

## Guide to Producing a VAL Gallery Exhibit

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

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...)
- Judge/juror's fee
- Bartender's fee
- Reception food
- 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 one of our Exhibits Committee Co - Chairs, Deb Kreimborg [debkreimborg@gmail.com](mailto:debkreimborg@gmail.com) or Valerie Corwin [vjcorwin@gmail.com](mailto:vjcorwin@gmail.com) for specifics, in regards to number of awards, reception budget, and judge/juror's honorarium.

### **Juror/Judge:**

1. Contact Juror/Judge Selection Committee Chair, Murthy Mantha at [mlmantha@gmail.com](mailto:mlmantha@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 Murthy the date and time the art is to be judged so he can make sure the juror is available. Inform Murthy of the Juror/Judge's Honorarium, so he can inform the prospective judge/juror the fee VAL pays.

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

3. Make sure you have a brief bio (and picture if possible) on the judge/juror to include in marketing materials. Send this to our Graphic Designer, Deb Kreimborg [debkreimborg@gmail.com](mailto:debkreimborg@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 Deb Kreimborg and Valerie Corwin to proofread. The days for gallery intake, hanging and strike are set by the Grand. There is no deviating

## Guide to Producing a VAL Gallery Exhibit

from this schedule! Wednesday is intake, Thursday is hanging, and Friday is judging and completing label placement. \*You can add a deadline for submissions in the text. Now that we have volunteers creating labels, you might want to have their email on the prospectus so they receive the artist/artwork information as well.

2. The prospectus should be sent to Technology/Communications Chair, Dulcé Ruque at [druque@yahoo.com](mailto:druque@yahoo.com) so she can forward it to the appropriate chairs and post it on the VAL website.

3. Contact Suzan Hendrickson at [suzanbh@gmail.com](mailto: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, the prospectus, 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.

### **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 [debkreimborg@gmail.com](mailto:debkreimborg@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 [druque@yahoo.com](mailto:druque@yahoo.com) ; Publicity Chair, R'Lene Winters [rlene@texesa.com](mailto:rlene@texesa.com) ; Social Media Chair, Dense Holguin [deniseholguin24@gmail.com](mailto:deniseholguin24@gmail.com) and Newsletter Editor, Ricky Sanders [ValMemberNews@gmail.com](mailto:ValMemberNews@gmail.com) The curator (s) will need to coordinate with Deb to confirm when the materials will be available to distribute. She usually leaves them in the credenza located in the gallery.

a. Deb will also create small cards for distribution to promote the exhibit. Contact her in regards to placing the print order and receiving the materials.

b. 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](mailto:dhelbing@cityoflewisville.com) and Arts Programming Specialist, Betsy Glickman at [bglickman@cityoflewisville.com](mailto: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. As curator (s) you can either use an image of your own artwork to promote the exhibit, or artwork from another artists who is submitting their art to the exhibit.

c. Contact Diane Wright [dmwright75028@gmail.com](mailto:dmwright75028@gmail.com) with exhibit information and any graphics that have been created, so she can submit paid advertising on

## Guide to Producing a VAL Gallery Exhibit

FaceBook. You will need to inform her of her budget so she can plan accordingly to schedule advertising. She will additionally post to EventBrite.

### **Intake:**

1. If you are going to use Sign - Up Genius for intake, the curator (s) should contact Suzan Hendrickson [suzanbh@gmail.com](mailto:suzanbh@gmail.com) one week prior to the scheduled intake, so she can create 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). You should have your volunteers in place one week prior to intake.

2. If you choose to schedule a "come and go" intake, you can either send a group email to exhibiting artist, reminding them of the date and times for the scheduled strike, or you can contact Suzan Hendrickson to send an e-blast with the intake information.

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. Post-its with artwork number needs to remain on art until all labels have been placed.

**\*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.**

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](mailto:lewisvillevaltreas@gmail.com) to get a list of members who have paid their entry fee via PayPal the day before intake.

