

# Washington Printmakers Gallery

## Full Solo Show Guidelines (Revised: December 2015)

### 1 of 3

#### 12 WEEKS BEFORE OPENING RECEPTION

Schedule a meeting with the Exhibition Team Leader on the following:

1. **TITLE:** The title of your show.
2. **THEME:** The theme of your show. Remember a thematic show tends to be stronger, both visually and in publicity terms, and offers a more coherent look at your work. The Exhibition Team Leader needs to have seen most of your work to enable him/her to write a press release (goes out up to one month before exhibition opening).
3. **IMAGE:** The image you will use for your publicity. The Exhibition Team Leader often has a better 'eye' for a strong image in publicity terms.
4. **INVITATIONS:** Discuss invitation details, including:
  - Whether you will outsource layout, design and printing of your invites, or will need assistance from the Exhibition Team Leader;
  - Typeface, layout and gallery logo, gallery address, opening times, any other information you want to include (Brown Bag Lunch, preview, etc.);
  - mailing list and quantity of invitations;
  - printing of invitations – companies and schedules;
  - e-invites (marketing via the internet).
5. **PUBLICITY: Providing copies of your images:**
  - For catalog and other printed reproduction of your images, the Exhibition Team Leader needs JPEG at 300dpi and image size at least 5x5 inches.
  - Any particular advertising venues you wish to use (Galleries Magazine, Journal of the Print World, Washington Print Club Journal etc), and their costs and deadlines.
  - Other publicity opportunities (for example, a review in Journal of the Print World) and applicable deadlines.
  - Other publicity: The Exhibition Team Leader can prepare, for an agreed fee, an exhibition catalogue rather than a single sheet CV and list of works
  - Your Web site.
6. **OPENING: The details for:**
  - The precise date and time of your opening reception, and your hanging schedule.
  - Any private opening you may want to schedule, for example, a private view for friends and or colleagues.
  - Any gallery talk you may wish to give (usually held on the 2<sup>nd</sup> Thursday of the month).

#### 10 WEEKS BEFORE OPENING RECEPTION

1. **Word document:** Send the Leader a final Word document: Include your exhibition title, theme (including at least three paragraphs on the show), and artist biography within.
2. **Exhibition image:** Provide the Leader a high-resolution (300dpi, at least 5x5 inches) exhibition image, that will serve to represent the show.
3. **Additional images:** Also send the Exhibition Team Leader at least four or more high resolution (300dpi, at least 5x5 inches) print images.
4. **Invitations:** Confirm that invites / other collateral have been ordered. Do this in consultation with the Exhibition Team Leader, who, for a fee, can help with preparing layout and text for the printing company. A standard postcard-size invitation (4x6 inches) will keep postage costs down.
5. **Special requests:** Communicate any special requests that you have for access to gallery mailing list contacts, as well as any special requests for advertising, PR or the Web.

**Washington Printmakers Gallery**  
**Full Solo Show Guidelines (Revised: December 2015)**  
**2 of 3**

**8 WEEKS BEFORE OPENING RECEPTION**

1. **Status of ads and publicity:** Prepare all your advertising and publicity material, and ensure that all placements and activity (outside of press release distribution) have occurred or are underway.
2. **Press release review:** Provide editorial input to the Leader on the press release draft. The Exhibition Team Leader will send you a copy of the release for review and editing.
3. **Invitations:** Ensure that your invitations are progressing with or have been delivered by the printing company.

**4 WEEKS BEFORE OPENING RECEPTION**

1. **Invitations for the gallery:** Ensure that the Exhibition Team Leader has at least 150 copies of the exhibition invitations to display in the gallery.
2. **Mailing invitations:** Purchase stamps, print labels, affix stamps and labels, and mail your postcards.
3. **Preparing your work:** Begin the process of matting and framing your work for display during your exhibition. Ensure that any previously-framed work fits Hanging Committee guidelines for display (see below).
4. **Contact previous exhibitor:** Call or e-mail the member whose show precedes yours and ask when they plan to take it down. Coordinate hanging of your show based on this time and day.

**2 WEEKS BEFORE OPENING RECEPTION**

1. **Price lists:** Provide the Leader with **Microsoft Excel (.xls or .xlsx)** file that contains three price lists (three separate worksheets) for framed work, flat file work and bin work.
2. **Detail for price lists:** Ensure that each of these price lists contains the same detail (one column for each): Artist name, title, printmaking method, paper, year produced, edition, size unframed, size framed, price unframed, price framed.
3. **Copies of resume and artist's statement:** Prepare your resume and artist's statement, and print 20 copies for gallery display. Also ensure that your biography book in the gallery is up-to-date.
4. **Preparing your work:** Ensure that all of your work is matted and framed according to Hanging Committee guidelines (see below).
5. **Plan your opening reception:** Remember, you are responsible for all costs, shipping, setup and take-down. Members normally provide wine and non-alcoholic drinks (2-3 gallons of each), and food to nibble (whether simple or elaborate is up to you). Gallery has tables for setup. You will need to bring items such as table cloth, cups and plates, napkins, wine chillers / ice bucket, etc.

**1 WEEK BEFORE OPENING RECEPTION**

1. **Preparing your work:** Ensure that all of your work is framed and/or matted, and has fully completed labels on the back. All work must meet Hanging Committee guidelines (set forth below).
2. **Flat file work:** You will have the top flat file drawer during the duration of your exhibition. You will need to make sure that all of your flat file work is organized and ready to be inserted into your envelope in this drawer, and that the Exhibition Team Leader has a price list for this work.

