



Visual Art League of Lewisville

Curator's Guide for the Main Gallery

All forms referenced in this document can be found on the [VAL website](#).

Summary:

This document outlines the steps for being a **Curator for a Gallery Exhibit 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.

The curator's role is to manage an entire gallery exhibit from start to finish. It includes preparing the prospectus, receiving submissions, hanging art, managing the reception, awards and overseeing the strike.

Volunteers must have successfully curated a North Corridor exhibit before being considered to curate a Gallery exhibit.

Gallery exhibits have high visibility in the community. They also have budgets that have been planned a year in advance. The City of Lewisville contributes grant funding that must be spent according to contractual agreement. Curators are expected to be responsible stewards of the budget.

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

Volunteers: Curators will have assistance on specific tasks related to an exhibit as follows:

Printing of 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** that has all the label information to be printed. The Master Spreadsheet must be maintained 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 exhibit process – particularly as deadlines approach.

Intake/Hanging/Strike:

Volunteers help check-in artwork as it gets dropped off, help hang and under the curator's guidance arrange art. Similarly, a volunteer can help at strike when artists pick up their artwork at the close of a show.

Photographers:

Tore Bellis and Denise Holguin are the photographers for the opening receptions. They will take general crowd photos during the reception, the award winners with their artwork and the award winners with the judge/juror (if present). Deb Kreimborg photographs the winning artwork for the Winners' Poster that is displayed in the Gallery.

Reception Coordinator

Rebecca J. Jones is responsible for planning, budgeting and setting up the food that is served at the opening reception.

See the **Volunteers** section for a list of contacts. For questions, contact the Exhibits Committee Chair.

TIMELINE

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

DESCRIPTION	DATE(S)
Exhibit Dates	
Submission Deadline	
Intake	
Hanging	
Judging	
Strike	

Dates (fill in the appropriate dates in this column)	Overview of Task	Task Details
2 months before exhibit opening date:	A. Update the Prospectus	<p>1. Discuss all the dates related to the exhibit with the Exhibits Committee Chair. (Exhibit Dates, Submission Deadline, Intake, Judging, Strike, etc.)</p> <ul style="list-style-type: none"> Exhibit Dates Exhibit dates are determined a year in advance. Review the Schedule of Art Exhibitions (printed cards are available in The Grand and on VAL website). Reception Gallery receptions are on the first day of the exhibit (Saturday) and are from 7 pm – 9 pm. <i>The exception is the support exhibit for the Fresh Ideas Solo Show. Consult the Exhibits Committee Chair to confirm the reception date.</i> Submission Deadline The Submission Deadline is Friday the week before the opening exhibit date at midnight. No entries are accepted after that date. No walk-in entries permitted. This is to allow the label volunteer ample time to create the labels. <p>The Lewisville Grand Theater sets the dates for intake, hanging and strike. There is no deviating from the schedule:</p> <ul style="list-style-type: none"> Wednesday is intake Thursday is hanging Friday is judging and completing label placement. The first Monday after the exhibit closes is strike. <p>2. Download the Prospectus template from the VAL website.</p> <ol style="list-style-type: none"> Text in red needs to be updated with appropriate information. Change the text to black when finished updating.

