

North Hallway Curator Instructions

Prospectus:

1. Two months before the exhibit, prepare a prospectus by downloading the prospectus template form the VAL website at visualartleague.com/prospectus and making the required changes marked in red (change these to black).
2. The prospectus should be sent to the following: Technology/Communications Chair, Dulce Ruque (ruque@verizon.net) for inclusion on our website; Suzan Hendrickson (suzanbh@gmail.com) for email blast to the general membership; Ricky Sanders (ValMemberNews@gmail.com) to be published in the VAL Member Newsletter. In addition to the prospectus, please provide them with an image/graphic and brief description 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 Ruque 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.
2. Fill out the MCL Grand Marketing Form and send to Arts Center Program Specialist, Betsy Glickman at bglickman@cityoflewisville.com and Arts Center Specialist, Aaron Kays at akays@cityoflewisville.com.

Intake:

1. Two weeks before intake the curator should solicit volunteers in the event that he/she is unable to be present for intake. If possible try to schedule two days to receive art (do the same when scheduling the strike). Check with Aaron Kays for classroom availability.
2. Contact Suzan Hendrickson about a week and a half prior to intake at suzanbh@gmail.com, so she can create an intake announcement with a Sign Up Genius link. Provide her with announcement text, intake days/date and time slot preference (15min time slots are standard). The strike announcement with the Sign Up Genius link should be sent via email blast the week before intake. Give Suzan the specific date you want the email blast to be sent.
3. Prepare a numbered sign-in sheet for artists to sign in and have Post-it notes to put on each artwork entered. The number on the artwork should correspond to the number on the sign-in sheet. Include columns on the sheet for: artist name, title of art, medium, dimensions, price, email and phone number and a space for artists to initial by each artwork they sign in.

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 Diane Wright or Dulce Ruque.

6. Use Avery 8863 - 10 count clear for printing labels. Use a font that is easy to read such as Ariel or Helvetica (14 - 16pt font is recommended). Labels should have: artists name, title of artwork, medium, dimensions and price.

7. Prepare a list of artists and artworks (same information as sign-in sheet) and have a copy printed and placed on an easel on pedestal.

*Make sure all artists who submit art are current members. Contact the membership chair for a current list. If a member is expired he/she will have to pay their dues prior to or at intake.

Hanging:

1. In general, a hallway exhibit is hung the same day as intake. If the curator decides to hang the show on a different date, have a sign-up sheet available at intake to solicit volunteers. The Hanging Guidelines document can be found under the "More" tab on the VAL website.

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, contact Art Center Specialist, Aaron Kays in the MCL Grand 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 8863 - 10 count clear, inkjet is the label that should be used for printing. The best font (16pt) would be a sans-serif font like Helvetica or Arial because it's the easiest to read. Labels can be typed up and printed during intake and/or hanging, using the VAL laptop and printer. The laptop and printer are stored in a lockbox in the VAL closet. You will need to get the key from Dulce or Diane.

Social Media:

1. Provide our Social Media Chair with information and images that he/she can post on our social media accounts

2. Contact Suzan Hendrickson and have an email blast sent out to the general membership, reminding them to visit our social media accounts and support our VAL exhibits by "liking and commenting" on the our Facebook/Instagram posts as well as promoting the exhibit on their personal Facebook/Instagram accounts.

Strike:

1. Provide our Social Media Chair with information and images that he/she can post on our social media accounts. Contact Suzan Hendrickson about a week and a half prior to the strike date, so she can create Sign up Genius link and strike e-mail blast. Provide her with announcement text, day/date, and time slot preference (15min is standard). The strike announcement with the Sign Up Genius link should be sent via email blast the week before strike. Give Suzan the specific date you want the the email blast to be sent.

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. Prepare a sign - out sheet for artist to put their initials by each artwork removed.

4. All labels should be removed from the wall.

Sales:

1. All artwork must remain hanging until the end of the exhibit.

2. If any artwork is sold 20% of the sale needs to be paid to the VAL treasurer. The curator needs to follow up with the treasurer to make sure the artists paid the commission.

Archive Exhibit Information.

The curator should save a copy of the prospectus, the prospectus forms from the artists and the sign - in/ sign - out sheets. Please make a notation of any artworks sold and the name of the artist. Place the materials in a folder or brown envelope labeled with the exhibit name and put in the VAL closet.

Thank the Volunteers:

Take a moment to recognize members who helped with the exhibit. An email sent to the volunteers lets them know their time and efforts are appreciated.