



# Visual Art League of Lewisville

## Curator's Document for the North Corridor

All forms referenced in this document can be found on the VAL website.

<https://visualartleague.org/val-members-documents>

### Summary:

This document outlines the steps for being a **Curator for a North Corridor Exhibition at the Lewisville Grand Theater**. The Visual Art League of Lewisville (VAL) is a guest in the Lewisville Grand Theater, which is owned and managed by the City of Lewisville. The VAL is fortunate to have the opportunity to exhibit at this venue.

A curator's role is to manage an entire exhibition from start to finish. This includes everything from preparing the Call for Art (Prospectus) to managing the Master Spreadsheet of submissions to receiving and hanging art to managing the strike.

**Qualities of successful curators:** organized, attention to detail, problem solving skills, adaptable, works well with others, excellent communication skills.

**Volunteers:** Curators will have assistance with specific tasks related to an exhibition as follows:

**Printing Labels:** Check with the Exhibits Committee Chair to confirm who has been assigned to print the labels. The volunteer printing the labels will have the labels printed and in the curator's hands on intake day.

The curator must maintain the **Master Spreadsheet** as submissions come in. DO NOT WAIT UNTIL THE LAST MINUTE to create or update the file. Stay in touch with your assigned label printing volunteer throughout the exhibition process – particularly as deadlines approach.

### Intake/Hanging/Strike:

See the **Volunteers** section for a list of contacts and speak with the Exhibits Committee Chair for details.

### Intake:

For maximum efficiency, multiple volunteers assist at intake. Specific tasks are assigned to each volunteer.

### Hanging:

All-first-time curators must have at least one seasoned volunteer to assist with hanging artwork.

### Strike:

A curator may choose to manage strike alone or with a volunteer.

## TIMELINE

*Fill in the following dates for the exhibition you have been assigned to curate:*

DESCRIPTION	DATE(S)
Exhibition Dates	
Submission Deadline	
Intake	
Hanging	
Strike	

