



Welcome Nancy and the Mesa Art League,

We are excited to have your work in the Holland Gallery of Fine Art space again.

Schedule of dates and tasks

Invoice payment *-as soon as you receive it.*

Title and Exhibition Write Up- *By the end of the month*

Representative Images - *end of June/ beginning of July*

Marketing/advertising *-July deadline*

Invitation to exhibition *-early September*

Exhibition date **Sept 24-Oct 29**

Install date **September 24, 9am-1pm**

Tags - **Sept 24 day of install**

Artist Information **Sept 24 day of install**

Art, Coffee and Conversation - **October 9 10am-noon**

Reception Date **October 10- 4:30-6:30**

Take down date **October 29- 8am -10am**

Your exhibition has been slotted on our calendar for **September 24 - October 29, 2020.**

This letter has a ton of information in it. Our advice is for you to keep this in a place where you can retrieve it easily. Our goal is to give you all of the information in a manner that you can find an answer easily.

The quick reference information is within the box.....further explanation of the box items is in the bulleted section.

- This first communication contains:
- Operating procedures at the Holland
- Release form
- Gallery layout map
- Article on wiring
- Gallery director team contacts

OPERATING PROCEDURES for the

Holland Gallery Information

- 8 months prior to exhibition
- 3 months prior to exhibition
- Reminder of install & take down about a week before installation
- Question to any director team member will be answered at any time.

Liability Form

Enclosed is release form from the Foothills Community Foundation, which must be filled out and signed and left with the gallery on the day of installation.

Exhibition Write Up

Title is listed as **Mesa Art League**. Is this correct? If not, please submit a new title. (catchy phrase works best)

- The short paragraph that we have on file is **/do not have anything on file**. Does this say what you want others to know about your exhibition? If not submit a new statement 75-90 words.
- Send information to Betsy Anderson and Catherine Ross by the end of the month.
- Submit 3-5 images that best represent your exhibition to Betsy Anderson 3 months in advance. The end of June or the beginning of July is the timeframe for this item.

Marketing/Advertising

- Personal invitation carries most weight
- Send a Save the Date notification to patrons **month of July**
- Post on Social media- Facebook, Instagram and Eventbrite 1 month in advance
- Holland distributes information to newsletter patrons as well as valley print sources such as Phoenix Home & Garden, Images, etc. **August 15**

Gallery Layout

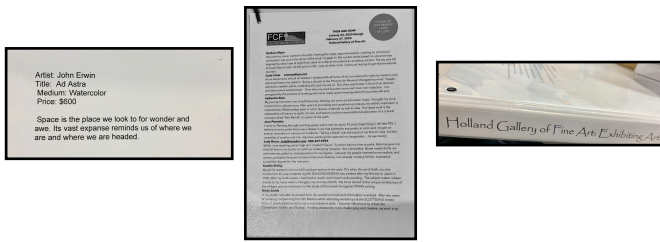
- Layout has two measurements: 1. Measurement of wall 2. Measurement of hanging rail.
- Hanging art has to be with in confines of rail system
- 3-D work can be displayed in 3 cases- 2 horizontal (display area: 22 deep, 48 wide, 10 high) and 1 vertical (display area: 14 deep, 20 wide, 45 high)
- 3- D work is limited by the size of the cases or if it can be hung on the wall and weighs less than 40 lbs.

Tags for Art Work

- **One individual of your group to create tags for exhibition**
- Title, Artist, Medium, Size, Price are typical information on tag
- Tags are to be consistent in size and font and information.

Artist Information

- Art work sells when viewer knows the story behind the work
- Viewers do not like to read over 25 words
- Decide within your group how you will add this information to your exhibition
- Examples: short description on tag with art work, a walk about sheet on artists as in Wickenburg Western Museum, a binder with information on each artist and each art piece.



Hanging your work **acceptance / 3 month**

- Come and view gallery within the next two months way if you have not been to the gallery before. Contact one of the director team members so we can walk and talk you through idiosyncrasies of the gallery.
- Arrive at the designated time on install date
- Complete hanging in allotted time
- 2 ladders are available to aid hanging
- Provide your own hanging team
- Art work must be wired to hang on Holland system
- Attached is an article on wiring that you may find helpful.

Art, Coffee & Conversation:

- 1st Friday of the month **October 9** from 10am to noon
- A time when community comes to see the exhibition with a facilitator
- An interactive conversation on some aspects of art with the facilitator.

Opening Reception **acceptance /3 month**

- Your art reception is scheduled for the 1st Saturday of the month; **October 10** from 4:30-6:30
- Set up for your reception is at 4:00

HCC standard setup is:

- Room set-up with two buffet tables (16' long total) with black skirts and white linens.
- Four viewing benches in the main gallery
- Microphone
- Reception table with a guest sign-in sheet. You provide greeter to capture contact information. We provide a copy to you after the exhibition.
- Art Sales staff
- Signage stands/easels as needed

HCC expectations:

- No smoking in the building
- Liability for reception mishaps such as spilled red wine

You provide:

- Food, beverage, ice, serving pieces, paper goods, drink ware, container to chill bottles, etc.
- Assigned greeters
- Live music or a playlist if you choose music at reception

Misc

When communicating with the Director Team, please put in the e-mail subject line title, month & year of exhibit.

The Holland handles all sales during the reception and the duration of the exhibit. Checks will be issued within one month after the exhibit closes. The Holland retains 20% of the sale price. This money goes to teachers, students and community outreach. No tax is added to the purchase.

FCF and the Holland Center require that all art submitted be appropriate for children, there are many family activities that take place in and around the Center. Therefore, no representations of detailed nudes are allowed. If you are unsure contact a member of the director team.

This is a lot of info. We're here to help! (smile) Just let us know what questions you have. Again, we are excited to welcome you again to the Holland Gallery of Fine Art.

Holland Gallery of Fine Art

Director Team

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