

VAL Gallery Curator Instructions

Guide to Producing a VAL Gallery Exhibit:

Annually the VAL Executive Board, in consultation with the MCL Grand management, establishes an exhibit schedule that includes the location (hallway 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, programs etc...)
- Juror's fee
- Bartender's fee
- Items needed for the reception table (plates, napkins, silverware, cups etc..)
- Awards

Juror/Judge:

1. If the exhibit is to be judged, contact Juror Selection Chair, Linda Chidsey (LindaChidsey1@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 Linda the date art is to be judged so she can assure the juror is available.
2. When requesting a juror explain what the exhibit is about, so it helps Linda in her search as well as informing prospective jurors.
3. Make sure you have a brief bio on the juror/judge to include in the exhibit program.

Prospectus:

1. Two months before the exhibit, prepare a prospectus by downloading the prospectus template from 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 Technology/Communications Chair, Dulce Ruque at (ruque@verizon.net) so she can forward to the appropriate chairs for inclusion in the newsletter and the VAL website (where the PayPal option link is).
3. Contact Suzan Hendrickson (suzanbh@gmail.com) so she can have a blast sent out out to the general membership. Please include a subject line and announcement text.
4. 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 make sure the title of the exhibit, dates the exhibit runs and any written text is sent to our graphic designer, Mary Carradine (mfcarradine@gmail.com) Mary will create an original graphic for the printed materials. Give Mary adequate time to design and print materials. Once you receive a pdf file from Mary, forward it to Dulce Ruque (druque@yahoo.com) and R'Lene Winters (rlene@texesa.com). Provide them with written text and images. The curator will need to coordinate with Mary, as to when the printed materials will be ready to pick up and distribute.
2. Send exhibit announcement to Ricky Sanders so he can include the information in the a People's Choice Award, take a photo of the winning artwork and send the image with written text to Ricky for inclusion in the next newsletter.
3. The curator will need to fill out the MCL Grand Event Marketing Form and send it to Arts Center specialist, Aaron Kays at akays@cityoflewisville.com and Arts Center Programming Specialist, Betsy Glickman at glickman@cityoflewisville.com. You can find this form on the VAL website under Member Documents. Also, you will need to provide Betsy with two to three images to promote the exhibition on the MCL Grand website.

Intake:

1. Two weeks before intake the curator should Contact Suzan Hendrickson (suzanbh@gmail.com). She will create the *Sign Up Genius* link to send out in an email blast to the general membership. Please provide Susan with a subject line for the email and written text for the announcement. If possible, try to schedule two days to receive art. Check with Aaron Kays for gallery availability.
2. Prepare a numbered sign-in sheet for artists, and have numbered 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, fee paid (If a fee is required), title, price, medium and dimensions of art.
***Check the artwork to make sure it's compliant with our hanging guidelines. The guidelines for hanging can be found at the end of this document. Any Canvas less than 1.5 inches in depth must be framed!**
3. Make sure there is an artist information label (from the prospectus) filled out and attached on the back of each artwork.
4. Contact our Treasurer to get a list of those who have prepaid their entry fee using PayPal the day before or morning of intake.
5. Provide additional sign-up sheets for reception food and wine donations. **(Not applicable until Covid restrictions are lifted).**
6. If a hanging crew isn't in place, have a sign-up sheet on the table at intake so artists can sign up to help hang the exhibit.

***Make sure that artists who enter any exhibit 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 pay their dues along with the entry fee. Have an envelope to put checks/cash in. Make sure the treasurer receives the money to deposit in our bank account.

Hanging the show:

1. Hanging hardware and tools are kept in the VAL closet. If you need additional assistance, contact Art 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. The formula for hanging is: Measure the height of the artwork (including the frame) divide by two then subtract the drop, which is the distance from the stretched wire (as if hanging) to the top of the frame. Add this number to 62 to get the number of inches from the floor to the bottom of the hook. Use a push pin to mark the spot. Place the bottom of the hanging hook to the left of the push pin.

Note: Complete Hanging Guide Lines are at the end of this document

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.

Programs

Once the juror has selected the award winning artworks, you need to send the following information to our graphic designer, Mary Carradine (mfcarradine@gmail.com) so she can create the exhibit programs: images of the award winning artworks, juror's comments for each artwork, bio for the judge/juror, awards and amounts to be given out, names of exhibiting artists, names of curator/curators, names of your volunteers, any musicians, and reception coordinator. Coordinate with Mary to determine if she will bring the programs to the gallery or if she needs you to pick them up.

