



**2012 Featured Art Exhibition
Art League of Hilton Head • Walter Greer Gallery**

Dear:

Congratulations on being selected for a Featured Art Exhibition at the Art League Gallery. The following will provide you with the guidelines and deadlines for preparing your show and your opening reception. We suggest you post this material in a prominent place, for you will need to return to it as your show date approaches.

Best Regards,

Cora Rupp
The Featured Artist Exhibition Team
703-405-0104

Timeline and Checklist for your show

Beginning/ Ending _____

Date to hang your show _____

Opening Reception date _____

Date to take down your show _____

___ **3 mo. ahead:** Meet with the Featured Art Team

___ **3 mo. ahead:** Submit photos of your work along with biographical and show information to be used for publicity. Check with Gabriele Hoffmann, Gallery Administrator/Publicist for any other needed information 843.681.2399

___ **2 mo. ahead:** Design and print invitation postcards.

Plan personal mailing list to be added to gallery mailing list to determine quantity.

___ **1 mo. ahead:** deliver postcards to Gabriele Hoffmann

___ **3-4 weeks ahead:** final meeting with Featured Art Team

___ **1 week ahead:** print out labels for art

EXHIBITING YOUR SHOW IN THE WALTER GREER GALLERY

1. Begin your planning by visiting the gallery to look over the space where your work will be exhibited.

2. Schedule a meeting with the Featured Artists Exhibition Team Chair (Cora Rupp 703-405-0104) to discuss your show and space configuration. (See above timeline and checklist.)

3. Featured Artist Signature Wall
 - Plan to display a signature piece (one that has been used in your publicity) along with its title card.

 - Signage: We are now requiring self-adhesive lettering for exhibits. This signage would include your name and the title of your show. Four inch high lettering is recommended for visibility and readability.

 - Make sure your lettering works with the layout of the Featured Artist Exhibition space.

 - Self-adhesive lettering is available from resources listed on page 13.

 - If you are doing a show concurrently with another artist, the font and size should be consistent.

4 Displaying your art

- Make the space clean, uncluttered and professional. Do not crowd the space by hanging too closely.
- Framing, matting and title cards should be within the hanging artists guideline parameters. (See Guidelines for Exhibiting in Gallery Shows)
- You determine pricing. Note: You get 65% of the price while the Art League gets a 35% commission.
- Title cards. You are responsible for generating your own title cards.
- Use clear self adhesive labels. (Avery 18663). Follow package instructions and use Template # 5163 which is available at avery.com/templates.
 - Each label should include
 - Title
 - Your Name (unless you're doing a solo show)
 - Medium
 - Price

5. Hanging your work

- Use only gallery nails and brackets provided by the Gallery.
- Make arrangements with the Featured Artist Exhibition Team **two months** ahead of time to work out tentative hanging plan.
- Coordinate any wall paint color changes with the Featured Artist Exhibition Team.

6. Taking Down the Show

- You must **take down your show** on the date scheduled by the administrator.
- Repair walls.
- Change any color alterations back to the Gallery color unless the next Featured Artist has another wall color paint choice. Coordinating this with the Featured Artist Exhibition Team is vital.

7. Additional Materials Needed During Show

- Copies of your invitation/post card
- Copies of your rack card/ biography/artist's statement;
- Decorations such as floral arrangements or potted plants. Please monitor plants and fresh arrangements during the run of the show.

PLEASE NOTE: maintenance of these materials is the responsibility of the showcase artist for the duration of the show – including watering plants or replacing flowers.

ARTIST'S BIOGRAPHY

Artist(s) should prepare biographical material to set out with the featured show. Buyers and potential buyers will want to take this for reference.

- Formats
 - 1) Rack cards (4" x 9") preferred
 - 2) postal-sized cards
 - 3) 8 1/2" x 11 on card stock

- Contents
 - 1) Artist's statement
 - 2) Bio
 - 3) Current Photo of you (optional)
 - 4) Photo/s of your work

Note: For examples, see the Gallery Administrator.