2 months before exhibit opening date:		<p>3. Your updated Prospectus needs to be reviewed and approved before it goes live.</p> <p>Email the file to the following individuals:</p> <ol style="list-style-type: none"> Exhibits Committee Chair: Crystal Nelson President: Lisa Chittenden 1st VP: Denise Holguin <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>
	B. Judge/juror assigned to event	<ol style="list-style-type: none"> Contact Crystal Nelson for information on the Juror/Judge assigned to your exhibition. If there are concerns, ie, if you personally know the judge/juror, please contact her immediately to discuss. Contact the judge/juror to review details including: <ol style="list-style-type: none"> Exhibition theme Judging date Reception date and availability to attend reception Marketing materials: <ol style="list-style-type: none"> Ask the judge/juror to provide a short bio and headshot to be included in marketing materials. Email this information to the Graphic Designer and Social Media Chair, Denise Holguin. Expectations for judging process: <ol style="list-style-type: none"> The judge/juror will need to provide a short description explaining why the winning art was selected. This information will be read during the Reception and a copy will be provided to the winners.
	C. Budget Chart	<ol style="list-style-type: none"> Contact the Exhibits Committee Chair, Crystal Nelson, for budget information including number of awards, value of awards, sponsors (if applicable), reception budget, judge/juror's honorarium, etc. Fill in the Budget Chart included in the Appendix of this document for future reference. It is the Curator(s) responsibility to manage the budget that has been allocated for a Gallery exhibition.
2 months before exhibit opening date:	D. Make Prospectus Public	<p>Once the Prospectus is approved, it is ready to be announced to the general membership through the following channels:</p> <p>Email Blast:</p> <ol style="list-style-type: none"> Email the Prospectus, image and short description of the theme to the E-Blast Chair, Suzan Hendrickson. Ask Suzan to send you a test email. Review the test blast and give Suzan approval that the blast can be sent. Work with Suzan to schedule a date for an email blast to the general membership.

<p>2 months before exhibit opening date:</p>		<p>Website:</p> <ol style="list-style-type: none"> 4. Email the Prospectus, image and a short description of the theme to the Technology / Communications Chair, Dulce Ruque. 5. Dulce will place the materials on the website. <p>Newsletter:</p> <ol style="list-style-type: none"> 6. Email the Prospectus, image and a short description of the theme to the Newsletter Chair, Ricky Sanders. 7. Ricky will place information in the monthly newsletter. <p>Social Media Chair:</p> <ol style="list-style-type: none"> 1. Email the Prospectus, image and a short description of the theme to the Social Media Chair, Denise Holguin. 2. Denise will create and schedule social media posts to promote the Call for Artists.
	<p>E. Receive Submissions</p>	<p>Receive and Acknowledge Submissions:</p> <ol style="list-style-type: none"> 1. When you receive submissions, verify all information and materials are included and that they meet the requirements. 2. Reply back 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: <date and time here>. “</p> <p>Note to curators: some artists have received just a “thank you” and they were unaware their artwork was accepted so they missed the intake.</p>
	<p>F. Maintain Master Spreadsheet and Shared Images Folder</p>	<p>Crystal Nelson will give you access to a Master Spreadsheet template and a Shared Images 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"> 1. 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"> • Do not wait until the last minute to enter submission data. • The assigned label printing volunteer will deliver the labels on the day of intake. 2. Save and organize the images to the Shared Images folder as they come in. Per the Prospectus, image submissions should be saved as: LastName_FirstName_Title.jpg. <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.</p>

1 month before exhibit opening date:	A. Judge/Juror	Email Reminder: <ol style="list-style-type: none"> 1. Send an email to the judge/juror indicating you are excited to have them participate in our event. List the dates as a reminder.
	B. Reception	Reception: <ol style="list-style-type: none"> 1. Discuss the reception budget and details related to the food and theme for the opening reception with the Reception Coordinator, Rebecca J. Jones. 2. Ask Rebecca if she wants members to donate any items in addition to wine. Add these items to the sign-up sheet at intake.
	C. Publicity: Lewisville Grand Theater	Publicity: The Lewisville Grand Theater is a separate entity from the VAL. The Grand will promote the event with materials the curator provides. As the curator, you have the opportunity to make the marketing for the exhibit a success. Successful marketing draws attention and brings people in to view the exhibit. Form: <ol style="list-style-type: none"> 1. Fill out The Grand Marketing Form and send the completed form to Arts Center Manager, Denise Helbing and Arts Programming Specialist, Betsy Glickman. Images: <ol style="list-style-type: none"> 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.
	D. Publicity: VAL	Publicity: Denise Holguin is the Graphic Designer and Social Media Chair. She will create printed materials (Promo Poster, Winners' Poster, Promo Card) and digital files to promote the exhibit. <i>As curator you will review the Promo Poster and the Winners' Poster before they are printed.</i> Denise will follow the budget allocated for the exhibit. <ol style="list-style-type: none"> 1. Social Media Posts: Denise will post content on social media promoting the exhibit. She will also create an event on Facebook for the opening reception. 2. Social Media Paid Advertising: Diane Wright and Denise will coordinate efforts. Denise will provide materials and Diane will schedule the ads. Diane will follow the budget that has been allocated for the event. 3. Eventbrite: Dulce Ruqué will post the reception to Eventbrite. 4. Website: Denise will provide material to Dulce Ruqué to post on the website.

