

1. All work shown in the Art Center must be fine art and not craft, photography or digital art. It must be the original creation of the artist member, not purchased for resale, infringe upon an existing copyright or violate any copyright law.
2. All work accepted for display must be fully signed in and later signed out using the Art Center's procedure for documentation. Works under glass rather than plexiglass should be specially labeled as such, so that extra care will be taken if they are shipped.
3. The Art Center shall not be held responsible for loss of or damage to any work of art while in its possession. Care will be exercised to try to ensure the safety of the artwork while it is in the possession of the Art Center.
4. All work must be for sale. NOT FOR SALE works are not acceptable.
5. Each artist is restricted to a maximum of 4 original works either 2D or 3D, displayed in the Art Center gallery at any given time, unless the Board elects to raise the number of maximum pieces allotted, which it may choose to do periodically throughout the year. All works must be in a medium for which the artist has been juried in.
  - a. An exception to the 4-original works maximum shall be made for the case of small works, wherein 2 small works shall count as only 1 of the artist's allotted works. The maximum size for a small works piece is 18 united inches, including the exterior dimension of the frame.
  - b. Unframed original 2D works are displayed for sale in bins, once the artist has sold an original. Unframed original works may be displayed for sale only if the artist has at least one framed work hung on the wall.
6. SIZE LIMITATIONS AND SHIPPING: Maximum size of two-dimensional work must not exceed 30" x 40", including the outside measurements of the frame. Maximum size of three-dimensional work must not exceed 70" total of the two longest faces. This is due in part to shipping restrictions as well as in the interest fairness to all Art Center members. Framed paintings with glass are SHIPPED AT THE RISK OF THE ARTIST. Damages not covered by insurance are the artist's responsibility.
7. Sets, diptychs, and triptychs shall only be accepted into the Art Center as 1 work if they are strictly designed to be displayed and sold as a single work of art, no piece of which may be purchased individually. If accepted as a single work then the combined size of all pieces must not exceed the maximum size limitations. However, if the pieces may be purchased individually, regardless of how they are displayed, then each piece shall count as 1 work.

8. All two-dimensional work submitted for hanging must be attractively framed and sturdily wired using screw eyes or mirror hangers and picture wire for hanging. The following will NOT BE ACCEPTED: damaged or dirty frames or mats, saw tooth or other unstable hangers, inadequate wire, or framing canvas with tape. Works on paper must have matting or spacers to separate it from glass or plexiglass. Oil or acrylic paintings must be on canvas, hardwood panels or masonite. Canvas-covered cardboard is not accepted, but clay board and other specialty archival supports are permitted. Paintings must be COMPLETELY dry. Gallery Wrap canvases and hardwood panels are acceptable with the following conditions: canvas or hardwood panels must have sides at least 7/8 inch in depth and sides must be covered with paint in such a way the artist chooses.
9. All three-dimensional work submitted for pedestal display must be sturdy, have a complementary support stand when deemed necessary or appropriate, and be free of dirt and damage.
10. Works on paper are accepted for the bins, both originals and high-quality archival reproductions. All bin work must be approved by the Art Center before being placed in the bins. All bin reproductions must be matted and protected by the same size clear print bag or shrink-wrap. Original works for bins should be matted when appropriate for the medium but must be in the appropriate size cello bag. A framed original must be on display in the gallery in order to have unframed original works in the bin. Original works in bins will not count against the limit of 4 original works. The following will not be accepted: other forms of plastic wrapping or taping, cardboard, dirty or damaged work. All works must carry clear identification of the artist and title and be identified as either an original or reproduction. (*See Guidelines and Rules for Reproductions below for more information*)
11. All accepted work must remain in the Art Center for a minimum of 30 days but shall not remain for a period greater than 1 year. Artists are responsible for dusting and cleaning their own work, including bin pieces. Work that becomes unsuitable for display will be removed and held upstairs for pickup or remedy. Artists should regularly check that with gallery staff and address any issues with work that has been removed from display.
12. Artists are encouraged to bring in work that has been completed in the last 2 years, which has not previously hung in the Art Center Gallery. Older work will be hung at the discretion of the Art Center. All work must be checked in at the Art Center desk and approved before being displayed in the gallery. Artists must not hang or display their own work at any time. The Art Center has the right to refuse any artwork submitted for exhibition.

13. Space allocation: If at all possible, three works from each artist will hang in the downstairs gallery and a fourth one upstairs. As needs dictate, others will be hung at the discretion of the Art Center. Whenever possible, an artist's sold work is replaced by other work of that artist. Framed reproductions are accepted on a limited basis to be hung upstairs in a designated location. In order to have prints exhibited, an artist must have sold an original work in the gallery and continue to display their original works along with prints.

