

North Corridor Curator Instructions

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

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

Prospectus:

1. Two months before the exhibit prepare a prospectus by downloading the prospectus from the VAL website. Make the required changes marked in red then change the text to black. Confirm dates with Lisa Chittenden lisa.chittenden@yahoo.com (intake, exhibit dates and strike). Have Lisa proofread it before you send it to Suzan Hendrickson.
2. The prospectus should be sent to the following: Technology/Communications Chair, Dulce Ruqué ruque@verizon.net for inclusion on our website; E-Blast Chair, Suzan Hendrickson suzanbh@gmail.com so she can send an e-blast to our general membership; Newsletter Chair, Ricky Sanders ValMemberNews@gmail.com to be published in the VAL Member Newsletter. In addition to the prospectus, please provide them with an image sized for web and brief announcement text describing the theme of the show.
3. Make sure you print extra prospectus forms for intake because not everyone remembers to fill the form out.

Publicity:

1. Send exhibit information: title of exhibit, dates the exhibit runs, description and images to Dulce Ruqué and Ricky Sanders (see previous section for their contact information). Additionally, send the same information to R'Lene Winters at rlene@texesa.com for advertising in print and online publications as well as other art groups and our Social Media Chair, Joe Conner jasper_smile@yahoo.com
2. One month prior to exhibit, fill out The Grand Marketing Form and send to Arts Center Program Specialist, Betsy Glickman at bglickman@cityoflewisville.com and Arts Center Manager, Denise Helbing at dhelbing@cityoflewisville.com. You also need to send one or two images formatted for web that represent the theme of the exhibit. Images need to be horizontal not vertical.

Intake:

1. Two weeks before intake the curator should solicit volunteers if he/she would like to have assistance for intake. Sometime our intake location changes. Confirm classroom availability for intake with Lisa Chittenden. Also check the VAL closet and make sure there are enough labels for printing.
2. Contact Suzan Hendrickson about a week and a half prior to intake at suzanbh@gmail.com, so she can create an intake announcement e-blast. Give Suzan the specific date you want the email blast to be sent to VAL members.
3. Download and print the Intake sheet. Have post-it notes available. Each artwork is numbered as they are signed in at intake. The number on the post-it note placed on the

artwork, should correspond to the number on the sign-in sheet for each artwork. We reference this sheet for label placement.

4. Make sure there is an artist information label (from the prospectus) taped to the back of each artwork, and examine artwork to make sure it meets our hanging guidelines requirements.

5. If you don't want to prepare the labels at home, you can use the VAL laptop and printer at intake. The laptop and printer are located in the lock box in the VAL closet. You will need to get the key from Chuck Hendrickson chuckh816@gmail.com or Dulce Ruqué ruque@verizon.net

*Make sure all artists who submit art are current members. Contact Membership Chair, Cary Cox carybcox@gmail.com and she can confirm membership if you don't see their name on the membership list. If the artist is not current on membership, they will need to pay their yearly dues on or before intake.

Hanging:

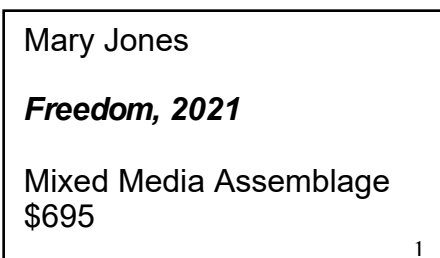
1. In general, a hallway exhibit is hung the same day as intake. However, you can schedule a separate day if it's your preference. If you would like help hanging solicit volunteers the week before.

2. Hallway exhibits 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.

3. Make sure that numbered Post-it notes remain on the artworks so wall labels can be easily matched to the art.

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 Matte Clear 18863 - 10 count clear, inkjet is the label that should be used for printing. The best font (16 or 18pt) would be a sans-serif font like Helvetica or Arial. Artwork dimensions are optional but can be included. If you include dimensions put them between the medium and price. Some prefer that the artwork title be listed first, but generally in a group exhibition the artist's name should be listed first on the label.



1. Provide our Social Media Chair, Joe Conner jasper_smile@yahoo.com with information and images of the exhibit to share on our social media accounts.
2. Prepare an Artist Contact Sheet (same information as the sign-in sheet). Print and place on the pedestal in the hall for potential buyers to reference.

Sales and Commissions:

1. All artwork must remain hanging until the end of the exhibit. No exceptions! If an artwork sell, a red dot needs to be placed in the lower left hand corner. Red dots are kept in the desk drawer 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 advised them to pay their commission ASAP. Jam McKay is our Treasurer. She can be reached at lewisvillevaltreas@gmail.com

Strike:

1. Confirm classroom availability for strike with Lisa Chittenden. Contact Suzan Hendrickson about a week and a half prior to the strike date so she can create a strike e-mail blast. Provide her with announcement text and the specific date you want the the email blast to be sent to VAL members.
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!
3. Sign-out sheet: You can use the intake sheet for artists to initial by each artwork picked up at strike.
4. All labels should be removed from the wall.

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). To expedite the process you can send Jam a photo of the form and receipt and she will mail you a check.

Archive Exhibit Information.

The curator should save a copy of the prospectus and the Intake and Strike sheets. Please make a notation of any artworks sold: artwork title, price and medium. Place the materials in a folder or brown envelope labeled with the exhibit name and put in the file cabinet on the left as you enter the VAL closet.