1 month before exhibit opening date:		<p>5. Newsletter: Denise will provide material to Ricky Sanders.</p> <p>6. Sponsors/Publicity: Denise will send promo materials to R'Lene Winters. She maintains relationships with sponsors.</p> <p>7. Printed posters: Denise will print posters to be displayed at local businesses and The Grand. She will make sure Jackie Haugen receives the posters to distribute at the local businesses and that The Grand receives the posters they need.</p>
1 week before intake date:	A. Intake – Email Reminder	<p>Ensure a smooth intake by sending a reminder.</p> <ol style="list-style-type: none"> 1. Contact Suzan Hendrickson to schedule an Intake E-mail Blast. 2. Provide Suzan with the following: <ul style="list-style-type: none"> ○ Text to include in the email blast ○ Date options for the blast to be sent to members ○ Specify if you'd like her to include a link to Sign-up Genius. This gives artists the ability to sign up for a specific time-slot for dropping off art. It also autogenerates a reminder. ○ Subject line
	B. Intake and Hanging Volunteers	<p>Secure a team of volunteers to assist during Intake and Hanging.</p> <ol style="list-style-type: none"> 1. Refer to the list of volunteers at the end of this document to secure a team to help with intake and hanging.
	C. Request tables + chairs	<p>Contact Denise Helbing to request 2 tables and chairs for intake.</p> <ul style="list-style-type: none"> • Table 1 can be placed outside the gallery. It can serve as an area for artists to repair hardware issues with their submissions. • Table 2 can be placed inside the gallery. As people walk in with their artwork they will be greeted by you and your volunteers who will be ready to receive their artwork.
	Gallery Sitting Email	<p>Schedule Gallery Sitting Email</p> <ol style="list-style-type: none"> 1. Contact Suzan Hendrickson to create a Sign-Up Genius link to be sent to exhibiting artists. 2. Blast date: Opening Day of Reception

1 week before the Judge/Juror arrives:	Judge/Juror	<p>Payment</p> <ol style="list-style-type: none"> 1. Contact the Treasurer, Jam McKay, to secure a check/receipt for payment of the judge/juror. She can either mail the documents to you or leave them in the office at The Grand. <p>Email reminder to Judge/Juror</p> <ol style="list-style-type: none"> 3. Send reminder to the judge/juror regarding the in-person visit to select the winning artwork. 4. We schedule the judging process to begin at 10:00 am on Friday (the day before the opening reception). 5. Be sure judge/juror understands the type of exhibit they are judging. (ie, a juried or non-juried event). 6. Instruct the judge/juror on the number of awards. 7. Remind the judge to be prepared to write brief written comments for each award winner. 8. Confirm whether the judge will attend the opening reception.
1 day after submission deadline:	A. Finalize Master Spreadsheet	<p>Update Master Spreadsheet</p> <ol style="list-style-type: none"> 1. Once the deadline for submissions has closed, finalize the Master Spreadsheet by making sure all submissions are included in the file.
	B. Labels	<p>Labels</p> <ol style="list-style-type: none"> 2. Confirm your assigned label printer is on track to print and have the labels ready on Intake date.
	C. Verify Membership	<p>Verify Artists' Membership</p> <ol style="list-style-type: none"> 1. 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. <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.</p>
	D. Verify Payment	<p>Verify Payment for Submissions</p> <ol style="list-style-type: none"> 1. Email the Treasurer, Jerry McKay, and ask her to review the Master Spreadsheet to confirm all artists have paid for their submissions via PayPal.
	E. Online Exhibit	<p>Online Exhibit</p> <p>Dulce Ruqué creates an online exhibit on the VAL website. She will access the Master Spreadsheet and folder of images to create an online exhibit.</p> <ol style="list-style-type: none"> 1. Send an email to Dulce when everyone has been confirmed as a member and payments received.
	F. Contact Sheet	<p>Contact Sheet for Interested Buyers</p> <ol style="list-style-type: none"> 1. Denise Holguin will print a sign instructing interested buyers to contact the curator to make a purchase. The curator will connect the buyer with the artist. The sign will be placed by the sign-in book at the Gallery.

