

2018 Private Exhibition Artist's Guidelines



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These guidelines are for the use of both private solo and group exhibitions. All advertising and promotional options are not required; exhibiting artists work with the SSAC to determine all of the details in this document. All artwork must be for sale. Each sale for artist members includes a 30% donation to the Steamboat Springs Arts Council and 70% goes to the artist. Non-member sales include a 50% donation to the Steamboat Springs Arts Council and 50% goes to the artist. Artist memberships are \$100 annually for each artist in the exhibit.

For more information contact your Visual Arts Committee liaison and Christy Carter, Visual Arts Coordinator of the SSAC:

970-879-9008 Christy@steamboatarts.org

Artist(s): _____ Title of Exhibit: _____

Exhibit Dates: _____ VAC Liaison: _____

Artist Contact: _____ Email: _____

Cell #: _____

Initial meeting:

- Meet with Visual Arts Committee (VAC) liaison & SSAC staff to discuss responsibilities, dates, exhibit space, reception, workshop details and special events.

12 weeks prior to show ___/___/2018

Artist promotions and due dates:

- For SSAC Newsletter and Press Release (artist to provide content, SSAC to send):
 - 50 word description of show, artist's bio, and 3 images send to SSAC 8 Weeks prior to show ___/___/2018
- Newspaper Interviews (no cost) - contact Audrey Dwyer adwyer@steamboattoday.com or 970-871-4229
- TV18 (no cost) - contact for on-air interview: info@steamboattv18.com 970-871-4215
- Posters (SSAC to design and purchase, artist to distribute):
 - Poster Distribution (See Distribution List) 1 Week prior to show ___/___/2018

Artist responsibilities community outreach and education:

to show ___/___/2018

- Special event (OPTIONAL) - TBD between artist and SSAC
- Workshop or demonstration details determined by the artist 12-8 Weeks prior to show ___/___/2018
 - Artist will present an educational event, workshop or demonstration at the Depot during the month of their exhibition.

- Workshop price to be determined by artist (not less than \$20/pp) with material costs separate
- 30% donation goes to SSAC (50% donation if non-artist member)

Artist installation responsibilities and due dates:

- Provide a detailed Inventory List 1 Week prior to show ___/___/2018
 - List of works with Artist, Title, Medium, Size, Price for SSAC to enable printing of labels & insurance coverage
- **ALL ARTWORK MUST BE HUNG AND LABELED NO LATER THAN THURSDAY BY NOON.**
- Deliver Artwork Tues prior to First Friday ___/___/2018
- Layout with guidance from SSAC staff and liaisons Tues prior to First Friday ___/___/2018
- Pedestals, tables, temporary walls, etc. hung and placed Tues & Wed prior to First Friday ___/___/2018
 - Hanging supplies, pedestals and tables are provided by SSAC unless special equipment is required.
 - Please put items back neatly in storage area at the close of your exhibit.
- Hang and install artwork and labels, space is limited to front gallery. Baggage room is not available.
- Adjust lighting with SSAC staff or liaisons
- Provide Artist(s) Statement and/or bio

Artist responsibilities during reception:

First Friday

Reception ___/___/2018

- Provide food and non-alcoholic beverages
- Works with SSAC to set up tables, tablecloths and chairs (provided by SSAC)
- Provide Entertainment (optional)
- Assist SSAC with writing up sales
- Clean up after the reception with SSAC assistance

Artist responsibilities gallery attendance:

Saturdays

during the exhibition 11-3 pm

- Gallery Sitting
 - Either the artist or a volunteer provided by the artist must gallery sit on Saturdays during the exhibition from 11-3pm.
 - This duty is shared with the artist exhibiting in the Platform gallery.

