



Gualala Arts Exhibit Agreement

Every exhibit will have *one* individual, known as the Exhibit Curator, who is responsible to Gualala Arts (GA) even if several artists or an organization are/is exhibiting. This agreement is between GA and the Exhibit Curator.

1. **The Exhibit Curator will be responsible for:**

- Establishing the theme and title for each exhibition.
- For Multiple Artist exhibits:
 1. Announce the media, size limitations, number of submissions per artist, fees and other particulars.
 2. Deciding if the exhibit will be juried or not. If a show is to be juried, decide on a methodology and a means of informing each artist which works have been selected to be included in the exhibit.
 3. Deciding if the exhibit will be judged or not and whether there will be prizes given. The Exhibit Curator is responsible for procuring judges.
 4. A written plan for entry fees, judges, jurors, prize monies, etc... must be approved by exhibit committee and must be financially self-sustaining. All financial responsibility relies on the Exhibit Curator and not Gualala Arts for these items.

2. **Original Work** The Exhibit Curator shall ensure that each artist represented is the creator and owner of the submitted art, that it is the artist's creation and does not violate any copyright, trademark or other intellectual property right of any other person. GA will provide an entry form that has language stating this and other pertinent information, and can be downloaded from our website.
3. **Insurance** The Exhibit Curator shall accept that the artist(s) is/are self insuring for the art that is on display. Certification may be required if a submission's value is placed over \$5000. GA is not responsible for theft or damage although every effort will be made to safeguard the artwork.
4. **Commission** All artwork must be for sale unless prior arrangements have been made with GA for a piece "NFS" (not for sale). Prices will reflect a 30% commission to the Gualala Arts Center, with 70% to be retained for the artist. Checks for artwork sold will be mailed to the artist(s) within two weeks of the end of the month in which it was sold. If the exhibit generates future commissions, it is the policy of GA to request that 10% of those sales be sent to the Gualala Arts as commission. The percentage split for individual pieces over \$10,000 may be negotiated.



5. **Purchased Work** GA encourages buyers to take possession of their purchased art *after* the show ends. However, if a buyer is from out of town and needs to take the work with him/her, GA will let it go. For that reason, GA requests that the Exhibit Curator provide two extra pieces of art (along with information for the title cards and listing on the database) to fill in. The Exhibit Curator is responsible for the shipping of purchases.

6. **Publicity** The Exhibit Curator shall supply the publicity material to GA (on a CD, DVD, or by email to pr@GualalaArts.org) along with the signed contract or within one month. Publicity material shall include copy about artists' work and biographies written in the third person (about 400+ words). GA sends press releases to multiple magazines, newspapers, websites, our membership newsletter - Sketches, and emails. Please include several press quality, color 300 dpi, 2700 shortest side pixel dimension .jpg or .tif image files. GA will also create posters (8.5 x 11) for the exhibits at Gualala Arts, Dolphin Gallery and Sea Ranch Lodge Front Gallery. 25 Additional posters can be printed for free by GA but the Exhibit Curator is responsible for distribution. GA reserves the right to use images of the art and exhibit for their publicity.

7. **Installation** The "Guide for Hanging Art on Walls and Panels" describes hanging procedures for the Exhibit Curator to follow. For special installation needs, the Exhibit Curator shall consult with the GA Executive Director at the time of the contract or as soon as it is known by the Exhibit Curator. The Executive Director has the prerogative to reject an installation technique. Please be aware that installing GA panels requires two people. The Exhibit Curator is responsible for providing installation and breakdown personnel. GA is normally open Monday through Friday, 9:00 am to 4:00 pm., Saturday and Sunday, 12:00 pm until 4:00 pm (except for special events). We recommend you install the majority of your show on Thursday or Friday for a Saturday opening. Special arrangements can be made for out of town exhibitors. The Exhibit Curator shall return panels and pedestals to their storage area. The Exhibit Curator shall be responsible for spackle and paint touch up (supplied by GA) to the walls, panels and pedestals after the show breakdown. You may be billed for staff time if these procedures are not followed.

8. **Reception** The Exhibit Curator shall be responsible for hosting an Opening Reception from 5:00 to 7:00 pm. This entails appropriate (nothing drippy or messy) finger food, plates, and napkins. Wine, spring water, glasses and tables will be supplied by GA. Make arrangements if you need video presentations, a still photographer, live music, etc. The Exhibit Curator is responsible for clean up after the reception. If there is an exhibit in the other GA spaces, GA encourages



- coordination for the Opening Reception between the Exhibit Curators for both shows.
9. **Title Cards** GA will supply the title cards to be placed near each piece of art, not to exceed 2”X 4” in white card stock. The title cards shall include the title of the piece, Artist’s name, retail price and a number to match the price list in the data base. If the Exhibit Curator wishes to vary from this standard please check with the GA Executive Director before preparing the cards, at least a week prior to the opening.

 10. **Artist Statement (optional but suggested)** The Exhibit Curator may supply a 4”X 6” photograph or high quality jpeg image of each participating artist along with his/her biographical information to be displayed in the exhibit. Arrangements can be made to have GA print this if it is difficult or inconvenient for the Exhibit Curator to do so. The suggested size is 8 1/2”X 11”. The Exhibit Curator may be responsible for mounting the artist information sheet(s) on foamboard and mounting it/them with putty. GA can provide the putty if necessary. Or a binder may be on display with the artists’ statements and photographs.

 11. **Signage** The Exhibit Curator shall provide a mounted poster or appropriate interior sign for introducing and/or explaining the exhibit.

 12. **Price List (Database)** The Exhibit Curator shall proof the database in MS excel or MS works that include the title of each piece, materials, size dimensions, retail price, name of artist, address, phone, email and a number to match the Title Card. GA will also affix this information on the back or bottom of each piece. The completed GA entry form contains the necessary information to complete this task.

 13. **Docents** The Exhibit Curator and artists involved in the show are encouraged to help Docent on the weekends. GA is open Saturday & Sunday from noon to 4pm.

 14. **Entry Form** The GA entry form must be used. You can download a copy from GualalaArts.org. or pick up a copy from the Gualala Arts Center.



I agree to the preceding terms and conditions listed on page 1,2 & 3 for the exhibition of the artwork in the show for which I am acting as the Exhibit Curator at the Gualala Arts Center.

Exhibit Name: _____

The Exhibit Curator, Signature _____ Date _____

Printed Name _____

Mailing Address _____

Daytime Phone _____

Evening Phone _____

Fax _____

Email _____

Exhibition opening reception on _____

Gallery _____ Foyer _____ Other _____

Hang/install date/time: _____

Take down/uninstall date/time: _____

The Exhibit Curator will be assigned a contact for the Exhibit Committee.

Your contact is:

Name _____ Phone _____

Email _____ Fax _____

I authorize Gualala Arts staff full creative liberty to design poster, flyers, articles, and other publicity materials. I understand that I may submit materials indicating my preferences, but it is not guaranteed that they will be used. Gualala Arts will try their best to accommodate artists' wishes.

I wish to create my own posters, flyers, articles, and other publicity materials. Materials must be submitted on disc by deadline (three months prior to event other wise GA will create it).

Executive Director, Gualala Arts Center
Signature _____ Date _____