Day before intake:	A. Prepare for Intake Day	<p>Paid Submissions</p> <ol style="list-style-type: none"> 1. Double check the Master Spreadsheet to be sure all submissions have been confirmed as Paid. If not, contact Jerry McKay to be sure the file is up to date and discuss any non-paid submissions. No artwork can be accepted without the submission fee. <p>Print Master Spreadsheet</p> <ol style="list-style-type: none"> 2. Download and print the Master Spreadsheet. Be sure to have “Piece Number, Artist, Title, Medium, Price, Paid” listed on your printout. (You can hide/show columns before printing for efficiency.) This print-out will be used during Intake for checking-in the artwork. Artists will place their initials next to their name as they drop off their artwork. <p>Extra Labels</p> <ol style="list-style-type: none"> 3. Print a few copies of the artwork labels from the prospectus to have on hand for artists who forgot to label their artwork. <p>Reception</p> <ol style="list-style-type: none"> 4. Wine is not covered by the budget. Have a sign-up sheet ready for members to sign up to bring wine to the reception. If the Reception Coordinator, Rebecca J. Jones, requested additional items to be donated, include on the sign-up sheet.
Intake Day:	A. Artists drop off their artwork	<p>Receive Artwork</p> <ol style="list-style-type: none"> 1. Verify the artists’ information is on the back of each artwork. 2. Verify the artwork meets the hanging guidelines requirements. See the Hanging Guidelines section in the Appendix for details. 3. 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. 4. Have the artists place initials on the printed Master Spreadsheet to acknowledge dropping off the artwork. 5. Ask artists if they would like to sign-up to bring wine (and/or other items if applicable).
Artwork hanging date:	A. Hanging and arranging artwork	<p>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.</p> <ol style="list-style-type: none"> 1. Make sure the numbered post-it notes remain on the artworks so wall labels can be easily matched to the art. 2. Review the following sections within this document: Hanging Guidelines, Hanging Art in the Gallery and Labels

