

WCA EXHIBITION GUIDELINES AND PLANNING

MANAGING ART EXHIBITIONS

This is a high-level summary of managing an art exhibition. Depending on the type of show, some of these steps can be skipped. Please note that some of the activities within a phase occur simultaneously. This guide is written with the assumption that the exhibition coordinator will have mid-level administration ability.

OVERVIEW:

These Exhibition Guidelines were written by Karen Gutfreund, Sherri Cornett and Priscilla Otani, expanded from a smaller project assigned to Avinger Nelson in 2009 and delivered in 2010 in regards to legal guidance on disputes arising from exhibition venues. We propose that these be put on the website and made available to WCA members who volunteer to be exhibition administrators for national, regional or international exhibitions.

EXHIBITION CONTACTS WITHIN WCA:

- Karen Gutfreund, Vice President and National Exhibitions Director for Women's Caucus for Art, karengutfreund@yahoo.com
- Sherri Cornett, Chair, International Caucus for WCA, sherri@sherricornett.com
- Jeane Vogel, Chair, JWAN Caucus for WCA, jeanevogel@gmail.com
- Jaimianne Amicucci, Chair, Young Women's Caucus, jaimianne@inbox.com
- Priscilla Otani, President, Women's Caucus for Art, mrpotani@yahoo.com

TOP GENERAL GUIDELINES:

- All budgets must be developed as either budget neutral (no profit or loss) or as a profit-based budget
- WCA currently uses Entrythingy.com to set up Calls for Art, manage entries and collect juror decisions
- If seeking funding from national grants and institutional foundations, coordinate these efforts with the WCA executive committee.
- If sharing budgets with another organization, each entity must sign a document outlining budget responsibilities

HIGH LEVEL OUTLINE:

- Creating an Exhibitions Team
- Writing the Prospectus/Theme
- Creating a Budget
- Finding the Gallery
- Securing a Juror
- Posting the Call for Art
- Show Entry Administration
- Catalog Production
- Marketing & Promotions
- Show Installation
- Reception
- De-installation of Exhibition

EXHIBITION JOB DETAILS:

- **Creating an Exhibitions Team**
 - Who's going to be on your team
 - Identify the skill sets of those involved
 - Making Connections
 - Defining Roles and responsibilities

- **Writing the Prospectus/Theme**
 - Create all terms and conditions for artists to follow
 - Create call for art on entry thingy or other similar service
 - Consider accepting juried artists, featured artists or both?
 - Determining entry fee
 - Insurance – who covers it, how much would be covered
 - Art handling and shipping information
 - Sales information – tax, legal considerations, percentages (gallery/artist),
 - Is there/will there be a curator, juror?

- **Creating a Budget**
 - Identify any grant, funding or sponsorship opportunities
 - **Common Expense Items:**
 - Advertisements in Gallery Guide, Art Slant, calendars
 - Banners
 - Catalog design and cover design
 - Catalog printing for sales during opening
 - Catalog shipment
 - Design costs for catalog, postcard, poster
 - Documentation (video, photographs)
 - Entry tokens for Entrythingy
 - Gallery rental
 - Insurance
 - ISBN number for catalog
 - Labor for installation and de-installation
 - Lulu.com catalog setup
 - Juror(s) fee
 - Mailers (padded envelopes or cardboard sleeves) for catalog
 - Paypal fees for entries through Entrythingy
 - Postcards design
 - Posters/printing costs
 - Posting call for art in on “pay-for” sites like Art Deadlines or Art Calendar Rental of space for exhibition
 - Press release cost
 - Reception (food, drink, glasses, plates, music, etc.)
 - Shipping & Crates (if central collection and shipping as a whole)
 - Solicitation package for donations/grants/sponsors (printing & materials)
 - Storage
 - Shipping documentation (international)
 - Vinyl lettering for gallery wall
 - Wall labels
 - Web page for exhibition

- **Income Opportunities**
 - Entry fees through Entrythingy for members and for non-members
 - Catalog sales – artists in exhibition and general sales
 - Donations
 - Grants
 - Hanging fee (charged to accepted artists in exhibition)
 - Prepaid postage for catalogs from artists
 - Raffles
 - Shipping fees from artists (if collecting and shipping as a whole)
 - Sponsors
 - Event fees

- **Finding the Gallery**
 - Researching Potential Venues
 - Items to consider: Gallery sitter, rental fee, storage, reception, wall labels, intake installation, de-installation, insurance, insurance riders
 - Choose dates for exhibition
 - Create the MOU memo of understanding with the gallery
 - Gallery attendant schedule (if necessary)
 - Create pricelist and bio book of artists, and/or artist statements