6. Provide sign-up sheets at intake for food/wine 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](mailto: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 one week before the scheduled date to hang. It's best to contact VAL members who have a history of volunteering. See the list at the end of document.

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.

## Guide to Producing a VAL Gallery Exhibit

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. All artworks printed on metal must have rounded corners or be framed, and have professional mounting hardware. No cleat hangers!
9. 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 above the marked hole.

## Guide to Producing a VAL Gallery Exhibit

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:**

Contact Exhibit Committee Chairs, Deb Kreimborg and Valerie Corwin, to find out who will be creating your labels for the exhibit. You will need to coordinate with the volunteer to make sure they are receiving information needed for labels. They need to have labels ready and delivered at intake

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: If an artwork doesn't have a description, you will wait until the artist labels are placed after the judging process is complete. VAL uses a blind judging process, so the judge will not see the name of the artist when they are selecting award winners. The bottom of their artist label will be placed at 59".**

### **Artist Contact Sheet:**

You can either create a list of artists and their contact information (Name and email) and place on the small wall over the guest book in the gallery, or make a sign giving your contact information for inquires of artwork sales and place it over the guest book.

### **Judging/Jurying:**

1. One week prior to the judge/juror selecting the award winning artworks, contact our Treasurer, Jam McKay [lewisvillevaltreas@gmail.com](mailto:lewisvillevaltreas@gmail.com), so you can secure a check/receipt for payment. She can either mail the documents to you or leave them in the office at The Grand.
2. Contact and confirm with the judge/juror several days before they are scheduled to come to the gallery to select award winners. We schedule the judging process to begin at 10:00am on Friday (the day before the opening reception). Instruct the judge/juror on the number of awards being awarded, and ask for brief written comments for each award winner. Confirm whether or not they will be in attendance for the opening reception.

## Guide to Producing a VAL Gallery Exhibit

3. As soon as the judge/juror has made their selections, contact our Treasurer, Jam McKay, so she can prepare the checks and receipts for each winner. Confirm that she will be in attendance at the opening reception. If the treasurer has a conflict, make sure arrangements to receive checks and receipts in advance of the opening reception.
4. Contact award winners via e-mail ASAP. We generally send something such as, "We hope you are able to attend the opening reception, because one of your artworks is receiving an award."
5. Contact Deb Kreimborg (214 -783 -6578) as soon as the judge/juror is done. She will need to come to the gallery to photograph award winning artworks. She will also create a poster to hang in the gallery, and will bring it the week after the opening reception.

### Reception

1. One month before the opening reception, contact our Reception Coordinator, Rebecca Jones [rebeccajonesmailtime@gmail.com](mailto:rebeccajonesmailtime@gmail.com) and make sure she knows the budget for the reception. If you want specific food items let her know in advance.
2. Curator(s) 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) who have photographed past exhibits. Have pictures taken of the award winners with their artworks, and with the judge/juror if they are present. After the reception have the photographer send this information to our Web Master, Dulcé and our Social Media Chair, Denise Holguin, so they can post the information to our website and social media accounts.

**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.

### Opening Reception:

1. Curator(s) should be on the premises at least one hour prior to the start of the opening to make sure the Reception Coordinator has everything set up.
2. 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 pedestal in the gallery you will find it stored in the credenza in the gallery or in the VAL closet.
3. Place the Artist Contact sheet over the guest book.

## Guide to Producing a VAL Gallery Exhibit

### **Awards:**

Awards are announced at 8:00pm. Beginning in 2023, we are no longer handing out ribbons. Curator (s) can create a small business size card or larger which includes appropriate information. This will be placed under the Artist Information Label example below (final design is up to curators). Curators should have these ready to place by award winning artworks after the awards ceremony. Use 3M double sided command strips to prevent damage to walls.