Dates <i>(fill in the appropriate dates in this column)</i> ↓	Overview of Task	Task Details																					
<b>2 months before exhibition opening date:</b>	<b>Update the Prospectus</b>	<p>1. Discuss all the dates related to the exhibition with the <b>Exhibits Committee Chair</b>. (submission deadline, intake, strike, etc.)</p> <p>The Grand typically schedules three days for installation, so you can schedule intake and hanging on the same day or a separate day. The exhibition <u>MUST</u> be complete by the end of Friday. <u>No exceptions</u>.</p> <table border="1"> <tr> <th>Example 1</th><th>Example 2</th><th>Example 3</th></tr> <tr> <td>Wednesday intake</td><td>Wednesday intake</td><td>Thursday intake</td></tr> <tr> <td>Thursday intake</td><td>Thursday hanging</td><td>Friday hanging</td></tr> <tr> <td>Friday is hanging</td><td></td><td></td></tr> <tr> <td></td><td></td><td></td></tr> <tr> <th>Example 4</th><th>Example 5</th><td></td></tr> <tr> <td>Thursday intake + hanging</td><td>Friday intake + hanging</td><td></td></tr> </table> <p><b>Note:</b> The first Monday after the exhibition closes is strike.</p> <p>2. Download the current Prospectus template from the <a href="#">VAL website</a>.</p> <p>a. Text in red needs to be updated with appropriate information. Change the text to black when finished updating.</p> <p>3. The updated Prospectus needs to be reviewed and approved before it goes live.</p> <p>Email the file to the following individuals in Word Format.</p> <p>a. <b>Exhibits Committee Chair:</b> Crystal Nelson</p> <p>b. <b>President:</b> Lisa Chittenden</p> <p>c. <b>1<sup>st</sup> VP:</b> Denise Holguin</p> <p>You will receive feedback and/or approval of the Prospectus. Make the edits and submit the edited version to all individuals for one final review and approval.</p>	Example 1	Example 2	Example 3	Wednesday intake	Wednesday intake	Thursday intake	Thursday intake	Thursday hanging	Friday hanging	Friday is hanging						Example 4	Example 5		Thursday intake + hanging	Friday intake + hanging	
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2 months before exhibition opening date:	Making Prospectus Live	<p>Once the Prospectus is approved, it is ready to be announced to the general membership through the following channels:</p> <p><b>Website:</b></p> <ol style="list-style-type: none"> <li>Denise Holguin will upload the Prospectus to the website.</li> </ol> <p><b>Email Blast:</b></p> <ol style="list-style-type: none"> <li>Denise Holguin will provide the email blast materials to Suzan Hendrickson, the E-Blast Chair. <i>Materials include link to Prospectus, 600x600 pixel graphic and short description.</i> <ol style="list-style-type: none"> <li>Denise will schedule the blast date and approve the test blast.</li> </ol> </li> </ol> <p><b>Newsletter:</b></p> <ol style="list-style-type: none"> <li>Denise Holguin will provide materials to Ricky Sanders, the Newsletter Chair. Materials include a 600x600 graphic, description and link.</li> </ol> <p><b>Social Media:</b></p> <ol style="list-style-type: none"> <li>Denise Holguin will create and schedule social media posts to promote the exhibition.</li> </ol>
	Receive Submissions	<p><b>Receive and Acknowledge Submissions:</b></p> <ol style="list-style-type: none"> <li>When you receive submissions, verify artist has submitted all the required information. Verify the artwork meets the requirements. <ol style="list-style-type: none"> <li>Common mistakes: unframed narrow canvases.</li> </ol> </li> <li>Reply to the artist with the following statement or similar: <p>“Thank you for your submission. Your artwork is accepted. Mark your calendar to drop off your artwork at the Lewisville Grand Theater on the Intake Date: &lt;date and time here&gt;. “</p> <p><b>Note to curators:</b> some artists have received just a “thank you” and they were unaware their artwork was accepted so they missed the intake. Please use simple, direct language indicating their art is accepted.</p> <p>*If you have concerns about artwork not meeting family-friendly guidelines, etc, contact Crystal Nelson, the Exhibits Committee Chair.</p> </li> </ol>
	Maintain Master Spreadsheet and Shared Images Folder	<p>Crystal Nelson will give you access to a <b>Master Spreadsheet</b> template and a <b>Shared Images</b> Folder through Google. She will set them up to be shared automatically with the Membership Chair, Treasurer, Label Volunteer, Website/Technology and Social Media Chair.</p> <ol style="list-style-type: none"> <li>You will enter all submissions as they come in. The assigned label printing volunteer will use this spreadsheet to print labels. <ul style="list-style-type: none"> <li>Do not wait until the last minute to enter submission data.</li> </ul> </li> </ol>

<b>2 months before exhibition opening date:</b>		<p>2. Save and organize the images to the Shared Images folder as they come in. Per the Prospectus, image submissions should be saved as: <b>LastName_FirstName_Title.jpg.</b></p> <p>If artists didn't follow the file name procedure, make the correction to the file name. A proper file name ensures there's no confusion identifying images. Images are used for an online exhibition.</p>
<b>1 month before exhibition opening date:</b>	<b>Publicity: VAL</b>	<ol style="list-style-type: none"> <li>1. Denise Holguin, the Social Media Chair will promote the Call for Art on social media (FB, Instagram).</li> <li>2. Once the exhibition opens, Denise will promote the exhibition on social media.</li> </ol>
	<b>Publicity: Lewisville Grand Theater</b>	<p>The Lewisville Grand Theater is a separate entity from the VAL organization. The Grand will promote the event for the VAL based on the information the Curator provides.</p> <p><b>Form:</b></p> <ol style="list-style-type: none"> <li>1. Fill out <a href="#">The Grand Marketing Form</a> and send the completed form to Arts Center Manager, Denise Helbing and Arts Programming Specialist, Betsy Glickman.</li> </ol> <p><b>Images:</b></p> <ol style="list-style-type: none"> <li>2. Email 1-2 images of artwork that best represent the theme and that will have a high impact on printed and digital materials. Images need to be horizontal not vertical. Choose high quality images – not blurry, no backgrounds, or at an awkward angle.</li> </ol> <p><b>Recommendation:</b> Review the submissions and select options that best represent the theme. Note: The VAL does not print posters for North Corridor events. If no submissions have been received yet or don't work for the purpose, you may use a generic image. If you need help, ask Denise Holguin.</p>