- **Posting the Call for Art**
 - Utilize call for art websites (paid and free sites)
 - Develop mailing list and WCA membership
 - Use social media

- **Securing a Juror**
 - Create MOU with the juror of what is expected (timing for jury process, article for the catalog and attendance at events such as opening reception or artist panels)
 - Sending Submissions to the Juror/Setting up Entrythingy for the Juror
 - Work with juror to choose final works (Size constrictions and gallery size)

- **Show Entry Administration**
 - Work with artists to get their information uploaded and answering questions
 - Monitor and fund the entry tokens
 - Creating database from Entrythingy for catalog input
 - Keep copies of all correspondence, checks, deposit slips, bills
 - Reviewing Entries Before Giving Submissions to the Juror(s) to ensure it falls within prospectus guidelines
 - Writing Acceptance and Rejections Letters
 - Notify artists of acceptance or regrets
 - Contact artists for missing or incorrect information
 - Organizing shipping to and from the gallery

- **Catalog Production**
 - Create catalog (see guidelines on WCA website)
 - Work with artists to get correct information (info on work and statements)
 - Requesting articles for the catalog (Who should write them, what should they contain)
 - Inputting data, photographs, text in catalog layout
 - Proofing and Editing the Catalog
 - Request ISBN number for Catalog

- Get articles from President, Director and Juror
 - Get and process catalog orders
 - Have catalogs picked up at opening or ship to artists
 - After initial catalog order place on Lulu.com
- **Marketing & Promotions**
 - Develop PR/marketing plan
 - Create show website
 - Write Press Release
 - Social Media
 - Short articles for WCA website, WCA newsletters, blurbs for WCA Facebook, WCA Twitter, national art calendars, emails to WCA members
 - Online gallery
 - Images on Facebook
 - Gallery signage - banners, vinyl lettering, artwork info cards
 - Promotions information – catalogs, postcards, business cards, posters, social media, who is responsible for what, anticipated costs
- **Show Installation**
 - Determining who will unpack the work
 - Make arrangements for receipt of art works and delivery to the gallery
 - Layout of show (WCA member or Gallery director)
 - Physical hanging of work
 - Hire staff for de-installation if necessary
 - Intake report (for condition)
 - Storage of packing materials
 - Return shipping labels
 - Wall labels or pins
 - Price list
- **Reception**
 - Create Evite for reception
 - Nametags for artist/dignitaries/jurors
 - Determine what Gallery and WCA is responsible for (food/drinks, sales, catalog sales and distribution, clean-up)
- **De-installation of Exhibition**
 - Hire staff for de-installation if necessary
 - Manage volunteers
 - Send checks and report to WCA Operations Director From catalog sales and PayPal money requests
 - Final Budget report to WCA Operations and Board

TIPS FOR SECURING A VENUE:

1. Promotions: Introduce yourself as a member of WCA and give history.
2. Provide people with the WCA website, the WCA International Caucus website and links to significant WCA projects: <http://www.nationalwca.org>

Here is a list of a number of national exhibitions WCA has created:

- "Bound" juried by Cora Rosevear, Associate Curator Painting and Sculpture at the Museum of Modern Art, shown at the Phoenix Gallery in NYC, February 2013.
- "Honoring Women's Rights: Echoing Visual Voices Together", juried by Dr. Joyce Aiken, Dr. Ruth Weisberg, Patricia Rodriguez, shown at the Steinbeck Museum, Salinas California (2012)
- "Petroleum Paradox: For Better or For Worse", juried by Eleanor Heartney, shown at Denise Bibro Fine Art, NYC (2012) and traveling to the Narrows Center in MA (2013)
- "Momentum" juried by Rita Gonzalez, Associate Curator, LACMA, shown at Gallery 825 in LA, February 2012.
- "Man as Object: Reversing the Gaze", juried by Tanya Augsborg, shown at SOMArts Cultural Center in San Francisco and Kinsey Institute Gallery at Univ. of Indiana (2011, 2012)
- "Hidden Cities", juried by Lisa Phillips, Director of the New Museum, shown at New Century Artists Gallery, NYC, February 2011
- "CONTROL" juried by the Guerrilla Girls West, shown at SOMArts Cultural Center in San Francisco and Ceres Gallery in NYC (2009, 2011)

Share the websites/blogs for some of our latest exhibitions:

Honoring Women's Rights: <http://www.honoringwomensrights.org>

Man as Object: Reversing the Gaze <http://manasobject.weebly.com>

Petroleum Paradox <http://denisebibrofineart.com/exhibition/view/2340>

Woman + Body

<http://wcainternationalcaucus.weebly.com/women--body-2012south-korea.html>

Man Up! No Balls About It – exhibition in Michigan this summer <http://miwca.wordpress.com/calls-for-art/>

INDEX:

1. Prospectus (terms and conditions for artists/call for art)
2. Exhibition Budget Template
3. Draft Exhibition Time-line

EXAMPLE PROSPECTUS: "Bound":

'Bound' -- We are seeking multiple expressions of Bound, which can range from literal to poetic, abstract to representational, and psychological to social & political commentary. Show work that explores the concepts of bound and borders--be they internal, external, constructed, imagined, imposed, or embraced and how boundaries define and shape our identities, relationships, ideas and politics. Artists are encouraged to interpret this theme broadly; submit works that have resonance and meaning to you.

JUROR: Cora Rosevear, Curator, Painting and Sculpture Department, Museum of Modern Art, NY.

EXHIBITION VENUE:

Phoenix Gallery
210 Eleventh Avenue @25th Street, Suite 902
New York, New York 10001
212-226-8711

DATES OF EXHIBITION

January 30 to February 23, 2013

ARTIST RECEPTION

Saturday, February 16th, 2013, 6:00 to 9:00 p.m.

ELIGIBILITY

Open to all self-identified women artists in the USA.

SUBMISSIONS

Artists may submit up to three works per entry. All media is accepted except giclees of original work.

ENTRY FEES

Payment of \$35 per entry for WCA members, \$45 for Non-members through PayPal.

DEADLINE FOR SUBMISSION

Must complete submission by Sunday, October 28, 2012 at 11:59 PM in your time zone.

SALES OF ART

A 25% commission will go to the Phoenix Gallery and a 15% will go to WCA, 60% will go to the artist. All works sold must remain in the gallery for the duration of the exhibition.

DELIVERY OF ARTWORK

SHIPPED artwork should arrive at the Phoenix Gallery Tuesday to Friday, January 22-25, 2013.

HAND-DELIVERED work can be brought to the Gallery Tuesday to Saturday, January 22-26, 2013 from 11:30 a.m. to 6:00 p.m. only.

Shipped works will be boxed and returned on Tuesday, February 26th. Hand delivered works must be picked up by noon on February 26, 2013.

INSURANCE & LIABILITY

All exhibited works must be self-insured by the artist during shipping or delivery. The Gallery carries only fire and liability insurance and cannot be liable for any theft or damage to works of art. All exhibited works must be self-insured by the artist.

AGREEMENT & RELEASE

By submitting this application the Artist confirms they read and agree to the conditions set forth in this prospectus for Bound. Permission is granted to WCA and the Phoenix Gallery to use images of artwork accepted into the exhibition for publicity purposes. One or more artworks may be chosen for the cover design of invitation for the exhibition. They also may be featured on www.nationalwca.org. Artists agree to allow reproduction of their digital files and/or photographs taken of their art for educational, publicity, and archival purposes. The Artist hereby releases and discharges representatives, employees and volunteers of National Women's Caucus for Art and the Phoenix Gallery from any and all claims occasioned by loss or damages of said work while in the possession of the Phoenix Gallery.

ENTRY INSTRUCTIONS:

PROOFREAD YOUR ENTRY.

All information you type into this online system will go into a database. It is your responsibility to ensure that the information you submit is correct. Please double check for typos.

Your entry is not complete until you have made your payment through PayPal. You do not have to have an account with PayPal to pay your entry fee. You can use your credit or debit card instead.

Be sure to upload all of your images and information before going to PayPal as you cannot return to add more information. Click the button 'Jurors View' to double check your complete entry before you go to PayPal.

ELIGIBILITY

Open to all self-identified women artists in the United States.

ARTIST STATEMENT

Provide one statement (530 characters only including spaces) for all the pieces you are submitting and its relevance to the concept of 'Bound'. This statement will go with your work in the exhibition catalog, please edit it carefully.

DIMENSIONS

Work may not exceed 40 inches wide and installations may not exceed 5 square feet. Provide dimension of each piece as follows: Height x Width x Depth, example 16 x 20 x 3 inches. If your work is framed, please include the framed size.

VIDEO

Enter in .mov or mp4 format up to 200 mb. Video artists, if accepted must supply ALL their own equipment.

COLOR PROFILE FOR YOUR JPGS

All images must be submitted in RGB color mode.