### **Presentation of Awards:**

1. If the judge/juror is not present, the curator (s) will present awards. After you introduce yourself and any co-curators, thank the City of Lewisville and The Grand Staff for their assistance. You should have the following information prepared: the artist's name, title of winning artwork and a few comments from the judge/juror for each award winning artwork.

a. If the judge/juror is present they should present the awards. Curator (s) should have a short bio/credentials to read prior to introducing the judge/juror. Instruct the judge/juror prior to the reception that will announce: the artist's name, title of winning artwork and a few comments about the award winning artwork. Curators should have this information available for the judge/juror.

b. After artists receive their checks they will need to sign a receipt for the treasurer.

### **Artwork Sales:**

Artist contact information is kept on the wall above the sign-in book. 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 credenza) 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

## Guide to Producing a VAL Gallery Exhibit

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. **Artist will be charged a daily fee of \$10.00 for artworks left behind.** Neither VAL or The Grand is responsible for art that might go "missing" or get damaged.

### **Wall Restoration:**

Leave the hanging hardware in place. Our Exhibit Committee Chairs will designate a volunteer to fill in the holes.

### **Archive Exhibit Information:**

1. The curator (s) should save a copy of the prospectus, the intake/strike sheet, and list of exhibiting artist. Additionally, make notes of any artworks sold with: artist name, title of artwork, and price. This should be placed in a brown envelope labeled with exhibit name, and stored in the filing cabinet in the VAL closet.
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 Treasurer, so the information can be added to our yearly grant report.

### **VAL Volunteers:**

Below is a list of VAL members who consistently volunteer to hang:.

Buck Bucchesiter.....	<a href="mailto:bbuchheister@outlook.com">bbuchheister@outlook.com</a>
Lisa Chittenden.....	<a href="mailto:lisa.chittenden@yahoo.com">lisa.chittenden@yahoo.com</a>
Cary Cox.....	<a href="mailto:carybcoc@gmail.com">carybcoc@gmail.com</a>
Valerie Corwin .....	<a href="mailto:vjcorwin@gmail.com">vjcorwin@gmail.com</a>
Chuck Hendrickson.....	<a href="mailto:chuckh816@gmail.com">chuckh816@gmail.com</a>
Jose Angel Hernandez....	<a href="mailto:contactjoseangel@gmail.com">contactjoseangel@gmail.com</a>
Deb Kreimborg.....	<a href="mailto:debkreimborg@gmail.com">debkreimborg@gmail.com</a>
Murthy Mantha.....	<a href="mailto:mlmantha@gmail.com">mlmantha@gmail.com</a>
David Mask.....	<a href="mailto:davidmask1@outlook.com">davidmask1@outlook.com</a>
Crystal Nelson.....	<a href="mailto:crysnelsonindenton@gmail.com">crysnelsonindenton@gmail.com</a>
Georgia Neame.....	<a href="mailto:georgianeame@icloud.com">georgianeame@icloud.com</a>
Katherine Mays.....	<a href="mailto:kathy@dkijt.com">kathy@dkijt.com</a>
Karen Somoano.....	<a href="mailto:somoanok@gmail.com">somoanok@gmail.com</a>
Diane Wright.....	<a href="mailto:dmwright75028@gmail.com">dmwright75028@gmail.com</a>



## Guide to Producing a VAL Gallery Exhibit

The following volunteers are usually available to help with intake and strike:

Tina Alvarez.....[churchtina@gmail.com](mailto:churchtina@gmail.com)  
Jackie Haugen.....[waterjourney@verizon.net](mailto:waterjourney@verizon.net)  
Dulce Ruque .....[druque@yahoo.com](mailto:druque@yahoo.com)  
Diane Wright.....[dmwright75028@gmail.com](mailto:dmwright75028@gmail.com)

### **VAL Photographers:**

Tore Bellis.....[fogllama@yahoo.com](mailto:fogllama@yahoo.com)  
Denise Holguin.....[deniseholguin24@gmail.com](mailto:deniseholguin24@gmail.com)  
Deb Kreimborg.....[debkreimborg@gmail.com](mailto:debkreimborg@gmail.com)