

## 2011 ARTIST SHOWCASE INFORMATION FOR ARTISTS WHO WISH TO APPLY

The Art League of Hilton Head features an Artist Showcase that takes place along with every regular gallery show except the Holiday Arts Boutique and the “themed” show. Any artist who can assemble a high-quality body of work is invited to apply, provided she or he has been a member in good standing of the Art League for at least a year, and has exhibited regularly in the gallery.

Those wishing to apply for selection as a Featured Artist should complete the application on pages 2 and 3 of this document.

Featured Artists will be chosen by the Selection Committee on the basis of: originality, quality, and creativity of the body of work; execution of the work; artists who have exhibited consistently and supported Art League activities. In most cases, works must be recent (within the past two years) and must not have been exhibited previously at the Art League Gallery.

The Art League Gallery has made great strides in becoming a high quality gallery. Please limit your work to your best--something that you would show in your own “gallery”. “Boutique” items will only be sold during the Holiday Boutique. Hanging standards for the gallery apply to the Featured Artist show.

We strongly prefer that all works in an Artist Showcase be for sale, but on rare occasions we have allowed a piece not for sale (and marked clearly “NFS”). All works are to be left on exhibit for the four-week duration of the show. In the event a buyer requests permission from the artist to take a work out of the gallery before the conclusion of the show, the artist should be prepared to replace the work. The Art League commission for sales will be the usual 35%; the balance of the sales total, 65%, will go to the artist.

All sales from the Artist Showcase must be processed through the gallery. Exhibitors are not authorized to conduct sales of their work directly with the buyer. Checks or credit card charges for the full amount will be made directly to the Art League of Hilton Head. At the end of the month, the Art League Treasurer will issue a check to the artist for the 65% of the total sales. Sales of artwork that result from the Showcase but occur after the show has concluded must also be processed through the gallery. *Please read again your Artist’s Exhibition agreement carefully regarding sales within 30 days of a show, referrals, and commissions.*

Prices set by the artist and displayed on title cards in the gallery are NOT negotiable by gallery personnel. Volunteers who work in the gallery will conduct the sales in the customary fashion for all artwork sold. Showcase artists are not permitted to open the gallery during off hours to conduct their own private showings.

Artists selected to be featured artists will be notified shortly after the selection is complete. Artists who commit to show are expected to honor their commitments. Selected artists will be asked to sign an agreement stating that they will commit to show in their designated month. Artists who agree to exhibit will also be required to put down a \$100 deposit, which will be returned to them at the show opening. Artists who break their commitment will lose their deposit, and the funds will go into the Art League general fund. Exceptions will be made for extenuating circumstances, of course.

*revised February, 2010*

2011 Artist Showcase Application  
Art League of Hilton Head

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone Number \_\_\_\_\_

E-mail Address \_\_\_\_\_

Medium \_\_\_\_\_

Preferred months for proposed show, if any: 1<sup>st</sup> choice \_\_\_\_\_

2<sup>nd</sup> choice \_\_\_\_\_ No preference \_\_\_\_\_

(effort will be made to accommodate your preference, but we cannot  
guarantee that you will get your chosen month)

1. If possible, describe the general concept or theme of your show.

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2. Describe your art form, the approximate number of pieces you would like to display and their approximate size.

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3. Describe any additional ideas you might have for your show, (for example, gallery talks, demonstrations, other features).

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4. Discuss anything else about your art, your goals, and/or your proposed show that you would like the selection committee to know:

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5. Please include with your application the following:

- CD containing 20 images of your work. These images should represent the type and quality of work that you intend to include in the show. If possible, include an additional image of a past exhibition that shows how you present your work.
- Biography. Include a list of your previous shows, awards you've received, galleries where your work is shown.
- Sample of your publicity materials if any (brochures, rack cards, etc.)
- List of any other shows that you expect to have in 2011.

6. Submit your application and materials by March 31, 2010 to:

Nancy Mitchell, chair  
100 Point Comfort Rd.  
Hilton Head Island, SC 29928

Guidelines for Featured Artist shows can be viewed on the ALHH website. Go to "Gallery & Exhibits" > "Download Forms," and click on the link, "Information for Featured Artists."

If you have questions regarding the application process, please contact any member of the 2011 Featured Artist Selection Committee:

Nancy Mitchell, 686-5542 nancymartist@aol.com  
Ted Jordan, 682-2897 jordart@hargray.com  
Mary Kelly, 785-8383 kellym13@juno.com