HIGH RESOLUTION JPGS

Submit JPG images sized approximately 4 inches wide x 6 inches long at 300 dpi resolution. In order to upload successfully, your image must be at least 900 pixels wide.

NAME YOUR FILE

Your name_Title of Work

High resolution images are requested for print publicity of accepted works. Any works displayed online will be reduced to web-standard low resolution by WCA.

If you have three-dimensional work and would like to submit more than one view of that piece, you may either submit one image that combines multiple views or submit up to three different views of your work. Each view counts as a submission so remember to identify multiple views of an entry in your description of work.

Make sure you are satisfied with the information and images you have entered before logging out. This exact information is what will be used for the exhibition catalog, wall labels and publicity materials if you are accepted into the exhibition.

TERMS OF ENTRY:

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ABOUT WOMEN'S CAUCUS FOR ART (WCA)

WCA was founded in 1972 in connection with the College Art Association (CAA). WCA is a national member organization unique in its multidisciplinary, multicultural membership of artists, art historians, students, educators, and museum professionals.

The mission of WCA is to create community through art, education and social activism. WCA is committed to recognizing the contribution of women in the arts, providing women with leadership opportunities and professional development, expanding networking and exhibition opportunities for women, supporting local, national and global art activism and advocating for equity in the arts for all.

To join WCA, visit www.nationalwca.org.

QUESTIONS?

Email wcaartists@gmail.com

Budget Template

WCA National Exhibition Budget						
			EST	TOTAL PAID	NOTES	
Expenses:						
Rental of space for exhibition						
Juror Honorarium						
Entrythingy tokens						
Paypal processing fees						
Paid Call for Art Posting Sites						
Gallery exhibition insurance						
Installation Fees						
De-installation Fees						
Gallery Sitters Fee						
UPS pick-up charge for return of art						
Catalog cover design						
Catalog design/production						
ISBN number for catalog						
Catalog printing						
Catalog shipment from publisher						
Cardboard Mailers						
Postage of catalogs via mail to artists						
Postcards printing						
Postcard design						
Envelopes & Postcard mailout to artists						
Press release kits to editors, museums						
Listing of Opening Reception in Media						
Press release cost						
Vinyl lettering for gallery wall						
Opening Reception - Food/Drinks						
Exhibition labels						
Artist name tags						
Video documentation						
Other Expenses						
			\$ -	\$ -	\$ -	Total Expenses
Total Expenses	Amount	# Partic		Total		
Income:				\$ -		
Application fees: Members				\$ -		
Application fees: Non-Members				\$ -		
Hanging fee						
Donations						
Grants						
Fundraising						
Wine/food sales at reception						
Paid event such as screening or panel			\$ -	\$ -		
catalogue sales- artists in the exhibition			\$ -	\$ -		
catalogue sales- general sales				\$ -		
prepaid postage from artists				\$ -		
other income sources				\$ -	\$ -	
Total Income				\$ -	\$ -	NET PROFIT
NET						
()= fundraising needs						
+ = Excess funds available						

Exhibition Timeline/Tasks

Local shows could follow the shorter time frames; national shows somewhere in the middle with international shows needed the longest time frame.

6 months --- 2 Years in Advance

*Select Exhibition Director(s) *Research potential venues *Research potential connections with collaborators *Develop theme/title Research jurors/curators *Research funding options *Set up exhibition committees *Get commitments from exhibitions team If collaboration, define funding & task responsibilities *Create initial budget and proposal *Choose dates for exhibition *Develop timeline* Research shipping options if necessary *Research shipping documentation if necessary *Research import/export requirements if international show *Submit exhibition & budget proposal to WCA board/ Chapter Exec. Committee *Develop package for grants/sponsors/donors *Once approved, begin fundraising, find seed money for entrythingy tokens

5 months --- 1 Year in Advance

*Obtain contract with venue *Negotiate split on sales *Get gallery dimensions for juror *Secure insurance *Review contract, then send to President for signature *Begin securing funding *Proof of funding *Choose juror/curator *Send MOU to juror/curator *Signed MOU from juror/curator

3--- 9 Months in Advance

*Determine how many art pieces fit into gallery *Determine # of additional artworks to be included in catalog only *Determine # of artworks to be included for online only *Determine dimension/media restrictions *Provide contact info for questions by submitters *Write Call for Art *Set up Entrythingy or entry management system *Add tokens to Entrythingy to pay for entries *Develop P.R & Marketing plan

