

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, display case 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, etc...)
- Juror's fee
- Bartender's fee
- Items needed for the reception table (plates, napkins, silverware, cups etc..)
- Awards

*It is the Curator (s) responsibility to know what their budget is for the exhibit. Contact Exhibits Committee Chair, Lisa Chittenden (lisa.chittenden@yahoo.com) for specifics.

Juror/Judge:

1. If the exhibit is to be judged, contact Juror Selection Chair, Linda Chidsey at 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 and time the art is to be judged so she can make sure the juror is available. Inform Linda of the Juror/Judge's Honorarium is, so she can inform the prospective judge/juror what we pay. ***Until we are able to replace Linda, the curator (s) will need to seek out a judge/juror.**

2. When requesting a juror/judge explain the concept/theme so they are informed when they come to select award winners.

3. Make sure you have a brief bio (and picture if possible) on the judge/juror to include in the exhibit program. Send this to our Graphic Designer, Deb Kreimborg deb.kreimborg@gmail.com as soon as the judge/juror has provided you with that information.

Prospectus:

1. Two months before the exhibit, prepare a prospectus by downloading the prospectus template from the VAL website. You will edit and make changes to the text in red, then change the text to black. Double check all dates and send prospectus to Lisa Chittenden to proofread.

2. The prospectus should be sent to Technology/Communications Chair, Dulcé Ruque at ruque@verizon.net so she can forward it to the appropriate chairs and post it on the VAL website.

3. Contact Suzan Hendrickson at suzanbh@gmail.com so she can have an e-blast sent, announcing the exhibit with a link to the prospectus to the general membership. Please send Suzan the text for the announcement and the date you will need the e-blast sent out. Please give Suzan at least a weeks notice.

4. Make sure you print a few copies of the prospectus and art tags from the prospectus to have on hand, because not everyone remembers to fill out the form and tags in advance.

Publicity:

1. One month prior to the exhibit, you will need to make sure the title of the exhibit, dates the exhibit runs, juror's bio/picture, award amounts and any additional written text is sent to our Graphic Designer, Deb Kreimborg at 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. Proofread the information to make sure the dates and information are correct! Deb will send you a file of the poster image that you can forward to our Webmaster, Dulcé Ruque ruque@verizon.net ; Publicity Chair, R'Lene Winters rlene@texesa.com ; Social Media Chair, Joe Conner jasper_smile@yahoo.com and Newsletter Editor, Ricky Sanders ValMemberNews@gmail.com
The curator (s) will need to need to coordinate with Deb to confirm when the materials will be available to distribute. She usually leaves them in the credenza in the gallery.

2. 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 bglickman@cityoflewisville.com. You will 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. If you are going to use Sign - Up Genius for intake, the curator (s) should contact Suzan Hendrickson ten days prior to the scheduled intake, so she can create the announcement and the link for the Sign -Up. Provide Suzan with a subject line for the e-mail, and written text for the announcement. Give her the date you want the Intake Announcement sent to the general membership (usually the week before the scheduled intake).

2. If you choose to schedule a "come and go" intake, send a group email to exhibiting artist, reminding them of the date and times for the scheduled strike.

2a. Confirm with Exhibits Committee Chair, Lisa Chittenden the location available for intake.

3. Download and print the Intake Template for artists to sign in their art, and have post-its to put on each artwork entered. The artwork number on the artwork should correspond to the artwork signed in on the Intake Sheet.

***Check to make sure the artwork is compliant with our hanging guidelines. The guidelines for hanging can be found at in "Hanging The Exhibit" section of this document. Any canvas less than 1.5 inches in depth must be framed! Sawtooth hangers and cleat hangers are NOT allowed! Any artwork printed on acrylic must have smooth edges or be framed.**

4. Make sure there is an artist information label (from the prospectus) filled out and attached on the back of each artwork, or that the artist has their name/info on the back of their artwork.

5. Contact our Treasurer, Jerry Mckay at lewisvillevaltreas@gmail.com to get a list of members who have paid their entry fee via PayPal the day before intake.

6. Depending on what your budget is for the reception, you might need to augment the reception food items with donations of baked goods, cold Hors d'oeuvres and wine. Provide sign-up sheets at intake for food donations.

7. Make sure that artists who enter any member exhibit are current on their membership! Contact Membership Chair, Cary Cox at carybcox@gmail.com. She can provide you with a current membership list. If an artist is not current on membership, he/she will have to pay dues in addition to their entry fee at intake.

Hanging the exhibit:

*You should have your hanging crew in place the week before the scheduled date to hang. It's best to contact VAL members who have a history of volunteering. See additional Document: Exhibits Committee.