<b>2 weeks before intake:</b>	<b>Get Volunteers to Help at Intake!</b>	<ul style="list-style-type: none"> <li>• Confirm classroom/hallway availability with the Exhibits Committee Chair. (This is for artists dropping off their artwork submissions.)</li> <li>• Refer to the list of volunteers at the end of this document to secure a team to help with intake and hanging.</li> <li>• The ideal set-up is to have a volunteer manage each station at intake as follows:</li> </ul> <p><b>Station 1.</b> Check the back of the artwork for a label and proper wiring. (Make the artist hold their artwork by the wire to prove it is sturdy and the wire DOES NOT extend above the framed artwork. Artists are responsible for making any adjustments to their own artwork.)</p> <p><b>Station 2.</b> Sign-in and verify membership status is paid. (If artist has outstanding payment artist MUST pay before we accept artwork NO EXCEPTIONS). Curator manages this station.</p> <p><b>Station 3.</b> Verify Label Information and put initials next to mock-print out of labels.</p>
<b>1 ½ weeks before intake:</b>	<b>Email Blast: Intake Announcement</b>	<p><b>Ensure a smooth intake by sending a reminder.</b></p> <ul style="list-style-type: none"> <li>• Contact Suzan Hendrickson to schedule an Intake E-mail Blast.</li> <li>• Provide Suzan with the following: <ul style="list-style-type: none"> <li>○ Content for the blast.</li> <li>○ Date options for the blast to be sent to members</li> <li>○ Subject line: Intake for &lt;Exhibition Name&gt;</li> <li>○ Ask her to send a test blast to you and Denise Holguin</li> </ul> </li> </ul>
<b>1 day after submission deadline:</b>	<b>Finalize Master Spreadsheet for Label Printing</b>	<p><b>Update Master Spreadsheet</b></p> <ul style="list-style-type: none"> <li>• Once the deadline for submissions has closed, finalize the Master Spreadsheet by making sure all submissions are included in the file. <ul style="list-style-type: none"> <li>○ Proofread the content.</li> <li>○ Use the built-in spreadsheet feature to Alphabetize by Last Name. (Whoever is listed first by last name will become submission #1.) If you need help alphabetizing, contact Denise Holguin. Example: Bob Anderson becomes #1 even though he was the 60th person to submit.</li> </ul> </li> </ul>
	<b>Labels</b>	<p><b>Labels</b></p> <ul style="list-style-type: none"> <li>• Let your assigned label printer know you are finished with the Master Spreadsheet. The label maker can begin creating and printing the labels in time for intake day.</li> </ul>

<b>1 day after submission deadline:</b>	<b>Verify Membership</b>	<b>Verify Artists' Membership</b> <ul style="list-style-type: none"> <li>Email Membership, Denise Lindgren, and ask her to review the Master Spreadsheet to confirm all artists are VAL members and that their membership dues are paid. (Lindgren may also be checking the spreadsheet throughout the Call for Art process)</li> </ul> <p>If they are not members or they are up for renewal, their art cannot be accepted or hung until payment has been made and confirmed by Membership. Artists may bring a check at intake or pay in person using PayPal.</p>
	<b>Online Exhibition</b>	<b>Online Exhibition</b> Denise Holguin creates an online exhibition on the VAL website. She will access the Master Spreadsheet and folder of images.
	<b>Contact Sheet</b>	<b>Contact Sheet for Interested Buyers</b> <ul style="list-style-type: none"> <li>Print a <b>Contact Sheet</b> with your information. Include text similar to: Welcome to the &lt;Exhibit Name&gt; featuring Visual Art League of Lewisville Members' artwork. If you are interested in making a purchase, please contact: &lt;Curator's contact information here&gt;.</li> <li>Bring this printed document on hanging art day.</li> </ul>
<b>Day before intake:</b>	<b>Prepare for Intake by having sign-in sheet</b>	<ul style="list-style-type: none"> <li>Download and print the Master Spreadsheet. Be sure to have "Piece Number, Artist, Title, Medium and Price" listed on your printout. (You can hide/show columns before printing for efficiency.) This will be used during Intake for checking-in the artwork. Artists will place their initials next to their name as they drop their artwork off.</li> </ul>
	<b>Extra Labels</b>	<b>Extra Labels</b> <ul style="list-style-type: none"> <li>Print a few copies of the artwork labels from the prospectus to have on hand for artists who forgot to label their artwork.</li> </ul>
<b>Intake Day</b>	<b>Artists drop off their artwork.</b>	<b>Receive Artwork</b> Volunteers should be set up for each station: <p><b>Station 1.</b> Check the back of the artwork for a label and proper wiring. (Make the artist hold their artwork by the wire to prove it is sturdy and the wire DOES NOT extend above the framed artwork. Artists are responsible for making any adjustments to their own artwork.)</p> <p><b>Station 2.</b> Sign-in and verify membership status is paid. (If artist has outstanding payment they MUST pay before we accept artwork NO EXCEPTIONS). <i>Curator manages this station.</i></p> <ul style="list-style-type: none"> <li>Write the artwork number as listed on your Master Spreadsheet on a post-it note. Attach the post-it note to the artwork. This post-it note will be used to match the printed labels. If needed, use Blue Painter's tape to secure post-its.</li> </ul> <p><b>Station 3.</b> Verify Label Information.</p>