2---8 Months in Advance

*Research list of posting sites --- free & fee sites Identify mailing list (include prior submitter emails) *Check Entrythingy to see how submissions are developing *Re-post call for art if necessary *Post Calls for Art on Entrythingy or entry management system *Begin web presence --- social media, web page *Post Calls for Art on art calendars *Post Calls on WCA outlets

1---6 Months in Advance

*Deadline for entries *Review entries for data issues *Set up Entrythingy for juror(s) *Notify juror, provide jurying instructions Juror(s) reviews entries (two weeks) J *Juror writes juror statement *Write acceptance and rejection letters *Send acceptance/contract and rejection letters *Receive contracts and verify all necessary information *Confirm participation & shipping with every artist in show * Follow up with missing artist information *Provide artist information to Catalog committee *Contract with printer if using *Design Catalog *Request essays from juror(s)/directors/president *Set up Lulu.com for catalog *Keep web presence up to date *Develop postcard & poster *Plan for artists' talks or other events during exhibition *Write press releases Begin planning for reception *Contact potential speakers/dignitaries for reception *Request ISBN number

1---3 Months in Advance

*Layout of catalog/setup Lulu.com template *Order catalogs for sale at opening, in gallery *Input data/photos/articles into catalog *Begin sending out press releases to magazines *Arrange for artwork storage & insurance for storage/transporting *Receive artworks if shipping collectively *Have crates built if shipping collectively *Ship artworks if shipping collectively *Send press releases to periodicals

2 Weeks --- 1 Month in Advance

*Arrange for food/beverage for reception *Nametags for artist/dignitaries/jurors *Send out press releases to other media outlets *Gallery signage --- banners, vinyl lettering, artwork info cards *Arrange for gallery attendants/security if necessary

1 Week in Advance

*Send out press releases *Set gallery attendant schedule if necessary *Receive artworks *Store packing materials for duration of show *Create price list Install exhibition *Affix labels to walls *Affix vinyl lettering to walls *Create artist bio notebook for gallery *Pick up catalogs

Opening

*Greet artists/jurors/dignitaries *Create check---in sheet to collect guest emails for future shows *Sell artwork Handle catalog sales *Oversee food/beverages *Setup Cleanup *Pay juror(s) when requirements are filled * Consider giving juror(s) complimentary copy of catalog

Upon Closing of Exhibition

*Send out press releases *Budget report to WCA Operations Director *Send checks to WCA Operations Director *De-install exhibition *Return/ship artwork to artists *Collect email addresses from Entrythingy for future calls for art *Mail checks to artists whose works sold *Evaluate artist demographics from Entrythingy report

Final Exhibition Tasks

*Create summary report for WCA board *Continued catalog sales *Delete show from Entrythingy *Pay final bills *Final accounting --- show profit, loss

Criteria for Blind Juried Art Exhibitions

Definition

A blind juried art exhibition requires a knowledgeable juror or jurors who themselves will not be an exhibiting artist(s) in the show, to evaluate images of the artists' work using specific criteria without knowing the identity of the submitting artists. The only input into this process are the images of submitted work and the juror's perception of them.

Conflict of Interest

It is agreed upon that in order to avoid conflict of interest or the appearance of conflict of interest that the juror or jurors not enter their own work into the exhibition. Although somewhat more contentious, it is also advisable the exhibition coordinator, director or curator of the exhibition and their staff not include their own artwork in the blind jurying process again to avoid conflict of interest.

Juror Preparation

Jurors need to be thoroughly prepared to make decisions based on the following:

- 1) **A clear criteria for the values and vision of the theme of the exhibition;** sometimes it is advisable to provide a rubric for the jurying process that allows the juror(s) to rank work. This is helpful when a great number of entries are being evaluated and can streamline selections when multiple jurors are involved.
- 2) **The quality of artwork submitted for the show as depicted in the submitted images.** Despite best efforts for submissions to remain anonymous, there are times when the juror recognizes an artist's work. It is imperative that the juror respond to the submitted images rather than relying on their personal knowledge of the artist.
- 3) **A floor plan of the exhibition site with measurements** to help the juror(s) choose artwork that can be accommodated in the space. A gallery map should be provided to the juror(s).

Juror Comments

Most jurors will offer to make commentary in regard to their experience jurying the exhibition. These often take the form of a short lecture, gallery talk or written essay. Should the exhibition have a catalog, then written comments in the form of an essay would be especially helpful as a point of record.

Image Preparation

In order to assure that names not be visible during the jurying process, special care must be taken to make sure that images are labeled accordingly. It is wise to have a policy in place before accepting entries for artists who have not properly followed the guidelines. For example, a bullet list of infractions that would disqualify the entry could be included in the call for entries.