

Gualala Arts Curator Check-List for Open Call or Group Exhibit (rev b)

** This check list is designed for the Gualala Arts (GA) annual SALON - not all items on this list may be applicable to every exhibition; such as a judge, awards, or sponsors. **

timeline		tasks	✓
When notified		Exhibit is accepted (or not).	
Within 1 or 2 weeks of notification	<i>logistics</i>	Read & sign Exhibit Agreement.	
Within a month of acceptance, No later than 3 months prior	<i>publicity</i>	Prepare Exhibit Registration form. Prepare publicity website information.	
Within a month of acceptance, No later than 3 months prior	<i>logistics</i>	Select & get confirmation of Judge(s).	
3 - 6 months prior	<i>logistics</i>	Prepare budget & get approved by GAC; NCAG treasurer/board or program manager (\$5 minimum per artist to GAC to cover overhead). Solicit volunteers for tasks needed. Obtain sponsors (may include lodging for Judge, reception treats & award monies). Negotiate with GAC for any resources needed, such as reception clean-up, no-host bar at reception, etc. Obtain Judge's bio and provide to GA Publicity to post on website.	
3 - 4 months prior	<i>publicity</i>	Create & print flyers or get information to GA publicity for flyers. Create and print postcards (GA Publicity does not do this for exhibits.). Mail flyers & postcards to target audience, such as artists, schools, art stores, collectives. Refer to #6 in agreement.	
2 months prior	<i>publicity</i>	Post on Facebook, Instagram & other relevant sites. Post & distribute flyers & postcards. Email to guild, art center(s) & target audience.	
1 - 2 months prior	<i>logistics</i>	Check-in with volunteers. Confirm & arrange for clean-up after reception and any resources promised by GAC.	

1 month prior	<i>publicity</i>	Post on Facebook, Instagram & other relevant sites.	
		Ensure flyers are posted.	
		Email artists reminder & encouragement to register for exhibit.	
1 month prior	<i>logistics</i>	Ready exhibit poster for display at front door.	
		Print Judge's bio for display in gallery.	
		Collect sponsors' commitments.	
		Create a sponsors' thank-you poster.	
		Check with GA office on number of artists registered (or not).	
1 week prior	<i>logistics</i>	Contact volunteers with finalized details.	
		Contact GA to verify resources.	
		Prep envelopes for award checks.	
		Print & prep peoples' choice award ballots.	
		Touch-up pedestals, if needed.	
		Notify GA of the number of awards & amounts; total needed for opening night.	
Tuesday prior opening	<i>logistics</i>	Intake art for exhibit.	
		Collect artists' statements & prepare binder for the statements.	
		Edit & clarify artists' spreadsheets to be updated immediately after intake for update (updated by GA).	
		Repair & paint gallery & foyer walls, if required.	
		Move pedestals into gallery & foyer.	
Wednesday	<i>logistics</i>	Judge show.	
		Hang & display art.	
		Record judge's awards & give to office for update; includes certificates.	
		Record location of where art is hung (foyer or gallery) & give to office for update.	
Thursday	<i>logistics</i>	Clean-up foyer & lobby of any non-essential "stuff."	
		Hang/attach title cards.	
		Level art & clean/dust frame & glass.	
		Vacuum.	
		Post judge bio in gallery.	
		Contact NCAG treasurer or Gualala Arts for award monies for checks with specific amounts & names.	
		Set up chairs in gallery, as space permits.	

Friday prior opening	<i>logistics</i>	Hang/attach awards.	
		Collect award checks and place in designated envelopes to be awarded at reception.	
		Ready sponsor poster on easel in foyer or wall of gallery.	
		Ready exhibit poster on easel & post at front door.	
		Put out reception snacks.	
		Put out peoples' choice ballots & box w/pencils.	
		GA preps no-host bar & any other resources.	
During opening reception	<i>logistics</i>	Announce sponsors & introduce judge, etc.	
		Present awards.	
After reception	<i>logistics</i>	Clean-up & wash dishes, etc.	
Day after reception	<i>publicity</i>	Provide GA Publicity with award information and any other relevant highlights.	
Week after opening	<i>logistics</i>	Mail awards to participants not present at opening.	
		Mail thank you notes to sponsors & volunteers.	
		Prepare in-kind & money donation information to provide to GA for processing.	
1 week before closing	<i>logistics</i>	Count peoples' choice awards.	
		Notify peoples' choice winners and GA Publicity of outcome.	
		Email reminder to all artists to pick-up art.	
Pick-up art day	<i>logistics</i>	Record art as it is picked up by artists.	
		Remove nails/picture hooks from gallery & foyer walls.	
		Spackle & touch-up paint on walls.	
		Move pedestals into gallery from foyer or into storage.	
NOTES:			
1. These are guidelines to support a successful open-call exhibit - not hard-fast rules.			
2. Contact your exhibit committee liasion (NOT the GA office) with any questions.			
REFERENCES:			
1. Gualala Arts Exhibit Agreement			
2. Gualala Arts Publicity Request-Web_Paula			
3. Gualala Arts Exhibit-Registration-Template (Call to Artist)			