

GALLERY 302

**Bridgton Art Guild/ Gallery 302
Exhibiting Artist Information Packet
(Revised February 2014)**

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Gallery 302 Exhibiting Artist Information

I. Overview of Exhibiting Artist Responsibilities

- A. Contract and Fees – Each new exhibiting artist signs a contract upon entering the Gallery.** Please read your contract carefully and understand that you must be a member of the Bridgton Art Guild in good standing to be able to exhibit your work. The annual membership for individuals is \$30.00 payable by check to “**Bridgton Art Guild**” by July 1st each year.
- B. Fee Structure:** The fee structure gives you 3 options:
1. **Pay and Sit:** Pay to exhibit as indicated in #4 of this section. Sign up to sit the gallery as required each six month period.
 2. **Pay Only:** Pay \$2/day quarterly (\$180) and have no sitting obligations. This works well for people who have too far to travel or a very full schedule. This option is available only if there is an artist willing to “Sit Only”
 3. **Sit Only:** Sit twice as much but have no financial obligation. This option is only available if there is an artist willing to “Pay Only”.
 4. **Payments may be made:** \$30 monthly, \$90 quarterly, \$180 semi-annually or \$360 annually. Please make checks payable to “**Gallery 302**”
- C. Exhibiting Rules and Requirements –** You are expected to know and abide by these rules and requirements. More specific information is found in Section II & III.
- D. Turn Around:** Turn-around is the time that artists are expected to change their work for display at the gallery and the space they display in will be moved to a new location. Turn-around is listed on the Gallery calendar, announced at general meetings and announcements are sent via the listserv. Gallery calendars are available at the Gallery. Artists are encouraged to replace their work and freshen up their displays anytime throughout the contract period. Turn-around is quarterly from closing on Saturday until opening on Monday. More specific information is found in Section IV.
- E. Insurance:** Gallery 302 carries basic liability insurance. The Guild does not insure the individual artwork in the Gallery. It is your responsibility to insure your artwork while it is in the Gallery and during transportation to and from The Gallery.

Gallery 302 Exhibiting Artist Information (cont'd)

- F. Attending the Gallery** – You will be expected to Gallery sit approximately six times during a contract period (six months) for shifts averaging 4 hours each. You will be required to sit one more time if you have artwork in the Gift Shop. The number of sittings is determined by Gallery hours of operation and the number of artists exhibiting in the Gallery. Shift hours change throughout the year. If you have scheduled yourself to attend the gallery, and you are unable to fulfill that obligation, it is **your responsibility to find a replacement**. When you attend the Gallery, you should arrive with enough time to open the Gallery or to relieve another attendant.
1. Failure to meet this requirement will result in termination of exhibiting rights.
 2. Gallery attendants should not park in front of The Gallery.
- G. Programs, Committees and Exhibiting Artist Participation.** The Bridgton Art Guild is a non-profit organization and as a result we offer many programs throughout the year. Each program is produced and supported by a working committee made up of B.A.G. member volunteers like you. **It is expected and imperative that you participate on at least one committee.** Committees and programs are listed at the end of this packet.
- H. Monthly General Meetings – It is expected that exhibiting artists attend monthly meetings.** The meetings provide a time for you to share your ideas and suggestions about how we can be successful. It is also a time to meet your fellow artists. Please attend meetings. Your opinions are valued.
- I. Wine & Cheese Receptions** - Hosting one of these receptions is fun and beneficial to you! You will meet other artists and the Gallery patrons. Please try to attend as many as possible. Customers enjoy meeting our artists and the receptions provide a great opportunity to talk about your work. **You are asked to contribute food or a monetary donation to these events.**
- J. Email and communications** – we send announcements via email. You will be added to this email list (listserv) when you are accepted as an exhibiting member. It is our primary means of communication and it is your responsibility to notify the listserv administrator if you make changes or do not use email. It is your responsibility to find a way to stay informed.

