

## STATEMENT ON PRINT ETHICS

In recent years there has been a phenomenal growth of interest in making and collecting original prints. The print has gained recognition as a major art form and significant amounts of money are frequently exchanged in sales of prints. In more recent years the public has been assailed by numerous promotional campaigns offering photographic reproductions in such a way as to lead the prospective purchaser to believe he is dealing with bona-fide original prints, when, in fact, he is not. We, the members of the Southeastern Graphics Council feel that it is imperative that a concerted effort at clarification be exerted.

We take no issue with the making or marketing of photo-mechanical reproductions of paintings or drawings. We do, however, feel that the business of surrounding these works with the terminology of original prints is deliberately disguised to mislead the novice collector of original prints. Such terms as "limited edition prints", "collector items", "investment value" and "artist's proof" are being used and misused with great frequency and in what can only be considered an outright conspiracy to defraud the collector who has learned enough about prints to realize the value of original prints but cannot readily distinguish between the various processes.

We offer the following guidelines in determining what is and is not an original print :

- 1) the artist alone has made the image in or upon the plate, stone, wood block, or other matrix for the purpose of creating a work of graphic art.
- 2) the finished print is approved by the artist. This approval is indicated by his s penciled signature.
- 3) Photomechanical reproductions of prints, paintings, or drawings should not be considered or sold as original prints.

The members of the Southeastern Graphics Council have adopted these guidelines and pledge to adhere to them as a matter of professional ethics, and urge that all museums, art schools, art galleries and print collectors aid us in maintaining this standard of definition.