~ EXCEPTIONS TO GALLERY RULES MAY BE APPROVED BY THE BOARD OF DIRECTORS ON A CASE-BY-CASE BASIS ~

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## GUIDELINES AND RULES FOR REPRODUCTIONS

### Background

The Key West Art Center's original mission was to show and sell original local artwork. No reproductions were allowed and only a small number of hand pulled, limited-edition prints and etchings were for sale. In the 1980's a few artists successfully petitioned to sell lithograph prints. This policy was in place until about 2005 when income was decreasing and the Board allowed a few artists to display and sell reproductions. The sales of these reproductions were successful and helped increase the cash flow for the gallery. The policy was then extended to allow all Exhibiting Members to sell prints. This document is intended to clarify the policy regarding sale of Exhibiting Member prints in the gallery. Questions may be directed to the Director or the Board.

### 1. Guidelines and Rules for Reproductions

Reproductions of original artwork may be displayed for sale at the Key West Art Center per the following rules and guidelines.

### 2. Terminology

The term reproduction as used within these guidelines includes giclee prints, however, it does not refer to what is known as an "original print." Original Print is defined by Merriam Webster as "an original work of art (i.e., woodcut, etching, or lithograph) intended for graphic reproduction and produced by or under the supervision of the artist who designed it." Original Prints should be designated and treated like framed or unframed originals.

### 3. Qualification to sell reproductions

To be eligible to sell reproductions an Exhibiting Member must have sold an original work and have current original artwork IN THE SAME MEDIUM on exhibit for sale in the gallery.

### 4. Unframed reproductions: display, size, pricing, etc.

- a. All reproductions must be matted and backed (corrugated brown cardboard is NOT ACCEPTABLE), be in correctly fitting cello bags or shrink wrap, be neat and professional. Artists are encouraged to choose high quality reproduction methods with equal matting and wrapping materials of comparable quality. Artists are encouraged to choose images that have proven desirable and salable. White or off-white mat is most desirable by the customers.
- b. Minimum price for reproductions is \$29.<sup>00</sup>.
- c. Acceptable Sizes: Reproductions cannot be larger than 20" in any direction, or smaller than 8" in any direction, including the mat. Reproductions may be either horizontal or vertical.

- d. It is highly recommended that reproductions be in standard sizes, i.e. 8" x 10", 11" x 14", 16" x 20" (including the mat). Customers are often surprised and sometimes aggravated, when they find out that they must have a customized frame made for their artwork.
- e. Each reproduction must have a Key West Art Center reproduction label taped to the back outside the cello/wrapping on each reproduction. These labels are the responsibility of the artist; artists are welcome to attach their own identification material and price sticker as well. The Art Center label identifies the work as a reproduction and lists: the artist, the artist, title of the reproduction, price, and date brought into the gallery. When the reproduction is sold the date will be filled in and notation made indicating whether it was purchased with cash or credit card. These labels are returned to the artist for their records. Blank reproduction forms are available for artists to reproduce and complete on their own before bringing in the product.
- f. Reproductions must be approved by a gallery staff member before being placed in the bin. Artists are solely responsible for the inventory in their reproduction bin area; receipts for the artwork are not normally provided but are available upon request. No artist shall receive more than one row per bin in which to place their reproductions. Artists are encouraged to frequently monitor their own reproduction bin. Reproductions will be removed if they become shopworn or soiled. This is done at the discretion of gallery staff. You will be notified if a reproduction is removed for any reason other than as the result of sale.

### 5. Exhibiting Framed or Gallery Wrapped Reproductions

A small area of the 2<sup>nd</sup> floor of the Art Center is dedicated to framed or gallery wrapped reproductions. Framed or gallery wrapped reproductions shall not be displayed in any other section of the Art Center. Artists who have sold at least one original work of art may exhibit this type reproduction, based upon the availability of space, in accordance with the following guidelines:

- a. An original must be on display in the gallery at the same time the reproduction is exhibited. At no time may an artist have only a reproduction(s) available at the Art Center.
- b. The reproduction must be of an original work in a medium for which the artist has been juried-in.
- c. Rules governing the frames, stretchers, wrapped canvases and hooks for hanging are the same as for original pieces.
- d. Displayed reproductions shall be limited to 2 per artist as a means of fairly allocating the limited space available between members. At the discretion of the Art Center Director, more than two reproductions per artist may be displayed, as space allows.
- e. Reproductions shall not remain on display for a period of time greater than 1 year.