1. Hanging hardware and tools are kept in the VAL closet. If you need additional hardware contact any Grand Staff member in the building for assistance. The Grand Staff will usually have their cart in the gallery for us to use as well.

2. Each artwork will have a post-it with a artwork number on it. Keep the post-it on the artwork until the judge/juror has completed their process of selecting winning artworks, and labels have been applied to the gallery walls.

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, cleat hangers, or Uni-frames are not allowed!**

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. **Additionally, any art printed on acrylic must have smooth edges or be framed.**

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. The formula for determining where the nail is to go in the wall for each artwork hung is: Measure the height of the artwork (including the frame) divide by two then 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 bottom of the hanging hook to the left of the push pin.

2. When hanging art on the gallery walls nails with hooks are used. Please do NOT place nails in the indented vertical lines in the gallery walls.

3. Any hardware or tools that do not belong to the The Grand should be put back in the VAL closet.

Labels:

1. Each piece of art to be hung in the gallery requires a label placed on the wall next to it. Reference the information from the Intake sign-in sheet. Artist's name, artwork title, media and price should be included on each label (dimensions are optional). Check the VAL closet for labels before purchasing more. Avery 18863 - clear, inkjet is the label that should be used for printing. The best font would be a sans-serif font like Arial or Helvetica, depending on whether you have a Mac or PC.

1a. It is advised that labels are done in advance of intake. However, should you want to use the VAL laptop and printer, you will need to contact our Technology Chair, Dulcé Ruque as these items are kept in the VAL lock box. Label example below. In a group exhibit the artist's name should be listed first in bold print.

Artist Label Example:

<p>Sue Jones (16pt)</p> <p><i>Island Bliss</i> (14pt) Mixed Media (12pt) Dimensions optional (12 pt)</p> <p>\$325 (12 pt)</p>
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We ask artists to write a description for their artwork. However, not all artists will do this. Do not title this particular label "artist statement". This is a description for the artwork, not a statement about why an artists does what they do. This label is placed directly below the artist label, so there is a direct correlation between the two labels. Art description labels are done with a 12pt font.

Artwork Description Example:

<p>Hand stitching silk waste, hemp and jute fibers into a support fabric creates vibrant free - flowing textures, contrasting with bright yellow tyvek, resting on hughes of ocean blue acrylic on rice paper.</p>
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Art description labels are the first label placed prior to the juror/judge coming to the gallery. Take a measuring stick from the VAL closet and place to the right side of the artwork. The measuring stick is roughly two inches wide and this is the perfect placement for the label, as it's far enough away from the artwork to eliminate shadowing on the label. Measure 57 inches up and place the bottom of the label at the 57in mark. After the juror/judge is complete with their process, you can start placing the artist labels, and you simply line up the artist label above the art description label. *Please do NOT use a push pin to mark the 57in mark. We are being asked by The Grand to minimize holes in the gallery walls.

Note: Not all artists will provide a description. If an artwork doesn't have a description, you will wait until the artist labels are placed after the jury process is complete. The bottom of their artist label will be placed at 59".

Gallery Poster:

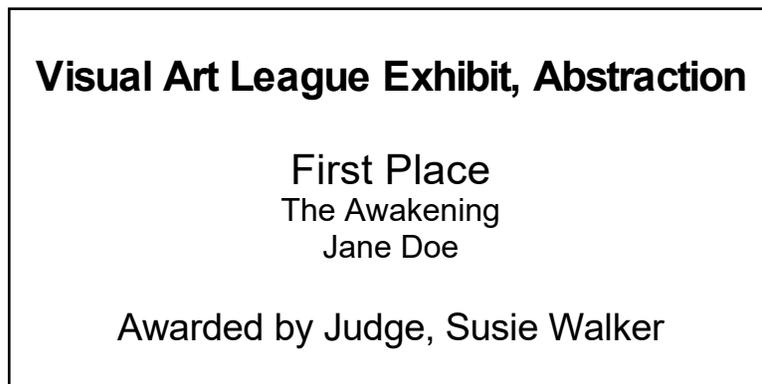
Coordinate with Deb Kreimborg to come to the gallery, as soon as the juror has made selections for the award winning artworks (usually falls the Friday before the opening reception). She has to photograph each artwork and receive the juror's comments to include in the poster. If Deb is unable to bring the poster to the gallery the evening of the reception, she will bring it to the gallery the week after. All award winners will receive a file of the poster from Deb to share on their social media accounts.

Artist Contact Sheet:

Create a list of artists and their contact information (Name/email) and place on the small wall over the guest book in the gallery.

Awards:

1. Beginning 2023 we are no longer handing out ribbons. Curator (s) can create a small business size card which includes appropriate information. This will be placed under the Artist Information Label. Example below.