10 am on the Friday before Opening Reception:	A. Artwork is judged	<p>As a reminder, the judging process is blind. Labels with the artists' names are not displayed next to the artwork when the artwork gets judged. Only the labels with the descriptions are visible. If artists don't submit descriptions no label is displayed. The curator must not be in the Gallery when the judging takes place.</p> <p>Process:</p> <ol style="list-style-type: none"> 1. Curator welcomes the judge/juror into the Grand and reconfirms the number of awards and answers any questions. 2. The Curator walks the judge/juror to the entrance of the Gallery. 3. Curator waits in the lobby of the Grand while judging takes place. 4. Judge/Juror exits Gallery and provides the list of winners. 5. Curator discusses further details, answers any questions regarding the opening reception (assuming judge/juror can attend). The judge gets paid at the opening reception. 6. Ask the judge for his/her commentary on the award winning pieces. This information should be typed and available for the judge to read at the Opening Reception as winners are announced. Print multiple copies or plan to cut the document up to hand the comments to each of the award winners following the opening reception. (The judge/juror can also type the commentary and email it to the curator.)
	B. Checks written	<p>Awards</p> <ol style="list-style-type: none"> 1. As soon as the judge/juror has made their selections, contact our Treasurer, Jam McKay, to prepare the checks and receipts for each winner. 2. Confirm the Treasurer will attend the opening reception. If the treasurer has a conflict, make arrangements to receive checks and receipts in advance of the opening reception. 3. If art supplies or other items are being handed out as awards (instead of checks), be sure arrangements are made to have those items at the opening reception.
	C. Winners Notified	<p>Notify Award Winners</p> <ol style="list-style-type: none"> 1. Contact award winners via e-mail ASAP. We send something generic such as, "We hope you are able to attend the opening reception, because one of your artworks is receiving an award."
	D. Photography of Artwork	<p>Photography of Award-Winning Artwork</p> <p>Deb Kreimborg photographs the award-winning artwork for use in the Winners' Poster.</p> <ol style="list-style-type: none"> 1. Contact Deb Kreimborg (214 -783 -6578) as soon as the judge/juror is finished. She will visit the gallery to photograph the artwork and will send the images to Denise Holguin who will create the Winners' Poster. <i>(Note: if the images the artists provided with their submission are high quality and professional, those images may also be used.)</i>

10 am on the Friday before Opening Reception:	E. Publicity: Winners' Poster	<p>Winners' Poster</p> <ol style="list-style-type: none"> 1. Contact Denise Holguin with the list of winners. She will create and print a poster showcasing the winners that will be displayed in the Gallery. <p>As curator you must review for accuracy before she prints it. The poster will be displayed on the wall over the guestbook in the Gallery after the opening reception.</p>
	F. Finish labeling artwork	<p>Labels</p> <ol style="list-style-type: none"> 1. Once judging is complete, place the labels with the artist name, title and price beside the artwork. <ul style="list-style-type: none"> • For details on label placement, refer to the Labels section in the Appendix. • All labels must be placed on artwork after judging is complete on Friday.
The Friday before opening reception:	A. Winners' Cards / Plaques	<p>Winners' Cards / Plaques</p> <ol style="list-style-type: none"> 1. Create and print small / business card sized winners' cards that include relevant information. 2. The cards will be placed under the labels AFTER the award ceremony. <p>See section Sample Winner's Card / Plaque in the Appendix for an example. The final design is up to the curators.</p>

Opening Reception:	A. Prepare Final Details for Opening Reception	<p>The opening reception is from 7 pm – 9 pm.</p> <ol style="list-style-type: none"> 1. The curator should arrive at least 1 hour before the opening reception. (Arrive no later than 6 pm) 2. Make sure the Reception Coordinator is present and setting up the food. 3. Make sure the Bartender is present and setting up wine station. 4. Verify the photographers are present. 5. Make sure there is a guestbook 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. 6. Coordinate the placement of a round table and microphone with The Grand. Determine where you and the judge/juror will stand in relation to the table and microphone during the ceremony. 7. Welcome the Judge/Juror and go over the sequence of events for the evening: (Note, if judge/juror cannot attend, curator will present awards) <p>Welcome & Thank You</p> <ol style="list-style-type: none"> a. President: welcomes the attendees, thanks the City of Lewisville, and introduces and thanks the curator. <p>Introduce Judge/Juror</p> <ol style="list-style-type: none"> b. Curator will read a short bio/credentials before introducing the judge/juror. c. Have the judge/juror announce the artist's name, title of winning artwork and brief comments on the artwork. d. Curator announces most artworks are available for sale. See curator if interested in purchasing artwork. e. Curator requests all attendees to sign guestbook and include zip code.
	B. 8 pm Awards Ceremony	<p>Awards Ceremony:</p> <ol style="list-style-type: none"> A. Awards are announced at 8:00pm. B. After artists receive their award checks they will need to sign a receipt for the Treasurer. C. After the awards ceremony, hang the Winners cards/plaques next to each of the winning artwork. D. Photographers will take photos of all award winners with the judge and also next to the artwork. Additional photo opps as needed.
1-2 days following reception:	Photography / Social Media and Website	<p>Photographers, Tore Bellis and Denise Holguin will process all photos from the reception.</p> <p>Social Media:</p> <ol style="list-style-type: none"> 1. Denise Holguin handles all the Social Media posts. She will post the winners and reception highlights following the reception. 2. Denise will also provide the same materials to Dulce Ruqué to post on the website.

