



HOLIDAY SHOW PROSPECTUS

SHOW DATES: DECEMBER 3-5, DECEMBER 8-12 & DECEMBER 15-23, 2010

SHOW HOURS: 11AM – 7PM, ARTIST RECEPTION DEC 4, 7-9PM

This Prospectus applies to artists and their art work who wish to participate in the Holiday Exhibition

Requirements of Participating Gallery Artists:

- Each artist shall complete & sign a Hold Harmless-Inventory-Originality form
- The exhibition fee is \$50 per panel side/floor/table space needed to accommodate the artist's art work
- Each exhibiting artist must work 4 hours for each panel side/floor/table space rented in holiday show exhibition 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 or an artist from their/another member art group.
- 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 show by the artist unless the Exhibition Director has been contacted and arrangements secured for pick-up or delivery of a new piece.

Participation: All artists must already be juried with the Arizona Art Alliance to participate in this show.

Important Dates: Delivery & set-up of art is Wednesday, December 1. Reps hang their work and assign display spaces at 9AM. All other participating artists may begin set-up at 10AM. All art must be hung by 7PM. Take down of art will be Wednesday, December 29 between the hours of 9AM-7PM.

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.

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 but has become the standard for showing in the Gallery space.

- Floor space for art displayed on pedestals/stands is 36"W x 36"L. Display equipment should 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. Jewelry artists are not

required to volunteer more than the standard volunteer time, however, we urge artists to consider being at the gallery to promote their work on weekends.

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 30% on each art piece sold, including gift shop items, will be retained by the Arizona Art Alliance. The artist will receive 70% 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: The Gift Shop is for lower priced jewelry items, giclees, cards, etc. Space is very limited. No rental fee will be charged however the 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 Exhibition Director will assign panel/floor/table space areas for each art group. The Rep is responsible for deciding on the placement of all art work that pertains to his/her art group.

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. One third of the panel/floor/table space may be used for giclees/prints. 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.

All art work must have a price at or higher than the minimums established below.

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

Cards, Signs & Literature: Participating artists may bring business cards and it must be hung on the panel or displayed on the table/floor area in a clear business card container. The Arizona Art Alliance reserves the right to reject the container for business cards if it does not meet this requirement. No literature or signs are allowed on the panel/table/floor area.

Back-ups and Art Sold: No back-ups will be kept at the Gallery. The artist will be contacted when a piece sells and may bring in a back-up piece. The art replacement art may need to be a similar size in order to accommodate it in the space available/rented by the artist.

Gallery Gift Shop Prospectus

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) 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.) (3) Gift items must be delivered on the same day as the gallery art. (4) The Gift Shop Inventory-Hold Harmless form must be completed, signed and submitted on day of delivery. (5) 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).

Allowable Types of Gift Art: 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.



VOLUNTEER SIGN UP SHEET

HOLIDAY SHOW DATES: DECEMBER 3-5, DECEMBER 8-12 AND DECEMBER 15-23, 2010

Show Hours: 11AM – 7PM

ART GROUP _____

ARTIST NAME _____

PHONE NUMBER(S) _____

EMAIL ADDRESS _____

PLEASE INDICATE THE DATES AND TIMES BELOW DURING WHICH YOU ARE AVAILABLE TO PERFORM THE REQUIRED VOLUNTEER TIME OF 4 HOURS PER PANEL SIDE/FLOOR/TABLE SPACE RENTED FOR THIS SHOW. TO ASSIST US WITH DEVELOPING THIS SCHEDULE, PLEASE IDENTIFY A MINIMUM OF THREE DATES/TIMES FOR EACH PAID SIDE/FLOOR/TABLE SPACE.

Please indicate dates that coincide with show dates Dec 3-5, Dec 8-12 & Dec 15-23

DATE: _____ 11AM-3PM 4PM-7PM

DATE: _____ 11AM-3PM 4PM-7PM

DATE: _____ 11AM-3PM 4PM-7PM

DATE: _____ 11AM-3PM 4PM-7PM

DATE: _____ 11AM-3PM 4PM-7PM

DATE: _____ 11AM-3PM 4PM-7PM

DATE: _____ 11AM-3PM 4PM-7PM

DATE: _____ 11AM-3PM 4PM-7PM

DATE: _____ 11AM-3PM 4PM-7PM

