificate of authenticity must accompany each copy. Each copy is to be numbered as part of an edition.
- The artist must use archival methods, and document the process/equipment by which the print was produced.
- The gallery staffer will help to educate any customer purchasing a reproduction digital print so that they understand it is not a fine art original.
- Digital reproduction prints are not to be displayed framed on gallery walls.