



## Gualala Arts Exhibit Agreement

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

### 1. 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 artist which works have been selected to be included in the show.
  3. Deciding if the exhibit will be judged or not and whether there will be prizes given. The 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 curator and not Gualala Arts for these items.

2. **Original Work** 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** Exhibit Curator shall accept that the artist(s) is/are self insuring the art 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. 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 Curators to provide two extra pieces of art (along with their title cards and listing on the price sheet) to fill in (see #8 below). Curator is responsible for the shipping of purchases.
  
6. **Publicity** Exhibit Curator shall supply the following publicity material to GA (on a CD if large files or by email to [publicity@gualalaarts.org](mailto:publicity@gualalaarts.org)) several color jpeg images on CD (no large attachments please); a statement about each artist's work in two to three paragraphs; and each artist's biography in outline or paragraph form. GA sends Press releases to the *Santa Rosa Press Democrat* and the *Independent Coast Observer* and articles appear in our membership newsletter *Sketches*. GA will also create and distribute posters and flyers for the show at Gualala Arts and the Dolphin Gallery & Gift Shop. If Curator would like additional copies for distribution GA will supply for a fee. GAC reserves the right to use images of the art for their publicity.
  
7. **Installation** The “Guide for Hanging Art on Walls and Panels” describes hanging procedures for Exhibit Curator to follow. For special installation needs Curator shall consult with GA Executive Director at time of contract or as soon as known by Curator. The Executive Director has the prerogative to reject an installation technique. Exhibit Curator shall be responsible for spackle and paint touch up (supplied by GA) to wall, panels and pedestals after the show breakdown. Exhibit Curator shall return panels and pedestals to their storage area. Please be aware that installing panels requires two people. 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 till 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.
  
8. **Reception** Exhibit Curator shall be responsible for hosting an Opening Reception from 5:00 to 7:00pm. 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... 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 Exhibit Curators for both shows.



9. **Title Cards** Exhibit Curator shall supply Title Cards to be placed near each piece of art, not to exceed 2”X4”. These may be either printed on card stock (white or off-white) and could be mounted on foam core or matte board or printed on Avery clear labels that adhere to the wall and peel off with no damage. The title cards shall include the title of the piece, materials used, retail price and a name or number to match the price list. If Exhibit Curator wishes to vary from this standard please check with Executive Director before preparing the cards, at least a week prior to the opening.
  
10. **Artist Statement (optional but suggested)** Exhibit Curator may supply a 4”X6” 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 Exhibit Curator to do so. The suggested size is 8 1/2”X 11”. 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.
  
11. **Signage** Exhibit Curator shall provide a mounted poster or appropriate interior sign for the exhibit.
  
12. **Price List (Database)** Exhibit Curator shall supply a price list in MS excel or MS works that includes 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 recommends Exhibit Curator also affix this information on the back or bottom of each piece if possible. The completed GA entry form contains the necessary information to complete this task. If you need assistance with pricelist database and title cards GA will assist for a fee with a minimum of two weeks advanced notice.
  
13. **Docents** 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** GA entry form must be used. You can download a copy from [GualalaArts.org](http://GualalaArts.org) and incorporate it into your registration form or use it as a stand alone inventory form.



*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 Exhibit Curator at the Gualala Arts Center.*

Exhibit Name: \_\_\_\_\_

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: \_\_\_\_\_

Exhibit Curator will be assigned a contact on 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 \_\_\_\_\_