

# 2010 Featured Artist Hilton Head Art League Gallery

Dear:

Congratulations on being selected as an “Artist in Showcase” 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 grows closer.

**DATES OF YOUR SHOW** \_\_\_\_\_

**DATE OF YOUR OPENING RECEPTION  
AT THE GALLERY (5-7 PM)** \_\_\_\_\_

**DATE YOU MUST CALL EDITOR OF *ARTICULATE*  
(GABRIELE HOFFMANN, 681-2399)** \_\_\_\_\_

**DATE YOUR INVITATION POST CARD  
IS DUE TO GALLERY** \_\_\_\_\_

**DATE YOU CAN HANG YOUR SHOW** \_\_\_\_\_

**DATE YOU MUST TAKE DOWN YOUR SHOW** \_\_\_\_\_

***Please note: Attached to this document is a list of sources. Please consult these as you make your plans. Sometimes you will find that they are cross-referenced in the instructions that follow.***

## **EXHIBITING IN THE GALLERY**

We suggest you begin your planning by visiting the gallery to look over the space where your work will be exhibited – which includes the center wall as you enter the gallery and the outdoor kiosk (bay window) to the left of the Bistro Restaurant.

The end wall that you see upon entering the gallery should display the following:

1. An attractive **sign** that includes your name and the title of your show. It should be done on foam core, approximately 10” X 18”, and ready to

mount on the wall with self-adhesive Velcro tape on the back (hook side only). (Refer to the sources list attached to this material to find places you can have these signs made if you cannot produce them yourself.)

2. A signature piece or pieces of **artwork** (perhaps the image you have used for your publicity) – with title card.
3. **Material for the table** that sits on that wall: copies of your invitation/post card; copies of your biography/artist's statement; perhaps flowers or a potted plant. 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.

The entire **Featured Artist Room** in the rear of the gallery is your display area. The number of pieces needed for this space will vary with each artist, but generally speaking you can anticipate needing 15-30 pieces, depending on size. Plan to leave at least 12 inches between each painting, single-hung for maximum impact. All determinations regarding framing, pricing, signage, and title cards will be yours, with either the Gallery Administrator or Gallery Chair available to assist you.

It will be your own gallery space to make it look as clean, uncluttered and professional as possible. You should also prepare a foam core sign for this room, repeating your name and the title of your show. All artwork in the gallery must be accompanied with title cards (discussed later).

The **kiosk** next to the Bistro Restaurant must contain another sign announcing your name, the title of your show, the dates of your show, and at least one piece of artwork. Although this artwork will be for sale, the price of this piece cannot be displayed outside of the gallery. Keys for this kiosk can be found in the cash box in the lower right drawer of the volunteer's desk. The kiosk must be locked securely when you are finished creating your display and the keys returned to the cash box. Velcro works best for affixing your signs in the kiosk. Nails and hammers for hanging work can be located in the black metal cabinet in the Gallery Administrator's office.

You are responsible for generating your own **title cards** for your work. Each title card should include the title of the work, your name, the medium, and the price. You may wish to pattern your title cards after those used in the rest of the gallery. Self-adhesive Velcro tape works well for affixing these cards to the walls.

Hanging should be done **the Sunday preceding the opening of your show, with the assistance of the Gallery chair, Vickie Jourdan**. You must make arrangements with the Gallery Chairperson one week in advance of hanging. Be sure you work out your dimensions and tentative plan for hanging before you arrive. You will need a **key** for the gallery, which should be obtained from the Gallery Administrator.

You must **take down your show** on the Saturday preceding the next show. You must coordinate this with the Gallery Chairperson or the Gallery Administrator. At this time you must also remove your sign and work from the kiosk.

### **ARTIST'S BIOGRAPHY**

We strongly recommend that you prepare biographical material to set out with your show. Some artists present this on postal-sized cards; others print it on full 8 1/2" x 11" sheets; some replicate this information on signage they display on the walls. Visitors and buyers are most interested in learning about you through your biography (which is most effective if it contains a photo). Buyers often wish to take a copy of your biography to accompany purchase (if you have not affixed one to the back of your artwork). Throughout the four weeks of your show, you will need to monitor your supply of copies available for visitors to the gallery.

If you would like to see examples of biographies other artists have composed, you may consult the biography book that is kept at the volunteer's desk in the gallery. (See the sources list for printers that can make copies of your biography.)

