



## Gallery Prospectus

Exhibition Cycle 3 October 6-November 28, 2010

**This Prospectus applies to artists and their art work selected to participate in the Cycle 3 Exhibition**

### Requirements of Participating Gallery Artists:

- Each artist shall complete & sign a Hold Harmless-Inventory form applicable to their paid rental period.
- Upon delivery of art and paperwork for Cycle 3, a two month rental fee is also due. The minimum rental fee due is \$30/month x 2 months = \$60. The total rental fee will be determined by the total amount of panel or floor space needed to accommodate the artist's accepted art work for the exhibition cycle.
- Each artist must work one full 8 hour day per month for each panel/floor space rented in the Gallery to help sell the artwork. Artists will be supplied with a detailed job description, a job orientation and will be required to fulfill all duties pertaining to the gallery. If for any reason, the artist cannot work their shift(s) it is the artist's duty to find a qualified replacement such as another artist displaying work in the gallery. Failure to work the required 8 hour shift(s) each rental month may result in removal of the artist's work from the gallery and forfeiture of rental fees paid.
- Artists may demo/do their art work during their shift as long as the customer remains their first priority.
- All artists will dress appropriately in business casual while working their shift.
- No art work shall be removed from the Gallery by the Artist unless the Gallery Manager or Exhibit Director has been contacted and arrangements secured for pick-up or delivery of a new piece.

Participation: All artists who participated in Cycle 2 have "first right of refusal" to participate in Cycle 3. All artists still must follow the application process, submit images, the application fee, etc. to be considered again. To participate in the gallery the artist must be a juried member of the Arizona Art Alliance.

Panel/Floor Space Rental Fees: Each panel side or floor space will rent for \$30.00 per calendar month. The artist must commit to the 2 month exhibition cycle (\$60 minimum). Refer to the next two sections below for more guidance on determining rental space. Cash, credit cards (VISA, MC, Discover) or a check payable to: Arizona Art Alliance will be accepted upon delivery of the art.

Panel Size and Layout Requirements: The rental space for hanging artwork on a panel side is 38.5" wide by 70.5" high. There must be at least a 1" boundary that will be left open between the sides and the top of the panel and the paintings and a 1" boundary between each painting. There must be at least 2" under each painting left open, including 2" between a painting and the bottom of the panel.

This is a guide for how many 2 dimensional works can be entered for the cost of \$30 per panel side. The maximum number of pieces to be shown on a panel side is five (5). **The gallery display committee reserves the right to determine if the entered art fits the panel(s) rented and is visually pleasing.** All accepted art will be arranged by the gallery display committee and an artist's works may or may not be displayed together.

Floor/Case/Table Space Sizes and Requirements: Due to limited space available for 3D work such as jewelry, pottery, gourds, sculpture, etc. the display areas are sized differently than in previous Arizona Art Alliance shows.

The measurements below are provided as a guide for how many 3 dimensional works can be entered for the cost of \$30 per space. The maximum number of pieces to be displayed in one rental space is five (5). The gallery display committee reserves the right to determine if the entered art pieces fit space(s) rented and is visually pleasing. All accepted art will be arranged by the gallery display committee and an artist's works may or may not be displayed together.

- Floor space for art displayed on pedestals/stands is 36"W x 36"L. Display equipment may be supplied by the artist and is subject to the approval of the gallery display committee. Limited shelving and display stands are available at the gallery for this type of 3D art.
- Table space for art is 30"W x 36"L. The Arizona Art Alliance will provide the tables and table cloths. Table space may be most appropriate for pottery, gourds, wood and non-jewelry glass items. Table spaces should not be utilized by jewelry artists.
- Locked Glass Case space for jewelry art is 36"W x 26"L x 16"H. The Arizona Art Alliance has two locked glass cases available for this purpose. If more jewelry is accepted than there is space available, you may be asked to supply a table-top style lockable glass case.

For small 3D items we recommend the artist utilize the gift shop area. Please provide your own display equipment for the gift shop which may or may not be used by the Arizona Art Alliance.

Commission Paid on Sales: A commission of 15% on each art piece sold, including gift shop items, will be retained by the Arizona Art Alliance. The artist will receive 85% of the purchase price to be paid to the artist within 30 days following the date on which the item(s) were sold. The Arizona Art Alliance will not request a sales percentage from the artist on work that is commissioned by a customer as a result of buying or seeing displayed gallery pieces.

Gift Shop Size and Requirements: Artists selected to participate in the gallery, may also utilize the gift shop area. Space is very limited. No rental fee will be charged however the 15% commission on sales will apply. The gallery display committee reserves the right to determine if the gift shop work will fit the space available and that all the requirements for the gift shop have been met. Refer to the Gift Shop Prospectus for detailed information.