ARTIST'S INVENTORY

You must prepare and deliver to the gallery two copies of an inventory sheet that lists the title, medium, and price of all works in your show.

Note: If you should add works during the show period, be sure to update your inventory accordingly.

One inventory copy will be kept at the volunteer's desk in the gallery.

PUBLICITY AND ADVERTISING

INVITATIONS:

1. Postcard invitations. Print at least 1000.
 - Keep it simple with a reproduction of your signature piece, the show title and your name on the front. *
 - Backs should include:
 - 1) Title of Show
 - 2) Your Name
 - 3) Dates of Show
 - 4) Date and Time of Opening
 - 5) Gallery Address
 - 6) Gallery Phone Number
 - 7) Art League Website

*See Gallery Administrator for examples.. See Gabriele for examples.

- The Art League Gallery will send out your postcards to the membership. Each artist may send out additional postcards to friends, purchasers, and family.
 - Postcards must be delivered to the Gallery Administrator at least **four weeks** prior to opening for bulk mailing.
2. Mailing Labels.
 - The Art League will generate mailing labels from our membership database, put them on the postcard invites and process the mailing for you.
 - Personal messages cannot be written on bulk-mailed postcards.

- If you wish to send postcards with personal messages, you must mail them yourself at first class rates.
3. Printing Resources for invitations.
- Local printers like Omega Graphics or Curry Printing
 - Internet printers. These printers can accept a complete electronic file of the postcard layout, or in some cases a high-resolution jpg file can be emailed, uploaded or sent on a disk. (See Page 13 for Resources)

Advertising and Public Relations

Contact the Gallery Administrator **three months** in advance of show to find out what information is needed and when. Magazines will need a lead time of three months for information to be published

- Requirements:
 - Digital images of your work-- a minimum of 3 high-resolution images in a jpeg formula.
 - One page bio
 - List of awards, shows, etc.
- The Gallery will publicize your show in:
 - *The ARTiculate* (the Art League's newsletter), *The Island Packet*, *Hilton Head Monthly* and other local publications.
 - Eblasts
 - ALHH's Facebook page
 - ALHH's Website
- We encourage you to use any other social networking (i.e. Twitter, LinkedIn, your own Facebook page) or media contacts to publicize your show.

Deadlines for electronic and print media

- Deadline for getting artwork and ad information to Gallery Administrator for *The Island Packet* is **one month** prior to show.
- Deadline for *The ARTiculate* is the 25th of the month **prior** to show. We will also reproduce this information on our website. www.artleaguehi.org
- If you wish for different or additional information to be on that website, you will need to contact the Gallery Administrator (843.681.2399) **three weeks prior to your opening**
- If you're interested in placing a larger-than-usual ad for the Packet (cost \$100-200) see Gallery Administrator.

Posters

- You are required to make a 24 x 30 poster of your ad (enlarged) mounted on foamcore for display in the Art Center lobby.
- If you would like to place a large poster (36 x 52) in the glass display case on the outside of the building, it must be backed on foam core. (Optional)

PLANNING YOUR OPENING RECEPTION

- 1.** Time: Receptions are held from 5-7 on the scheduled night.
- 2.** Hosting the Event: You serve as host/hostess for this reception and are, therefore, responsible for its planning.
- 3.** We also suggest that you ask a friend or family member to act as your host/hostess for this event to work with you and coordinate details and additional help you will need.
- 4.** Ask at least two people to act as beverage servers.

Food and Beverages

- 1.** Food.
 - Keep food simple—cheese, crackers, fruit, nuts, dips.

(It is helpful to remember people should be at the reception to see the artwork, not eat dinner!)
 - Food should be artfully arranged and look abundant. In other words, the arrangement of the table is a reflection of your show and should look like a work of art.
- 2.** Beverages.
 - Keep beverages to white wine, water and soft drinks. You can anticipate a crowd that numbers 200 plus.
 - A minimum of 24 large bottles of wine will be needed.
 - Bring ice and a cooler. (Note: the Gallery can supply one cooler but no ice.)