Artist responsibilities and due dates for de-installation:

Mon after show

ends ___/___/2018

- Take down/de-install artwork
- Remove hangers from walls and replace in SSAC hanging supplies
- Pack and ship artwork if needed
- Patch (spackle), sand and spot paint walls, spackle and paint
 - Materials provided by SSAC
 - if not done a minimum \$100 fee will be charged
- All pedestals, props, lighting, tables, ladders, etc. need to be returned to their proper storage place

SSAC's promotional responsibilities and due dates:

- Posters (coordinated and done by SSAC staff):
 - Design and order to show ___/___/2018 3 Weeks prior
- SSAC Newsletter and Press Release (coordinated and done by SSAC staff):
 - Written and submitted by SSAC to Steamboat Pilot & Valley Voice to show ___/___/2018 6 Weeks prior
- Media (coordinated and done by SSAC staff): 3 Weeks prior to show ___/___/2018
 - Newspaper ad (optional with additional cost for artist) - contact Deb Proper dproper@steamboatpilot.com
 - Happenings for events, no cost - contact Pilot Newspaper: happenings@steamboatpilot.com or 970-879-1502
 - Valley Voice ad, additional cost - contact Paulie Anderson paulie@yampavalleyvoice.com
 - Chamber Calendar, no cost - Submit events directly to the calendar at www.steamboatchamber.com, info@steamboatchamber.com or 970-879-0880
 - Radio PSAs, no cost: KFMU (adult alternative), KUNC (public radio), KBCR (country), KRNC (public radio)
 - First Friday ArtWalk brochure - send 50 word description to wina@elementsprints.com
 - Order vinyl lettering from Lone Oak Studio 970-879-4889 (name of show or artist name only - limited characters)

SSAC community outreach and education responsibilities and due dates:

to show ___/___/2018

- Special event (OPTIONAL) - TBD between artist and SSAC
- Workshop or demonstration lead by the artist, assisted by SSAC staff and liaison
 - Artist will present an educational event, workshop or demonstration at the Depot during the month of their exhibition.
 - Workshop price to be determined by artist (not less than \$20/pp). Material costs are separate.
 - 30% donation goes to SSAC (50% donation if non-artist member). Materials costs are separate.
 - SSAC to provide volunteers and light refreshments during the education event
 - Marketing and registrations will be managed by SSAC as part of the exhibition marketing materials

12 weeks prior

SSAC installation responsibilities and due dates:

- Inventory List Reviewed and sent to insurance company (katy@mdmgroup.net) to show ___/___/2018 1 Week prior to show
 - List includes artist name, title, medium, size, price
- Provide pedestals/tables, hanging supplies located in the basement storage.
 - Artist to put items back neatly in storage area at the close of exhibit.
- SSAC staff and liaisons assist artists with layout Artwork in gallery space prior to First Friday ___/___/2018 Tues/Wed
- Assist in adjusting lighting with artist prior to First Friday ___/___/2018 Tues/Wed
- Install vinyl lettering for signage and hang First Friday ___/___/2018 Tues/Wed prior to

• **Print, hang and install artwork labels** **NO LATER THAN THURSDAY AT NOON PRIOR TO FFAW**

- Exhibition space is limited to front gallery. Baggage room is only available with approved written request.

- Print and present artist statement and bios in gallery book Thursday prior to First Friday __/__/2018
- Clean gallery surfaces, floors, railings, etc. and store packing supplies. Thursday prior to First Friday __/__/2018

SSAC opening reception responsibilities and due dates: First Friday

Reception __/__/2018

- Provide Bartenders and Alcoholic Beverages (wine)
- Print and provide name tags for exhibiting artist(s)
- Provide paper products- plates, napkins, cups, utensils
- Flowers (optional)
- Assist artist to set up tables, tablecloths and chairs
- Write up sales
- Assist with clean up and stay to the end of the event

SSAC gallery attendance responsibilities and due dates: Saturdays

during the exhibition 11-3 pm

- Fill in for the gallery sitter as needed - this duty is shared with the exhibiting artist and the Platform artist.

SSAC de-installation responsibilities and due dates: Mon after show

ends __/__/2018

- Assist Artist with de-install
- Remove vinyl lettering
- Insure gallery is clean for the next show

I have read and understand my responsibilities:

Artist, Signature		Date
VAC Lesion, Signature		Date
SSAC, Signature		Date