2. As soon as the judge/juror has made their selections for award winning art, contact our Treasurer, Jam Mckay so she can prepare the checks and receipts for each winner. Confirm that she will be in attendance for awards. If she has a conflict, make sure arrangements to receive checks and receipts in advance of the opening reception. Each award winner must sign a receipt for our treasurer's records. Contact award winners via e-mail. We generally send something such as, "We hope you are able to attend the opening reception because one of your artworks has received an award.

3. Curators need to contact a photographer to photograph the event. There is no budget for this, so it is suggested that you ask a VAL member (Deb Kreimborg, Tore Bellis or Denise Holguin). Have pictures taken of the award winners with

their artworks. Send this information to our Web Master, Dulcé and our Social Media Chair, Joe Conner. so they can post the information on our website and social media accounts.

Note: If the judge/juror is not able to be present at the opening reception, the curator (s) should be prepared to preside over this portion of the reception.

Reception:

1. One month prior to opening contact and schedule a bartender for opening night. Christi Martin is a certified bartender so contact her first to see if she is available. christiann.martin@icloud.com. \$80.00 is the fee we pay and this comes out of your reception budget. If Christi is not available, contact Jerome Bush at or 469-233-8541. He provides his services frequently at The Grand for some of their events. *We are not allowed to accept tips or donations at the reception.

2. Two weeks before the opening reception, check supplies in the VAL closet (clear cups, plates, napkins etc...). If you need to purchase anything save the receipt and fill out the "Reimbursement Form" which can be found on our website. Send the receipt and form to our Treasurer, Jerry McKay . To expedite the process you can text Jerry (972-977-8045) a photo of the completed form and the receipt. Additionally, make sure the black tablecloths are in the closet.

3. The week of the opening reception, contact Densie Helbing at The Grand and let her know what you will need her staff to set up. The standard set-up is: two long tables for food/bartender, two of the black skirted trash cans, and additional benches in the hallway in front of the gallery.

4. Day of the opening reception curators should be on the premises at least one hour prior to the start of the opening reception. Dress the tables, use the red cooler in the VAL closet and fill with ice from the kitchen on the premises. We have a metal tub with a plastic liner in the VAL Closet. This is used to Chill white wine. Small water bottles are placed in the cooler for guests who don't want alcohol.

5. At the end of the evening, the tables need to be stripped down, black tablecloths need to be taken home to launder, and any left over supplies go back in the closet along with the red cooler. Any left over wine should go home with Christi (if she is the bartender) or a VAL officer to be stored for the next event. We can NOT store alcohol in our closet!

Guest Book: Make sure there is a guest book for visitors to sign-in on the pedestal at the front of the gallery. If it's not on the desk in the gallery you will find it stored in the credenza in the gallery or the VAL closet.

Gallery Sitters: The curator (s) will need to contact Suzan Hendrickson so she can create a Sign-Up Genius link to be sent out to exhibiting artists. Contact her

at least ten days in advance and request that it be sent out on the opening day of the reception.

Artwork Sales:

Artist contact information is kept on the wall above the sign-in book. Should a guest be interested in purchasing an artwork, provide them with the artist's e-mail. Sales are strictly between the artist and buyer. Neither VAL or The Grand will act as a proxy for the artist. Place a red dot (found in the top left drawer of desk) in the lower right hand corner of the artist label, signifying the artwork is sold. All artwork must remain in the gallery for the duration of the exhibit. No exceptions!

Commissions:

Any artwork sold is subject to a 20% commission (10% goes to VAL, 10% goes to The Grand). At strike, the curator (s) will need to provide a Artist Commission Form to any artist who sold an artwork. They will need to complete the form and send it along with a check to Treasurer, Jerry Mckay. It is the responsibility of the curator (s) to follow up with the treasurer and make sure commissions have been paid.

Strike:

1. Follow the same procedures as intake for notifying artists of strike date/time.
2. You can use either the Intake Sheet or the Artist Contact sheet for artists to initial by each artwork removed from the gallery.
3. It is the responsibility of the artist to arrange for a proxy to pick up their art should they be unable to do it themselves. We no longer store art in the VAL closet! We can hang art on the walls in classroom #3, but VAL is not responsible for art that might go "missing", as other groups use this classroom.

Wall Restoration:

Leave the hanging hardware in place. Exhibits committee Chair, Lisa Chittenden will fill in nail holes.

Archive Exhibit Information:

1. The curator (s) should save a copy of the prospectus, the intake and list of exhibiting artist. Additionally, make notes of any artworks sold with: artist name, title of artwork, and price.
2. Check the guest book for visitor emails and take a mobile photo of each page. Send the information to our Membership Chair. A list of zip codes should be sent to our President, so the information can be added to our yearly grant report.

