

VAL Gallery Curator Instructions

Guide to Producing a VAL Gallery Exhibit:

Annually the VAL Executive Board, in consultation with The Lewisville Grand management, establishes an exhibit schedule that includes the location (hallway or gallery) and beginning and ending date of all exhibits throughout the year. Intake and strike dates are also specified in this calendar. The exhibit calendar is created and distributed (via e-mail and VAL newsletter) to VAL's members.

Budget:

The budget for exhibits is pre-determined by the executive board one calendar year in advance. In general the budget will cover the following expenses:

- Ads in newspapers or other media
- Printed materials (Flyers, posters, programs etc...)
- Juror's fee
- Bartender's fee
- Items needed for the reception table (plates, napkins, silverware, cups etc..)
- Awards

Forms:

All forms mentioned in this document can be found on the VAL website. <https://visualartleague.org/val-members-documents>

Juror/Judge:

1. If the exhibit is to be judged, contact Juror Selection Chair, Linda Chidsey (lindachidsey1@gmail.com) at least one month prior to reserve the judge/juror. Arrange a time for the juror to come to the gallery to view the art and determine awards. Give Linda the date art is to be judged so she can assure the juror is available.
2. When requesting a juror explain what the exhibit is about, so it helps Linda in her search as well as informing prospective jurors.
3. Make sure you have a brief bio on the juror/judge to include in the exhibit program.

Prospectus:

1. Two months before the exhibit, prepare a prospectus by downloading the prospectus from the VAL website. You will edit and make changes to text in red the change the text to black. Confirm dates and availability of gallery or classroom for Intake and Strike with Arts Center Manager, Denise Helbing dhelbing@cityoflewisville.com Double check all the dates before sending out the prospectus!
2. The prospectus should be sent to Technology/Communications Chair, Dulce Rúque at (ruque@verizon.net) so she can forward it to the appropriate chairs and post it on our website.

3. Contact Suzan Hendrickson (suzanh@gmail.com) so she can have an e-mail blast sent out to the general membership. Please include a subject line and announcement text along with the prospectus.
4. Make sure you print a few extra prospectus forms to have on hand at intake, because not everyone remembers to print and fill out the form in advance.

Publicity:

1. One month prior to exhibit, you will need to make sure the title of the exhibit, dates the exhibit runs and any written text is sent to our graphic designer, Deb Kreimborg (deb.kreimborg@gmail.com) Deb will create an original poster to promote the exhibit at The Grand, local businesses and on our Social Media accounts. Proof read the information to make sure the dates/information are correct. Deb will send you a file of the poster image that you can forward on to our Webmaster, Dulce R  que (ruque@verizon.net) and our Publicity Chair, R'Lene Winters (rlene@texesa.com). The curator(s) will need to coordinate with Deb to confirm when materials will be available to distribute. She usually leaves them on the desk in the gallery.
2. Send exhibit announcement to Ricky Sanders (ValMemberNews@gmail.com) so he can include the information in the VAL Member Newsletter.
3. One month prior to the exhibit, the curator(s) will need to fill out **The Grand Event Marketing Form**. Send the completed form to Arts Center Manager, Denise Helbing at dhelbing@cityoflewisville.com and Arts Programming Specialist, Betsy Glickman at glickman@cityoflewisville.com. You will also need to provide Betsy with one or two images formatted for web viewing, so she can promote the exhibit on The Grand's website and share with The City of Lewisville.

Intake:

1. Two weeks before intake the curator should Contact Suzan Hendrickson (suzanh@gmail.com). She will create the **Sign Up Genius** link to send out in an email blast to the general membership. Please provide Susan with a subject line for the email and written text for the announcement.
2. Download and print the **Intake Template** and have numbered stickers/post it notes to put on each artwork entered. The number should correspond to each artwork entered on the intake sheet.
***Check the artwork to make sure it's compliant with our hanging guidelines. The guidelines for hanging can be found at the end of this document. Any Canvas less than 1.5 inches in depth must be framed!**
3. Make sure there is an artist information label (from the prospectus) filled out and attached on the back of each artwork.
4. Contact our treasurer to get a list of members who have prepaid their entry fee using PayPal the day before intake.

5. Provide additional sign-up sheets for reception food and wine donations.
6. If a hanging crew isn't in place, have a sign-up sheet on the table at intake so artists can sign up to help hang the exhibit.

***Make sure that artists who enter any exhibit are current on membership!** Have the Membership Chair send you a current membership list. If an artist is not current on dues they will need to pay their dues along with the entry fee. Have an envelope to put checks/cash in. Make sure the treasurer receives the money to deposit in our bank account.