### **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 – including the work(s) in the kiosk. 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**

**INVITATIONS:** Artists use a postcard to invite the Art League membership and other friends to attend their shows. These postcards will be processed by the Art League through our bulk mail procedures. Please do not use envelopes. Many of our artists use Modern Postcard out of California (phone 1.800.959.8365; or [modernpostcard.com](http://modernpostcard.com)). You will need to call them three months ahead to receive their brochure and instructions. You will need to submit to them digital images of your artwork and ask that they produce **1,000** cards. The Art League will require approximately 500 for its membership mailing. Alternative printing services include on-line (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. If you are computer savvy, these services can have a quick turnaround. There are also local printers who might be competitive and allow last minute editing opportunities, like Omega Graphics or Curry Printing. (See source list for suggested printers.) **Note:** The Gallery Administrator has samples of prior postcards.

Four weeks prior to the opening of your show you must deliver your postcards to the gallery office. Personal invitation/postcards with typed address labels of your invitees must be brought to the Gallery for mailing along with all other postcards. The blank postcards you bring will be labeled for you using our database membership print-out.

**Personal messages may not be written on bulk mailed postcards.**

If you wish to write messages on some of your personal postcards; they will require **first-class postcard postage and are therefore at your own expense.**

The Art League will generate mailing labels from our membership database, put them on your postcards, and process the mailing for you.

(Some general bulk-rate guidelines: Mailing pieces cannot contain anything that could be construed as advertising (such as the use of a registered logo etc.); mailing pieces cannot be done as a cooperative venture with other organizations; every mailing piece must be identical in its imagery.)

**PRESS RELEASES:** The editor of the *Articulate* is in charge of publicity, and you should call her approximately three months in advance of your show to discuss what is needed and when. You will need to provide digital images, your biography, a listing of awards, shows, artists you have studied with, etc. The editor will take care of publicizing your show in the *Articulate*, the *Island Packet*, *Island Events*, and *Hilton Head Monthly*, and other local magazines as appropriate. If you have access to any other methods of publication, please feel free to use them - and if you would, let the editor know.

Our practice is to reproduce what the editor puts in the *Articulate* on our website ([www.artleaguehhi.org](http://www.artleaguehhi.org)); however, if you wish for different or additional information to be on that website, you will need to contact the Gallery Administrator/Publicist at 843.681.2399 **three weeks prior to your opening.**

### **PLANNING YOUR OPENING RECEPTION**

Your opening reception will take place on the **second Tuesday of your month, from 5 to 7 PM.** You are the host for this reception and are, therefore, responsible for its planning. We 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. We suggest you ask at least four persons to act as beverage servers (two shifts, 5-6 and 6-7). You will need to determine how many persons you enlist to bring food, what your offerings will be, and who will provide additional assistance during the reception. You can anticipate a crowd that numbers between 100 and 150 persons. Some people choose to offer an array of hors d'oeuvres; others offer cheeses, crackers, breads, and fresh fruits. **It is helpful to remember people should be at the reception to see the artwork, not eat dinner!**

The Art League will provide a stipend of \$250 to help cover some of the cost of hosting this reception. You should keep all receipts to be submitted for reimbursement of the \$250 after the reception is over. A form is included in this package for making reimbursement request. In case of a concurrent show with a 3D Featured Artist the stipend will be \$175.00 per artist, since you will share the expenses and efforts between the two of you.

Generally artists serve white wine (no red, please), water, and sodas (particularly diet sodas) to their guests. (See the source list for purchasing wine.) Artists often have their bartenders/helpers ice it; bring it with other drinks to the gallery on the day of the reception along with a cooler and adequate ice. (The gallery can supply one cooler - but no ice.) For determining quantities, it is best to confer with other artists who have recently hosted receptions.

The gallery will provide two or two 8-foot tables for food and one 8-foot table for your bar. These tables are stored behind the door in the Gallery Administrator's office. We have a customary way of arranging these tables, but you may select any arrangement you wish. It is your responsibility to supply table coverings, plastic cups for beverages, napkins, and 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. We often have a surplus of napkins and plates. You may make your own decision about table decorations/flowers. You should also make arrangements for some kind of trash receptacle beside your bar area. The Gallery can supply large trash bags. If you wish for your guests to wear name tags, you will need to provide these and determine where they will be placed.

**You should plan to arrive at the Gallery on Tuesday by 4 PM** for your opening reception. Your guests will arrive at 5 PM, but some come earlier. Your bar should close promptly at 7 PM. Clean-up includes the following: tables must be closed and returned to the space behind the door in the Gallery Administrator's office; trash from the outside reception area and from the wastebaskets in the Gallery should be taken to the dumpsters - located in the service area around the corner from the dry cleaners. **No wine bottles are allowed in the dumpsters.** You must take them home or recycle them. All used cups, napkins, plates, toothpicks, etc. must be removed from the Gallery display areas.

There is a hand cart in storage in the closet in the small back room, aka the 3D Featured Artist room, which can be used for bringing things from cars to and from the reception.

### **VOLUNTEERING IN THE GALLERY**

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. 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.