<p><b>Hanging artwork date:</b></p>	<p><b>Hanging and arranging artwork</b></p>	<ul style="list-style-type: none"> <li>• The North Corridor exhibitions utilize the rod and clip hanging system. Clips slide up and down to accommodate the height of the art. If you are in need of additional rods or need unused rods removed ask a Grand Staff employee or inquire in the office.</li> <li>• Make sure that numbered post-it notes remain on the artworks so wall labels can be easily matched to the art.</li> <li>• Have a pedestal placed at the front of the exhibition (near the wall with the exhibition name). Place the <b>Contact Sheet</b> on the pedestal.</li> </ul>
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### Sales and Commissions:

1. All artwork must remain hanging until the end of the exhibit. No exceptions! If an artwork sells, a red dot needs to be placed in the lower left hand corner. Red dots are kept in the credenza in the Main Gallery.
2. The artist will need to pay the treasurer 20% of the sale price. At Strike, the curator will 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. Jam McKay is our Treasurer. She can be reached at [lewisvillevaltreas@gmail.com](mailto:lewisvillevaltreas@gmail.com)

<b>1 ½ weeks before strike:</b>	<b>Prepare for Strike</b>	<p>Confirm classroom availability for strike with the <b>Exhibits Committee Chair:</b> Crystal Nelson.</p> <p><b>Email Blast</b></p> <ol style="list-style-type: none"> <li>1. Contact Suzan Hendrickson to schedule an email blast reminder for Strike. Provide Suzan with the following: <ol style="list-style-type: none"> <li>a. Content for the blast.</li> <li>b. Date options for the blast to be sent to members</li> </ol> </li> <li>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 no longer store art in the VAL closet. A daily fee of \$10.00 will be charged for art not picked up at the scheduled strike.</li> </ol>
<b>Strike day:</b>	<b>Artwork gets picked up</b>	<ol style="list-style-type: none"> <li>1. Sign-out sheet: You can use the same Master Spreadsheet print-out from Intake (or print a new one). Have artists place an initial by each artwork picked up at strike.</li> <li>2. Remove all labels from the wall.</li> </ol>
	<b>Archives</b>	<p><b>Archive Exhibit Information:</b></p> <ol style="list-style-type: none"> <li>1. Save a copy of the prospectus, the intake/strike sheet, and list of exhibiting artists for the VAL Archives.</li> <li>2. Make notes of any art works sold. Include: artist name, title of artwork, and price.</li> <li>3. Place paperwork in a brown envelope labeled with the Exhibit name. Place the envelope in the filing cabinet in the VAL closet.</li> </ol>



## Key Contacts:

### Exhibits Committee Chair:

Crystal Nelson: [crysnelsonindenton@gmail.com](mailto:crysnelsonindenton@gmail.com)

### President:

Lisa Chittenden: [lisa.chittenden@yahoo.com](mailto:lisa.chittenden@yahoo.com)

### Email Blasts:

Suzan Hendrickson: [suzanbh@gmail.com](mailto:suzanbh@gmail.com)

### Label Printing:

Rebecca J. Jones: [rebeccajonesmailtime@gmail.com](mailto:rebeccajonesmailtime@gmail.com)