Hanging the show:

1. Hanging hardware and tools are kept in the VAL closet. If you need additional hardware, you contact any Grand staff member in the building for assistance.
2. Each artwork should have a sticker with a number on it. Keep the number on it until it is hung, and labels are ready to be placed on the wall next to the art.

Note: Complete Hanging Guide Lines are at the end of this document

Labels

Each piece of art to be hung requires a label placed on the wall next to it. The corresponding number of the artwork from the sign-in sheet, artist's name, title of artwork, media, and price should be included on each label. Check the VAL closet for labels before purchasing more. Avery 18863 - 10 count clear, inkjet is the label that should be used for printing. The best font (16pt) would be a sans-serif font like Helvetica or Arial because it's the easiest to read. Labels can be typed up and printed during intake and/or hanging, using the VAL laptop and printer, or you can take the labels with you and do it at home. The laptop and printer are stored in a safe in the VAL closet. You will need to get the key from Dulce Rúque or Chuck Hendrickson.

Programs

Coordinate with Deb Kreimborg (debkreimborg@gmail.com) to see if she can come to the gallery the same day the juror comes to judge the art, so she can take images of the award winning artworks, and get a copy of the juror's comments for each artwork. If Deb has a conflict you will need to take photos of winning artworks and get the images and information to Deb that day! Programs have to be sent to the printer first thing Thursday morning in order for us to get them by Saturday.

*As soon as you know who the juror is and have their bio, send that information to Deb so she can start putting that information into her program template along with the exhibit dates and opening reception date. Along with images and juror's comments, Deb will also need the names of exhibiting artists and volunteers (intake/hanging crew) awards and amounts for each award. Coordinate with Deb to determine if she will bring the programs to the gallery or if she needs you to pick them up.

Artist Contact Sheet

Create a list of artists and their contact information. Information that should be included: artist name and email. This is placed in the gallery over the sign-in book.

Awards:

1. Make sure that you have award ribbons in place before the reception. Ribbons are kept in a box on the right side of the VAL Closet. We usually place them in one of the desk drawers in the gallery for easy access.
2. Give award winners information to our Treasurer, Jam McKay, as soon as the winners are determined, so she can prepare the checks and receipts for each winner. Confirm that she will be present for the awards. If she has a conflict, make arrangements to receive the checks and receipts in advance of the opening reception. Each award winner must sign a receipt for our treasurer's records.
3. Have pictures taken of the award winning artists and their artwork. Send this information to Dulce and R'lene so it can be placed on our website, in our newsletter, and in local publications.
4. If there is a People's Choice Award for the exhibit, make sure you have slips of paper, pens, and a container to hold the votes. The votes are counted when the show ends and you will notify the winner to make arrangements for the artist to pick up, or have their check mailed. Contact our Treasure, Jam McKay with the winner's information.
5. Exhibit programs are kept under wraps until winning artist have been announced, and they should be made available to guests as soon as the presentation of awards is over.

*If the judge/juror is going to be present at the opening reception, the curator should be prepared with a list of the winning artists names, title of artwork and prize awarded, and they should provide the judge/juror with this information prior to the presentation of awards, just in case they fail to bring any notes with them. The easiest thing to do is to use one of the printed programs for reference.

Reception

1. The week of the reception check the VAL closet for any supplies that might be need to be purchased. Table cloths, napkins, silverware, glasses and the ice chest are stored on the left side of the closet.
2. Contact Christi Martin (christiann.martin@icloud.com) to make sure she is available to be our bartender. If she is not available, contact the office staff at The Grand and they will assist you in getting a replacement.

*We are not allowed to accept tips or donations in association with the bar at our gallery receptions.

3. Contact The Grand Staff the week of the reception and let them know how many tables should be set up for the reception. We normally use two tables for food and one

table for the bartender. Also ask for trash cans to be placed outside and in the gallery. They have very nice trash cans covered with black cloths. One should be in the far corner of the gallery so guests have access.

4. Make sure that the reception set-up (table cloths, napkins, glasses, ice etc) is in place at least one hour prior to the reception.

5. All trash and left over food must be disposed of at the end of the reception.

Social Media

1. Provide our Social Media Chair, Joe Conner (jasper_smile@yahoo.com) with information and images that he/she can post on our social media accounts.

2. Contact Suzan Hendrickson and have an email blast sent out to the general membership, reminding them to visit our social media accounts and support our VAL exhibits by "liking and commenting" on our Facebook/Instagram posts, as well as promoting the exhibit on their personal Facebook/Instagram accounts.

Exhibit Guest Book

The curator needs to make sure the VAL Guest Book is placed on a pedestal in the gallery. The guest book is kept in the VAL closet.