Artist Contact Sheet

Create a list of artists and their contact information. Information that should be included: artist name, title of artwork, media, price, dimensions, phone and email. This is kept on the desk in the gallery for the opening reception and for docents who sit the gallery.

Awards:

1. Make sure that you have enough ribbons and certificates to be presented the night of

the opening reception. Ribbons are kept in a box on a shelf in the VAL Closet.

2. Give award information to the Treasurer for preparation of checks.
3. Have pictures taken of the award winning artists and their artwork, so this can be placed on our our website, in our newsletter, and in local news publications.
4. If there is a People's Choice Award for the exhibit, make sure you have slips of paper, pens and a container to hold the votes. The votes are counted when the show ends and the artist will be notified, and arrangements made for the artist to pick up their check.
5. Exhibit programs are kept under wraps until winning artist have been announced, and they should be made available to guests as soon as the presentation of awards is over.

*If the judge/juror is going to be present at the opening reception, the curator should be prepared with a list of the winning artists names, title of artwork and prize awarded, and they should provide the judge/juror with this information prior to the presentation of awards, just in case they fail to bring any notes with them. The easiest thing to do is to use one of the printed programs for reference.

Reception: *Until Covid restrictions are lifted there will not be an opening reception.

1. One month before reception contact our Reception Coordinator, Kathy Maybury at (kathy.maybury@verizon.net), so she has time to get supplies needed for stocking and decorating the reception table.
2. Contact Christi Martin (christiann.martin@icloud.com) to make sure she is available to be our bartender. If she is not available, contact the office staff at the MCL Grand. They can assist with getting a replacement.

*We are not allowed to accept tips or donations in association with the bar at our gallery receptions.

Note: If Kathy is not in town for the reception, the curator needs to make sure steps 3-5 are taken care of.

3. Notify Aaron Kays a few days prior to the reception to make sure tables are set up in time for the reception coordinator to decorate and receive food and beverages.
4. Make sure that the set-up for the reception takes place at least one hour prior to the reception.
5. All trash and left over food must be disposed of at the end of the reception.

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.

Exhibit Guest Book

The curator needs to make sure the VAL Guest Book is placed on a pedestal in the . gallery. The guest book is kept in the VAL closet. *See additional note under the Archive section further down.

Gallery Sitters:

The curator needs to make sure the link for *Sign Up Genius* is sent out to the general membership, so members can sign up to sit the gallery. Contact Suzan Hendrickson (suzanh@gmail.com) to create a Sign Up Genius link. Artist contact information is kept on the desk inside the gallery. If a guest is interested in an artwork, give the artist contact information to them so the sale can be completed.

Artwork Sales:

Any artworks sold during the duration of the exhibit must remain hanging until the end of the exhibit. A red dot (located in the gallery desk drawer) should be place in the lower right hand corner of the wall label, indicating that the artwork is sold. The artist needs to pay the treasurer 20% of the sale price.

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. Contact Suzan Hendrickson (suzanh@gmail.com) with your written text for the announcement.
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 closet!
3. Use the art sign-in sheet from intake as the sign-out sheet at strike for artist to initial each piece of art removed from the gallery.
4. All hangers and labels should be removed from the gallery walls at strike. Hanging hardware should go back in the VAL tool box.

Archive Exhibit Information:

1. The curator should save the prospectus forms from the artists, intake and strike sheets, and a copy of the exhibit program. Place the exhibit materials in a folder and save. We are currently in the process of deciding how this will be digitally archived. *Please make a notation of any art sold: artist, title and media.
2. Check the guest book for visitor emails and forward a list to the membership chair so they can be added to Constant Contact. A list of visitor's zip codes should be forwarded to the president, so the information can be added to our yearly grant report.

Thank Your 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

Artists:

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 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. 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. 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 piece to be hung: Measure the height of the artwork (including the frame) divide by two then then subtract the drop, which is the distance from the stretched wire (as if hanging) to the top of the frame. Add this number to 62 to get the number of inches from the floor to the bottom of the hook. Use a push pin to mark the spot. Place the bottom of the hanging hook to the left of the push pin.
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 MCL Grand should be put back in the VAL closet.