Additional question, please call:

Gabriele Hoffmann – Gallery Administrator (843)-681-2399

Or

Vickie Jourdan – Gallery Chairman (843) 837-5152

Or

Nancy Mitchell – Featured Artist Chair (843) 686-5542

## **GROUP FEATURED ARTISTS SHOWS ART LEAGUE OF HILTON HEAD GALLERY 2010**

A group meeting should be held three months before the show to establish a coordinator for the show and make basic decisions. At this meeting the issues to be decided are as follows:

1. **Postcard:** Suggested vertical format enclosed. Our advice is that the postcard be kept very simple with just names on the front. The Art League Gallery will send out postcards to the membership. Each artist can send out additional postcards to friends, purchasers, and family.

2. **Advertising:** Is the group willing to pay an additional \$100 – \$200 to double the size of their two ads in *The Packet*? Please work with Carroll Williams and Gabriele Hoffmann by supplying pictures of works.

3. **Newsletter:** Since the *Articulate* is online, the deadline is the 25<sup>th</sup> of the prior month.

4. **Posters:** We suggest posters of your ad, enlarged, to be distributed around the Island and Bluffton.

5. **Signage:** We recommend that the sign just inside the front door and in the two kiosks be an enlargement of your vertical postcard, with names of the show and artists only. The sign in the featured artist room on the far wall show should be horizontal with only the name of your show.

6. **Kiosk:** We suggest an enlargement of your postcard, ad, or poster.

7. **Artist Statements:** In lieu of biographical information and various sizes and styles of rack card, business cards, or other individual material, we strongly recommend an artist statement from each artist to be hung next to each painting. The text should be no more than 40 words and should fit on a piece of foam core 3X5 inches.

8. **Gallery staffing:** We ask each featured artist in the group to sign up for one entire day, or two half days during your month.

9. **Reception:** Your group should be responsible to choose and purchase the paper table cloths for three tables, supply napkins and cups, line up the hors d'oeuvres, buy 3–4 cases of 6 large bottles of wine each, and enlist two bartenders. Any flower arrangements can be decided on by the group.

The group will be reimbursed for \$250 of your expenses for all of the above. If your entire group agrees to kick in an equal amount of extra \$\$, you may be more creative. We know you will put on a one of a kind show with eye-catching advertising and a memorable opening.

The Featured Artist Selection Committee, the Gallery Administrator, and the Gallery Chair are available to answer questions and assist you.

Good luck!

**Featured Artist Selection Committee:**

Nancy Mitchell 843– 686–5542, email: [nancymartist@aol.com](mailto:nancymartist@aol.com)

Mary Kelly 843–785–8383, email: [kellym13@juno.com](mailto:kellym13@juno.com)

Ted Jordan 843–682–2897, email: [jordart@hargray.com](mailto:jordart@hargray.com)

**Gallery Administrator:**

Gabriele Hoffmann – **843.681.2399**, email: [galler@artleaguehhi.org](mailto:galler@artleaguehhi.org)

**Gallery Chair:** Vickie Jourdan 843–837–5152, [jourdanfun@hargray.com](mailto:jourdanfun@hargray.com)

## **SOURCES FOR YOUR ASSISTANCE**

### **SIGNS (vinyl lettering on foamcore board)**

Omega Graphics, 10 Oak Park Dr., HHI, SC 29926, 342-6360  
Curry Printing, 80 Capital Dr, HHI, SC 29926, 681-3410

### **VELCRO (1/2" TO 3/4")**

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

### **TITLE CARDS (Avery business cards or name badges to be used on your PC or Mac – 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

### **ARTIST BIOGRAPHY (multiple copies from your print-out or disk)**

#### XEROX or PC/MAC Disk:

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

#### Printing (flat art or disk):

Omega Graphics – Matthews Drive, at YANA entrance, 342.6360  
Insty-Prints – Beach City Rd., HHI, 681.5885

### **POSTCARDS**

#### **Online:**

Modern Postcards – CA 1.800.959.8365, website: [modernpostcard.com](http://modernpostcard.com)  
48HourPrint.com

[Postcardpress.com](http://Postcardpress.com)

[Overnightprints.com](http://Overnightprints.com)

[Uprinting.com](http://Uprinting.com)

(Check online for current prices)

#### **Locally:**

Omega Graphics – off Mathews Drive, at YANA entrance, Oak Park Dr.

342.6360 ask for Suzanne Hinteregger

Curry Printing – 80 Capital Drive, HHI – 681-3410

### **BEVERAGES**

Sam's Club – Port Royal Plaza

Harris Teeter – 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. Check other grocers to see what they can offer.

### **FOOD TABLE ITEMS**

Sam's Club – Port Royal Plaza (plastic cups, plates, paper napkins, forks)

Paper and Party Plantation – Pineland Station (napkins, table covers)

Partyland – Port Royal Plaza (colorful tablecloths, etc.)