Panel/Floor Space Assignment: The Gallery display committee will decide on the placement of **all** accepted art work to best utilize the gallery space, compliment the artists work and to create a pleasing visual experience for the customers.

Art Category Requirements and Selling Price Minimums: All artwork must be for sale and of the highest quality. All artwork must be the artist's own, original work, no student/teacher collaborations. Giclees and prints are **NOT ALLOWED** in the gallery but are allowed in the Gift Shop and other Window Gallery locations. All 2D work must be framed with appropriate backings, using wire to hang work, no saw-toothed hangers. Gallery wrap canvases are allowed if they have at least 1.25" sides, the sides are painted and no staples are showing.

Gallery art work must have a price at or higher than the minimums established below. Gift shop items and art hung in window locations outside of the main gallery do not have a minimum price requirement.

Two dimensional art: \$150.00 minimum price.

Two dimensional miniature art (image size of 10"x12" or smaller): \$75 minimum price.

Sculpture: \$150.00 minimum price

Jewelry: \$40.00 minimum price .

Pottery/Gourds/Wood: : \$40.00 minimum price

Promotional Literature: Gallery artists are encouraged to provide business cards and professional background materials to promote their work. The Arizona Art Alliance Gallery committee reserves the right to determine where to place these materials in the gallery.

Art Sold: The artist will be contacted when a piece sells and will need to make arrangements with the Gallery Manager to bring in a replacement piece. The replacement piece is subject to review and may or may not be accepted. The artist may want to bring in several pieces for consideration. The replacement pieces should be similar in size to the art that sold to stay within the guidelines of panel/floor space requirements for the rental amount paid. The Arizona Art Alliance reserves the right to request additional panel/floor/space monies if the replacement piece will cause the total space occupied by the artist to exceed the space that was initially paid for. The artist will not be reimbursed for lost days or rental time extended for each day it may take to replace the piece within the paid rental period.

Substitutions: Art accepted into the Gallery for a paid rental period (e.g. 2 months) should remain in the gallery for that period, unless sold through the gallery. In the event a piece must be removed (e.g. it was accepted into another juried show or sold through some other means) the artist must contact the Gallery Manager to arrange pick-up and to bring in a replacement piece. The replacement art should be approximately the same/similar size as the piece removed to stay within the guidelines of panel/floor space requirements for the rental amount paid. Replacement art is subject to review. The artist will not be reimbursed for lost days or rental time extended for each day it may take to replace the piece within the paid rental period.

## **Gallery Gift Shop Prospectus**

Types of Gift Art: Only items that reflect the area in which the artist was originally juried will be accepted (e.g. if juried as a painter, you may not enter jewelry unless you have also been juried in 3D.) The Gallery display committee reserves the right to reject or limit the number of items offered by gallery artists to best to utilize the limited space and provide a nice variety of merchandise in the gift shop area. High quality gift items are ideal, such as packaged or boxed cards, wrapped giclees/prints, small pottery pieces and some jewelry items. Breakable items may be entered, but should be presented in a manner to avoid damage.

**Cards** may be of any size and must include a matching envelope. All cards must be sleeved, wrapped or boxed in a professional manner. All sleeved, wrapped and boxed cards must clearly be labeled with the artist's name, price and appropriate identifier that easily can be matched up to the inventory sheet submitted. The artist may provide their own card rack or put cards in an attractive display container. The Gallery display committee reserves the right to rearrange the cards and use containers/display racks most advantageous to the space to create an attractive visual appearance for the merchandise.

**Framed Prints/Giclees, Unframed Matted Prints/Giclees, and Miniature Original 2D & 3D art** may be any size up to 16x20 matted or framed. Each print must be sleeved or shrink-wrapped and should have stiff backing. The Gallery display committee reserves the right to rearrange the prints/giclees and use containers/display racks most advantageous to the space to create an attractive visual appearance for the merchandise.

Labeling: All items presented to the gift shop must be clearly titled, priced, and marked with artist's identifier. All labeling must match the Gift Shop Inventory sheet.

Replacement Gift Art Policy: Every effort shall be made by the Gallery Manager and volunteers to monitor the Gallery and Gift Shop inventory levels. Artists will be notified when it becomes apparent that an item or group of items are running low and may need to be replenished. The artist is not entitled to any perceived loss of revenue for days during which art inventory may have dwindled or was sold out and the artist was not contacted. All replacement art is subject to review.

Requirements of Participating Gift Shop Artists: (1) Only artists who have original art displayed in the main Gallery can put items in the Gift Shop. Rental of window space only does not qualify the artist to display in the gift shop. (2) Gift items must be delivered on the same day as the gallery art. (3) The Gift Shop Inventory-Hold Harmless form must be completed, signed and submitted on day of delivery. (4) No gift art shall be removed or added by an Artist unless the Gallery Manager has been contacted and arrangements have been made to remove or replace the gift item(s).