<p>1 ½ weeks before strike:</p>	<p>A. Prepare for Strike</p>	<p>Email Blast</p> <ol style="list-style-type: none"> 1. Contact Suzan Hendrickson to schedule an email blast reminder for Strike. Provide Suzan with the following: <ol style="list-style-type: none"> a. Text to include in the email blast b. Date options for the blast to be sent to members c. Specify if you'd like her to include a link to Sign-up Genius. This gives artists the ability to sign up for specific time-slot for picking up art. It also autogenerates a reminder. <p>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.</p>
<p>Strike day:</p>	<p>A. Artwork is picked up and wall restoration</p>	<p>Sign-out Sheet</p> <ol style="list-style-type: none"> 1. 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. 2. For all artists who have sold artwork in the exhibition: Curator must provide instructions on commission payments. 3. Remove all labels from the wall. <p>Wall Restoration:</p> <ol style="list-style-type: none"> 1. Leave the hanging hardware in place. The Exhibit Committee Chair will designate a volunteer to fill in the holes.
	<p>B. Archives</p>	<p>Archive Exhibit Information:</p> <ol style="list-style-type: none"> 1. Save a copy of the prospectus, the intake/strike sheet, and list of exhibiting artists for the VAL Archives. 2. Make notes of any art works sold. Include: artist name, title of artwork, and price. 3. Place paperwork in a brown envelope labeled with the Exhibit name. Place the envelope in the filing cabinet in the VAL closet. 4. Check the guestbook for visitor emails and take a mobile photo of each page. Send the information to our Membership Chair. 5. A list of zip codes should be sent to our Treasurer, so the information can be added to our yearly grant report.

APPENDIX

Budget Chart

Fill in the chart below for future reference. Contact the Exhibits Committee Chair, Crystal Nelson, for budget information.

Budgeted Expenses	Dollars
Advertisements (newspapers, social media advertising)	
Printed materials (flyers, posters)	
Judge/Juror's fee (the fee varies depending on the exhibit type: Member's Show Judge, Support Show Judge, Fresh Ideas Juror)	
Bartender's fee	
Reception food (including plates, napkins, silverware, cups, etc)*	
Awards	<i>List each award and value:</i>

**Wine cannot be purchased using the budget. Wine must be donated by members. The curator needs to create a sign-up sheet and have it available during intake. Additional instructions regarding this task are in the timeline.*

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.

Hanging Art in the Gallery

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 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.

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.

Any hardware or tools that do not belong to the Grand should be put back in the VAL closet.

Labels

Every artwork has two labels displayed. The first label has the artist name, title and price. The second label has the art description. The labels are matched to the post-it notes that you placed at intake.

VAL uses a blind judging process, so the judge will not see the name of the artist when they are selecting award winners. Only the art description label is displayed for judging.

The art description labels are placed the afternoon the artwork is hung in the gallery, prior to the juror/judge coming to the gallery. (Note, if an artist didn't submit a description, no label will be placed for the juror/judge. Their artist label will be placed after the judging process is complete).

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.

Take a measuring stick from the VAL closet and place it 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 57 inch mark.