Gallery Sitters:

The curator needs to make sure the link for *Sign Up Genius* is sent out to the general membership on the opening day of the exhibit, so members can sign up to sit the gallery. Contact Suzan Hendrickson (suzanh@gmail.com) the week before to create a Sign Up Genius link.

Artwork Sales:

Artist contact information is kept on the wall above the sign-in book in the gallery. If a guest is interested in an artwork, give the artist contact information to them so the sale can be completed. Any artworks sold during the duration of the exhibit must remain hanging until the end of the exhibit. A red dot (located in the gallery desk drawer) should be placed in the lower right hand corner of the wall label, indicating that the artwork is sold.

Commission Payment:

The artist needs to pay the treasurer 20% of the sale price. At Strike, the curator will need to give an **Artist Commission Form** to any artist who sold an artwork. They will need to complete the form and mail it to the treasurer with their check. The curator needs to follow up with the treasurer to make sure commissions have been paid. If a commission hasn't been paid, it's the responsibility of the curator to contact the artist and advise them to pay their commission ASAP.

Strike:

1. At least one week before the end of the exhibit, the curator should have an e-mail blast sent out, reminding artists the date and time of strike. Contact Suzan Hendrickson (suzanh@gmail.com) with the information: time, dates, and number of slots to make

available for sign. We have been allowing four artists every 15min.

2. It is the responsibility of the artist to arrange for a proxy to pick up their art, if they are unable to do so themselves. We are no longer storing art in our classroom closet!
3. Use the art sign-in sheet from intake as the sign-out sheet at strike for artist to initial each piece of art removed from the gallery.
4. All hangers and labels should be removed from the gallery walls at strike. Hanging hardware should go back in the VAL tool box.
5. Due to budget cuts we are responsible for filling in nail holes when all the art is removed. You will need to ask a Grand Staff Member to get you the materials for this. Also, make sure the gallery floor is swept of any debris before you leave. There is a closet next to the gallery with a broom and dust pan.

Archive Exhibit Information:

1. The curator(s) should save the prospectus forms from the artists, Intake and Strike sheets, and a copy of the exhibit program. Place the exhibit materials in a folder and place in the file cabinet in the VAL closet (file cabinet on the left as you enter the closet). Please make a notation of any art sold: artist, title and media.
2. Check the guest book for visitor emails. Take a mobile photo of each page and send them to our Membership Chair. A list of visitor's zip codes should be sent to the president, so the information can be added to our yearly grant report. You can send a mobile photo of the pages to the president as well.

Thank Your Volunteers

Take a moment to recognize members who volunteered with the exhibit. An e-mail sent to the volunteers thanking them lets them know their efforts and time are appreciated.

Hanging Guidelines

1. Works submitted for inclusion in exhibits must be ready for secure installation if those works are intended to be hung on the wall.
2. Framed pieces must be equipped with d-rings attached to the back of the art, and wire that has the ends taped (if not using coated wire) to prevent injury to the hanging committee. Saw tooth hangers or Uni-frames are not acceptable.
3. Wires, when stretched to hang the picture, should not come closer than two inches from the top of the frame. This prevents the hanger from showing when the art is hung.

4. Because of increased risk of injury from broken glass in very large pieces, Plexiglas must be used in lieu of glass for any piece larger than 16x20.
5. In general, pieces should not be larger than 40" wide in order to provide maximum opportunity for VAL members to participate in exhibits. Larger pieces may be included if the exhibit committee decides that such pieces don't compromise the integrity of the exhibit.
6. Artwork that is hung may not be over 40lbs in weight,
7. Canvas Artworks that are hung should have a clean, gallery-wrapped canvas edge (1.5 - 2 inches in depth). We will not accept thin canvases in a gallery exhibit unframed. Any canvas less than 1.5 inches in depth must be framed!
8. Any piece that the curator considers to present a hanging problem will not be hung. The Exhibit committee will consult with the artist to discuss alternatives to framing or presenting the art.

Hanging Art in the Gallery:

1. Hanging formula: Measure the height of the artwork (including the frame) divide by two then add that number to 62, then subtract the drop, which is the distance from the stretched wire (as if hanging) to the top of the frame. Use a push pin to mark the spot. Place the hanging hook to the left of push pin. The bottom of the hook should be on top of the mark.
2. When hanging art on the gallery walls, do NOT place nails in the indented vertical lines on the gallery walls!
3. All VAL tools and hardware should be placed back in the VAL closet. If you have used any hardware or tools that belong to The Grand, make sure they are returned to their closet, which is located right next to the gallery entrance.