Chuck Hendrickson: [chuckh816@gmail.com](mailto:chuckh816@gmail.com)

### Membership:

Denise Lindgren: [membershipval@gmail.com](mailto:membershipval@gmail.com)

### Newsletter:

Ricky Sanders: [ValMemberNews@gmail.com](mailto:ValMemberNews@gmail.com)

### Social Media:

Denise Holguin: [deniseholguin24@gmail.com](mailto:deniseholguin24@gmail.com)

### Treasurer:

Jerry McKay: [lewisvillevaltreas@gmail.com](mailto:lewisvillevaltreas@gmail.com)

### Website:

Denise Holguin: [deniseholguin24@gmail.com](mailto:deniseholguin24@gmail.com)

### Lewisville Grand Theater:

Arts Center Manager:

Denise Helbing: [dhelbing@cityoflewisville.com](mailto:dhelbing@cityoflewisville.com)

### Lewisville Grand Theater:

Arts Center Programming Specialist:

Betsy Glickman: [bglickman@cityoflewisville.com](mailto:bglickman@cityoflewisville.com)

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## Volunteers:

### Hanging Art:

Lisa Chittenden: [lisa.chittenden@yahoo.com](mailto:lisa.chittenden@yahoo.com)

Chuck Hendrickson: [chuckh816@gmail.com](mailto:chuckh816@gmail.com)

Jose Angel Hernandez: [contactjoseangel@gmail.com](mailto:contactjoseangel@gmail.com)

Deb Kreimborg: [debkreimborg@gmail.com](mailto:debkreimborg@gmail.com)

Murthy Mantha: [mlmantha@gmail.com](mailto:mlmantha@gmail.com)

David Mask: [davidmask1@outlook.com](mailto:davidmask1@outlook.com)

Crystal Nelson: [crysnelsonindenton@gmail.com](mailto:crysnelsonindenton@gmail.com)

Georgia Neame: [georgianeame@icloud.com](mailto:georgianeame@icloud.com)

Katherine Mays: [kathy@dkijt.com](mailto:kathy@dkijt.com)

Karen Somoano: [somoanok@gmail.com](mailto:somoanok@gmail.com)

Diane Wright: [dmwright75028@gmail.com](mailto:dmwright75028@gmail.com)

### Intake and Strike:

Tina Alvarez: [churchtina@gmail.com](mailto:churchtina@gmail.com)

Cindy Bustamante: [cindyb73@verizon.net](mailto:cindyb73@verizon.net)

Helen Carter: [Carhelen@gmail.com](mailto:Carhelen@gmail.com)

Jackie Haugen: [waterjourney@verizon.net](mailto:waterjourney@verizon.net)

Diane Scovill: [diane.scovill@frontier.com](mailto:diane.scovill@frontier.com)

Dulce Ruque: [druque@yahoo.com](mailto:druque@yahoo.com)

Diane Wright: [dmwright75028@gmail.com](mailto:dmwright75028@gmail.com)

## **Hanging Guidelines**

Works submitted for inclusion in exhibits must be ready for secure installation if those works are intended to be hung on the wall.

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!

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.

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 16" x 20". Any art printed on acrylic must have smooth edges or be framed.

In general, pieces should not be larger than 40" wide to provide maximum opportunity for all 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.

Artwork that is hung may not be over 40 lbs. in weight.

Canvas artworks that are hung should have a clean, gallery- wrapped canvas edge (1.5 - 2 inches in depth) or suitable framed. We will not accept thin canvases in a gallery exhibit unframed. Any canvas less than 1.5 inches in depth must be framed!

All artworks printed on metal must have rounded corners or be framed and have professional mounting hardware. No cleat hangers!

Any piece that the curator considers to be a hanging problem will not be hung. The Exhibit Committee will consult with the artist to discuss alternatives to framing or presenting the art.

## **Reimbursement:**

If you have paid for any supplies, you can download the VAL Reimbursement Request Form from our website, attach the receipt and send to our treasurer Jam McKay ( [lewisvillevaltreas@gmail.com](mailto:lewisvillevaltreas@gmail.com) ). To expedite the process you can text Jam (972-977-8045) a photo of the form and receipt and she will mail you a check.