Note: The Art League will provide a stipend of \$250 to help cover some of the cost of hosting this reception.

- Keep all receipts to be submitted for reimbursement of the \$250 after the reception is over. A form for making reimbursement request is available in the Gallery office.
- Additional funds: Additional funding may be available through the Arts Council of Beaufort County Community Arts Grant program. Application materials are on the ACBC website
<http://www.beaufortcountyarts.com/cag.htm>

3. Setting Up

- Tables. The gallery will provide tables and tablecloths for food and beverage service.
- Plastic Cups, Napkins, etc. It is your responsibility to supply plastic cups for beverages, napkins, along with any serving implements you might need - but before you make any purchases, check with the Gallery Administrator to see if any of these items are available from a previous reception.
- Table decorations. You may make your own decision about table decorations/flowers.
- Trash receptacles:. You should also make sure there is a trash receptacle beside your bar area and near the food table. The Gallery can supply receptacles and trash bags.

OPENING NIGHT

1. Arrival: You should plan to arrive at the Gallery **by 4 PM** on the night of your opening reception. Your guests will arrive at 5 PM, but some come earlier.
2. Hosting: Spend as much time in **front of your art** as you can. Potential buyers will want to learn about your art and how you create it. (This is an opportunity for more sales either now or in the future.)
3. Closing the Bar: Your bar should close promptly at 7 PM.
4. Clean-up: Clean up includes the following:
 - Close up tables and return to storage closet
 - Remove all trash from the Gallery.
 - Take home empty bottles for recycling

Note: There is a handcart available for bringing things from cars to and from the reception.

VOLUNTEERING IN THE GALLERY

1. During the time your show is on display, you must sign up to work the volunteer desk in the Gallery for **FOUR 4-HOUR SHIFTS**. See the Gallery Administrator to schedule these times.
2. We strongly urge you to be in the Gallery as much as possible during your show, as this generally increases sales. Buyers enjoy meeting and discussing artwork with the artist.
3. Gallery talks and demos. A good way to publicize and market your work is to keep up the excitement through gallery talks and demos. To schedule see Gallery Administrator.

RESOURCES:

SELF ADHESIVE LETTERING, SIGNS, POSTCARDS, RACK CARDS AND OTHER PRINTED MATERIALS:

Self-adhesive Lettering for Signature Featured Artist Wall:

Dynamic Signs 5 Enterprise Lane (Off Matthews Drive) HHI
843-681-6055.

Sign D'Sign. 39 Persimmons St. # 404. Bluffton 843-757-7057.

Speedi Sign. 5 Hunter Road. HHI 843-681-6141.

Local sources for postcards and rack cards:

Omega Graphics, 10 Oak Park Dr., HHI 843-342-6360
Curry Printing, 80 Capital Dr, HHI 843-681-3410

Online sources for postcards and rack cards:

modernpostcard.com.
48HourPrint.com
Postcardpress.com
Overnightprints.com
Uprinting.com
Psprint.com

TITLE CARDS (Avery 18663 clear labels to be used on your computer – directions for use included in all packets)

Staples Office Supply Store – Palmetto Bay Rd., HHI
Staples Office Supply Store – Fording Island Rd., Kitty's Crossing,
Bluffton

BEVERAGES

Sam's Club – Port Royal Plaza HHI

Harris Teeter – HHI north end – offers good prices plus a 10% discount on cases; talk to the wine manager directly; he may even be willing to chill the wine.

Piggly Wiggly in Shelter Cove Plaza HHI

Check other grocers to see what they can offer.

FOOD AND TABLE ITEMS

Sam's Club – Port Royal Plaza HHI

Partyland – Port Royal Plaza HHI (Paper goods)

Celebration Supplies—Fresh Market Shoppes 890 William Hilton Parkway HHI(Paper goods)