II. Exhibiting Rules and Requirements

A. Requirements for All Artists

1. All artwork must be the original creation of the exhibiting artist.
2. No artist is allowed to remove all of his or her work for reasons such as a one day or longer show. If some work is removed, remaining work must be tastefully placed to appear to fill allotted space.
3. In addition to your art it is required that you display a FRAMED artist's statement or biography.
4. Business cards may be placed in the business card holders supplied by the Gallery and placed in your exhibit space. **NO OTHER FORMS OF ADVERTISING ARE ALLOWED WITH YOUR WORK** except to advertise a BAG class that the artist is teaching.
5. Biographies – Each artist may place a biography or artist statement in the Artist Biography Book and the File. Both sides of a one-sheet protector are allocated to each artist. You may include your picture, pictures of your work, contact information and services that you can provide. Pricing information is not allowed.
6. A file box is maintained under the counter in the Gallery kiosk for additional copies of the artist's biography should a customer ask for a copy. It is the responsibility of the artist to provide these copies and all artist are encouraged to do so.

B. Exhibiting artists are entitled to their given space only.

1. If there are empty spaces in the Gallery, an artist may purchase the use of that space. The monetary costs and requirements for sitting for the second space are the same as on the first.
2. If the second space is needed by a new artist a refund would be issued and the remaining sitting obligation would be eliminated.
3. All card racks are considered part of the gift shop and fall under the guidelines and sitting requirements of the gift shop.
4. Card racks that contain original paintings, prints or photos may be placed throughout the Gallery.

Gallery 302 Exhibiting Artist Information (cont'd)

5. The Gallery windows will have a curator who will be responsible for keeping the windows stocked with an assortment of art work from all exhibiting artists wishing to have their artwork in the window.

C. Art description cards are provided by the Gallery.

1. It is required that artists use the cards provided by the Gallery to describe their artwork unless they are exhibiting in a jewelry case or the item is very small and the cards would detract from their exhibit.
White cards are used for artwork in the main gallery. Small ecru cards are used when displaying wall art in the gift shop.
2. The description card format is: Artist's name, title of work, medium and price. The format must not be altered.
3. Artists may display one piece of art in their exhibit which is labeled NFS (not for sale).

D. Stickers for artwork.

1. One small white sticker must be adhered to the back or bottom of each piece of artwork. Stickers are provided by The Gallery. Green stickers are used for Gift Shop items.
2. In the Gallery the sticker must have the number of the work and the price.

E. Artist inventory books

1. All work exhibited in The Gallery must be legibly recorded in The Gallery or Gift Shop inventory books.
2. Inventory lists should be up-to-date and cleaned out and rewritten at each turn-around.

III. DISPLAYING ARTWORK

A. WALL ARTISTS

1. Acceptable framing techniques include purchased, custom-made frames, stretched or unframed canvas (with finished edges).
2. Artists may not have an original painting in the Gallery and print of that same work in the Gift Shop. This does not apply to cards.
3. All wall art must have a professional presentation.
4. The Gallery has the right to remove and refuse any artwork that is improperly framed, has chipped frames, unclean glass, unclean mats, or if the artwork is not securely attached to the frame or has loose wiring. The artist will be liable for any damage that occurs to other artwork caused by inappropriate framing or hanging methods of their artwork.
5. Electric drills are provided for drilling holes at a downward angle in the display walls and provided "V" sections. Use only the small 5/64 drill bits.
6. Gallery supplied "pop rivets" are to be inserted into these holes to serve as hangers for wall art.
7. Rivets must not be inserted with a hammer without drilling a hole first. Nails, tacks, adhesives, etc. are not permitted.
8. Artists are to fill holes that remain visible after their work is hung.
9. Tinted spackling compound is available for filling holes. The filled hole must be wiped with a damp paper towel to level the surface and blend the color.
10. The bottom edge of all wall art must be no lower than sixteen inches from the floor.
11. In order to maintain high professional standards, we strongly recommend that photographers and printmakers number their work e.g. 4/25, 7/100.

