

# Exhibit Guidelines and Requirements

## Guide to Producing a VAL North Hallway Exhibit:

### Prospectus:

1. Two months before the exhibit, prepare a prospectus by downloading the prospectus template from the VAL website at [visualartleague.com/prospectus](http://visualartleague.com/prospectus) and making the required changes marked in red (change these to black).
2. The prospectus should be sent to our Technology/Communications Chair, Dulce Ruque ([ruque@verizon.net](mailto:ruque@verizon.net)), so she can put it on our website and forward it to the appropriate chairs for inclusion in our newsletter, and arrange for an e-mail blast to be sent out to members.
3. 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. You need to send the title of the exhibit, dates the exhibit runs, and an image or images to Technology/Communications Chair, Dulce Ruque ([druque@verizon.net](mailto:druque@verizon.net)). She will post exhibit information on the VAL website, and forward exhibit details to our newsletter editor
2. Fill out the MCL Grand Marketing Form and send to Arts Center Program Specialist, Besty Glickman at [bglickman@cityoflewisville.com](mailto:bglickman@cityoflewisville.com) and Arts Center Specialist, Aaron Kays at [akays@cityoflewisville.com](mailto:akays@cityoflewisville.com)

### Intake:

1. Two weeks before intake the curator should solicit volunteers to help with intake and hanging. If possible, try to schedule one or two different times to receive art.
2. Prepare a numbered sign-in sheet for artists, and have stickers/post it notes to put on each artwork entered. The number should correspond to each artwork entered on the sign-in sheet. Include columns on the sheet for artist name, phone number, email, title, price, medium and dimensions of art.
3. Make sure there is an artist information label (from the prospectus) filled out and attached on the back of each artwork.
4. At intake, set up the VAL laptop and printer located in the lock box in the closet (you will need to get the key). Have someone type up a list of the artists and their contact information provided on the prospectus form. Print a copy and place on easel on rectangular floor stand at end of hallway opposite from the door end.
5. On the VAL laptop, use the label template to create labels for the wall that include title, artist, medium and price. Print onto Avery 8863 - 10 count clear labels for inkjet printers.
6. In general, a hallway exhibit is hung the same day as intake. If the curator decides to hang on a different day, he/she needs to make sure members are aware, and have a sign-up sheet on the table at intake so artists can sign up to help hang the exhibit.

\*Make sure that members who enter all exhibits 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 bring their membership up to date at intake, or they will not be able to participate.

### **Hanging the show:**

1. The hallway exhibits utilize the rod and clip hanging system. Clips slide up and down to adjust the height of the art. If you need more rods than are available or need rods removed contact Arts Center Specialist, Aaron Kays in the MCL Grand office.
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.
3. Place printed labels on the wall next to each artwork.

**Labels:** Each piece of art to be hung requires a label placed on the wall next to it. The title of the artwork, media, and price should be included on each label. Avery 8863 - 10 count clear, Inkjet is the label that should be used for printing.

### **Strike:**

1. At least one week before the end of the exhibit, the curator should have an e-mail blast sent out, reminding artist the date and time of strike.
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!
3. There should be a sign-out sheet available at strike for artist to initial by each piece of art removed from the gallery. You can use the artist contact list for this purpose.
4. All labels should be removed from the gallery walls at strike.

### **Archive Exhibit Information:**

The curator should save the prospectus forms from the artists, intake and strike sheets. Place the exhibit materials in a folder and save. We are currently in the process of deciding how this will be digitally archived.

### **Thank the 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 framed and ready for secure installation if those works are intended for 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. The hallway is a smaller exhibit. The curator will decide if there will be size restrictions. In general, pieces should not be larger than 40" wide in order to provide maximum opportunity for VAL members to participate. Larger pieces may be included if the curator decides that such pieces don't compromise the integrity of the exhibit. As mentioned earlier if more rods and clips are needed for hanging art or if you need rods removed, contact Aaron Kays in the MCL Grand office.

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

7. Artworks that are hung should have a clean, gallery-wrapped canvas edges or be framed. There is no depth restriction for gallery-wrapped canvas edges for hallway exhibits.

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