Once the judge has made his/her selections, place the artist labels next to each work of art.

Simply line up the artist label above the art description label.

*Please do NOT use a push pin to mark the 57 inches from the floor. We are being asked by The Grand to minimize holes in the gallery walls.

The bottom of the artist label will be placed at 59 inches.

Sample Content for Winner's Card / Plaque

VISUAL ART LEAGUE OF LEWISVILLE
HOME 2024
HONORABLE MENTION JUDGE: Susie Que

Artwork Sales

Artwork purchases are strictly between the artist and buyer. Neither VAL nor The Grand will act as a proxy for the artist. Place a red dot (found in the credenza) in the lower left hand corner of the artist label, signifying the artwork is sold. All artworks 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 will need to provide an 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 our Treasurer, Jerry McKay. It is the responsibility of the curator to follow up with the Treasurer and make sure commissions have been paid.

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. 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.

Support Event: Conversations with Artists: What were they thinking?

Denise Holguin manages the special event, Conversations with Artists: What were they thinking? She will coordinate a date with Denise Helbing at the Lewisville Grand. Events are held on Sunday afternoons. Denise will handle all aspects including email blasts, social media posts, signs ups, light snacks and hosting the event. The curator is encouraged to attend. The event is meant to increase exposure of the exhibit, promote sales and provide a supportive environment where artists can speak about their artwork.

Key Contacts:

Exhibits Committee Chair

Crystal Nelson: crysnelsonindenton@gmail.com

Email Blasts:

Suzan Hendrickson: suzanbh@gmail.com

Google Shared Files and Folders Access

Crystal Nelson: crysnelsonindenton@gmail.com

Label Printing:

Rebecca J. Jones: rebeccajonesmailtime@gmail.com

Lewisville Grand Theater:

Arts Center Manager:

Denise Helbing: dhelbing@cityoflewisville.com

Arts Center Programming Specialist:

Betsy Glickman: bglickman@cityoflewisville.com

Membership:

Denise Lindgren: membershipval@gmail.com

Newsletter:

Ricky Sanders: ValMemberNews@gmail.com

Photographers: Reception

Tore Bellis: fogllama@yahoo.com

Denise Holguin: deniseholguin24@gmail.com

Photographers: Award Winning Artwork

Deb Kreimborg: debkreimborg@gmail.com

President:

Lisa Chittenden: lisa.chittenden@yahoo.com

Printed Poster Distribution in Old Town Lewisville

Jackie Haugen: jacalynhaugen@gmail.com

Publicity:

R'Lene Winters: rlene@texesa.com

Reception:

Rebecca J. Jones: rebeccajonesmailtime@gmail.com

Social Media:

Denise Holguin: deniseholguin24@gmail.com

Treasurer:

Jerry McKay: lewisvillevaltreas@gmail.com

Website:

Dulce Ruqué: druque@yahoo.com

Hanging Art:

Lisa Chittenden: lisa.chittenden@yahoo.com

Valerie Corwin: vjcorwin@gmail.com

Chuck Hendrickson: chuckh816@gmail.com

Jose Angel Hernandez: contactjoseangel@gmail.com

Deb Kreimborg: debkreimborg@gmail.com

Murthy Mantha: mlmantha@gmail.com

David Mask: davidmask1@outlook.com

Crystal Nelson: crysnelsonindenton@gmail.com

Georgia Neame: georgianeame@icloud.com

Katherine Mays: kathy@dkijt.com

Karen Somoano: somoanok@gmail.com

Diane Wright: dmwright75028@gmail.com

Intake and Strike:

Tina Alvarez: churchtina@gmail.com

Cindy Bustamante: cindyb73@verizon.net

Helen Carter: Carhelen@gmail.com

Jackie Haugen: waterjourney@verizon.net

Diane Scovill: diane.scovill@frontier.com

Dulce Ruque: druque@yahoo.com

Diane Wright: dmwright75028@gmail.com