Gallery 302 Exhibiting Artist Information (cont'd)

B. Three Dimensional Work

1. All 3-D artists will be provided with 1 table and 3 pedestal stands. An artist may have additional tables or pedestals that match the existing Gallery displays in color and style upon approval of the Gallery Affairs Committee. These display items must conform to the rules outlined in the Exhibiting Artist Information Packet. Artists are financially responsible for these additional units which are considered their property.
2. Small items such as jewelry must be in locked cases.
3. Keys are kept under the counter of the kiosk in a box.
4. Keys must be clearly labeled with the artist's name.
5. All items must be arranged so as not to block the free flow of foot traffic.
6. Avoid overcrowding pieces. Works placed within the tri-plex units shall not block the view of other artwork.
7. Permissible options to display works might be, but are not limited to, a mobile, tree or other object.
8. Window Displays: Artists displaying small glass hanging objects in the front windows are permitted to hang title and price cards on the side of the window frame and attach small white stickers to the artwork with identifying number and price. Suction cups are not permitted.
9. Title cards can be placed on the individual works in the windows.
10. Display Shelving: Artists may supply other forms of display shelving with the approval of the Board (such as glass shelving).

C. Greeting Card Displays

1. Racks have been provided for artists wishing to display cards and envelopes.
2. Pockets in these racks will be distributed evenly among the displaying artists.
3. Artists may be asked to reduce the number of pockets originally assigned to them.

Gallery 302 Exhibiting Artist Information (cont'd)

D. Gift Shop

1. Greeting card displays: Individual racks will be provided for originals, prints, photography and boxed cards.
2. All items in the Gift Shop must be juried by the Gift Shop Manager.
3. Displaying items in the Gift Shop requires one extra day of Gallery sitting per contract period.
4. The Gift Shop Manager is responsible for the placement of all artwork in the Gift Shop, not the artist.
5. All items must be legibly inventoried in the green Gift Shop Inventory Book.
6. All wall art in the Gift Shop must have a completed ecru card describing the piece and a green sticker attached to it with the number of the piece, price and the artist's name or initials.
7. All 3-D artwork must have a green sticker with the number of the piece, price and the artist's name or initials.

IV. Quarterly Turn-around

- A. Turn-around occurs once each quarter.** Artists are expected to change their displays and location of their display in The Gallery within the time allotted.
- B. The time allotted for turn-around day is:** After hours on the Saturday evening before turn-around-Sunday, all day on turn-around Sunday, and before re-opening on the following Monday morning.
- C. Exhibiting Artist that are unable to fulfill this responsibility:** Artist must make arrangements with someone to move their artwork during the turn-around time frame.
- D. If someone other than the exhibiting artist is responsible for moving your art.** It is the responsibility of the artist to notify the turn-around co-ordinator that you have a substitute who will move your artwork and who that person is. Furthermore, if this substitute person is someone other than an exhibiting artist, the turn-around must be done during Gallery hours on Sunday.

Gallery 302 Exhibiting Artist Information (cont'd)

E. Use extreme care when removing another artist's work. If framed work is placed against a display, place artwork front to front and back to back with a piece of bubble wrap in between.

F. Repeated failures to fulfill these responsibilities may result in termination of exhibiting rights.

V. Storage area for additional artwork.

- A. Artists wishing to leave additional artwork at The Gallery may store their work on the upper shelves in the backroom. If artists want their work wrapped, they are responsible for the wrapping of the work while it is stored in the backroom.
- B. Storage space is limited so please do not overcrowd the back room.
- C. The Gallery is not responsible for any damage that might occur to stored work nor does The Gallery carry insurance to cover damage or loss.

VI. Commissioned Art: A portfolio of your work may be placed in the kiosk area.

- A. This notebook/portfolio is your opportunity to advertise services or showcase additional samples of your works.
- B. You may also mention that you do commissioned work in your artist's statement in your display area.
- C. **Commissions gained through The Gallery exposure are subject to the same fee as work sold directly from The Gallery.**
- D. The Gallery has pre-printed cards advertising commission work that can be included in your display.

VII. Committees and Programs

A. All artists are expected to serve on a committee.

B. The current list of committees with brief descriptions are:

- 1. **Art in the Park Committee:** Organizes this summer event and is chaired by the Board.

Gallery 302 Exhibiting Artist Information (cont'd)

2. **Contract Co-ordination Committee:** Makes sure that all sittings for The Gallery are covered and equally distributed among our artist.
3. **Program Committee:** Co-ordinate guest artists' exhibits, put on the Mini, Camp, Student and Special shows, Art in Bloom (co-ordinate with Lakes Region Garden Club) and decide what educational events will be sponsored by B.A.G.
4. **Finance Committee:** Provides fiduciary guidance for the Board and consists of the treasurers and a CEO.
5. **Gallery Maintenance Committee:** Must be local and available for emergency calls; is responsible for scheduled projects, weekly garbage removal, replace light bulbs, clean-up week, set-up for special events. This chairperson will call on volunteers to help on large projects.
6. **Gallery Affairs Committee:** Is responsible for:
 - a. **Gallery Compliance:** Responsible for making sure all artists stay within compliance of The Gallery guidelines when displaying their works of art as set forth in section III of the "Exhibiting Artist Information Packet".
 - b. **Office Clerk:** Work with the secretary and the Board to maintain Gallery files, update voicemail messages, answer questions regarding credit card machine, office equipment, Hours of Operation signs, keep kiosk and backroom organized.
 - c. **Decoration:** Decorate The Gallery for holidays and special events.
 - d. **Turn-Around:** Prepare the chart for artist rotation and make sure all supplies e.g. drills, drill bits, putty, paint, sandpaper etc. are available during turn-around.
 - e. **Purchase Supplies:** Monitor supply list and reorder when necessary.
 - f. **Window Curator:** Is responsible for keeping the windows stocked with an assortment of art work from all exhibiting artists wishing to have their artwork in the window. The Window Curator is responsible for the placement of the artwork in the windows, not the artist.

Gallery 302 Exhibiting Artist Information (cont'd)

7. **Grant Writing Committee:** This committee writes grants for the Guild, researches opportunities, maintains critical records and keeps the membership updated on the status of these grants and opportunities.
8. **Jury Committee:** Responsible for the review and selection of new artists.
9. **Email System Committee:** Keeps the email list for The Gallery and B.A.G. up-to-date and functioning via listserv. Good computer skills are required.
10. **Marketing/Publicity Committee:** This committee will market and advertise The Gallery.
11. **Membership Committee:** This committee solicits and co-ordinates membership in B.A.G. by mailing applications, keeping track of membership, mailing member cards and thank you notes and making deposits. Computer skills required.
12. **Non-Exhibiting Members Organization (NEMO'S) Committee:** Member volunteers assist in various duties associated with Gallery 302 and Bridgton Art Guild, including receptions, special events, gallery operation, etc.
13. **Receptions Committee:** Chairperson of this committee will arrange for volunteers to host the events at the gallery. These events include, but are not limited to; monthly open house and annual meeting.
14. **Arts Center Committee:** This committee co-ordinates summer, fall, winter and spring art classes to be held at the Gallery or Arts Center.
15. **Scholarship Committee:** This committee will interact with area high schools by submitting and reviewing applications for scholarships.
16. **Incoming Artist Coordinator Committee:** Maintains a waiting list of artists wishing to exhibit in Gallery 302. This committee works very closely with the Jury Committee.
17. **Website Committee:** The "Web Master" will be responsible for maintaining the website, soliciting information as needed and interacting with the web provider. Members of this committee will help collect information for the website.
18. **Nominating Committee:** This committee looks within the Gallery 302 membership of exhibiting artist to fill all vacated seats on the Board.