**Washington Printmakers Gallery**  
**Full Solo Show Guidelines (Revised: December 2015)**  
**3 of 3**

3. **Resume and artist's biography:** Deliver 20 copies of each to the Exhibition Team Leader for display during your exhibition.
4. **Hang your show:** The date is coordinated with the Exhibition Team Leader and the next solo show artist. You may ask other gallery members to help with hanging. The gallery has hooks and hammers.
5. **On hanging day, bring:** Labeled framed and matted work, prints for the flat file, and copies mentioned above.

**DAY OF OPENING RECEPTION**

1. **Arrival:** Arrive at the gallery at least one hour before the start of your reception in order to setup all food / drinks and to take care of any last-minute arrangements.
2. **Food and drink setup:** Bring all refreshments and setup items with you (food and drink, plates, cups, etc.). Remember that you are responsible for cost and time involved to shop, prepare, setup and take down your refreshments.
3. **Sign-in book:** If you prefer to have a record of opening reception attendees, bring along a sign-in book for your guests.
4. **Enjoy yourself!** Mingle with your guests, talk about your art, and have fun!
5. **After it's over:** Clean-up after the reception so that the gallery is ready for next-day's business. Take the garbage out to the dumpster. Make sure you clean up spills, empty trash, and take away tables, cloths, etc.

**DURING YOUR SHOW**

1. **Visit the gallery:** Be prepared to spend extra time at the gallery with friends and visitors. Bring others in to see your work.
2. **Replace work:** If necessary, continue to add to the bins and flat files as necessary as sales occur.
3. **Share:** Make sure the gallery receives copies of any articles or reviews for displays in its press book. If there are Internet links, share them.

**AFTER YOUR SHOW**

1. **At exhibit's end:** Take down your show in coordination with the Exhibition Team Leader and the next solo show artist.
2. **Repair the walls:** Remove hooks/nails from the walls, then spackle and paint the holes. Make sure that you are using the correct paint for wall touch-up (ask the Exhibition Team Leader which paint can is the correct one).
3. **Leave some work:** Leave your matted work in your floor bin for the next month.
4. **Move flat file envelope:** Remove your work from the top-drawer flat file and transfer it back to its normal place.

# Washington Printmakers Gallery

## Hanging Committee Guidelines (Revised: November 2013)

*1 of 1*

The following are intended to serve the interests of the gallery and its artists by establishing appropriate aesthetic and archival guidelines for framing.

**The purpose of a mat is to protect a work of art and set it off from the frame.**

- Mats should always be acid-free rag board or archival board of rag and high alpha content.
- Four-ply and eighty-ply mats are standard in framing.
- Mats should be neutral in color, white Off-white, light gray. Black is acceptable if it does not detract from the work. Brightly colored mats are seldom archival and usually just gauche.
- Mats should have a sufficiently generous border to separate the print from the frame.
- Prints should never be placed directly against the glass.
- Prints in the bins should be archaically matted and either shrink-wrapped or placed in archival polyethylene bags.

**The purpose of the frame is to isolate the work of art from the wall without overwhelming the work itself.**

- Generally speaking the baguette style of frame (also known as the presentation frame) is appropriate for most prints and drawings. These frames are thin unobtrusive moldings of wood and metal in a variety of finishes and profiles.
- Hanging a solo or group show of similarly framed works is easier and looks more cohesive and allows the viewer to focus on the work.
- In solo shows it is particularly important to frame consistently and to use no more than two or three sizes, especially if the artist wishes to crowd the show.
- Spacers, the thin strips of wood or plastic that separate a floating work from the glass must always be used when a mat is not used to keep the work from direct contact with the glass.

**WHEN MEMBERS SUBMIT WORKS DEEMED BY THE HANGING COMMITTEE TO BE POORLY FRAMED OR NON-ARCHIVALLY MATTED, THE ARTIST WILL BE CALLED AND ASKED TO RECTIFY THE SITUATION, AS SUCH WORKS MAY BE REMOVED FROM THE GALLERY WALLS.**

**IT IS IMPORTANT TO THE MEMBERSHIP AND TO GALLERY CLIENTS THAT ARTISTS EXHIBIT RECENT WORK OR PIECES THAT HAVE NOT BEEN SEEN FOR SOME TIME. RECYCLED WORK CANNOT BE HUNG.**

# Washington Printmakers Gallery

## Solo Show Guidelines Checklist

1 of 2

### 12 Weeks Before Opening Reception

- Schedule meeting with Exhibition Team Leader to discuss:
  - Title for exhibition
  - Theme for exhibition
  - Main image that will be used for exhibition
  - Invitation: Layout, printing and mailing
  - Other collateral (catalog, etc.)
  - Publicity: Images, advertising, PR, Web pages
  - Hanging schedule
  - Reception / other events

### 10 Weeks Before Opening Reception

- Deliver to Exhibition Team Leader:
  - Word document that contains exhibition title, theme (including at least three paragraphs on show), and artist biography within.
  - High-resolution (300dpi, at least 5x5 inches) exhibition image.
  - Four or more high-resolution (300dpi, at least 5x5 inches) print images.
  - Confirmation that invitations / other collateral has been ordered.
  - Any special request for gallery mailing list contacts.
  - Final special requests for advertising, PR or the Web.

### 8 Weeks Before Opening Reception

- Finalize advertising placements and publicity (outside of press release distribution).
- Provide editorial input to Exhibition Team Leader on press release draft.
- Ensure your invitations are progressing or delivered from printing company.

### 4 Weeks Before Opening Reception

- Provide Exhibition Leader with 150 invitations to display in the gallery.
- Purchase stamps, print labels, affix stamps and labels, and mail postcards.
- Begin matting and framing your work for display in the gallery.

### 2 Weeks Before Opening Reception

- Provide Leader with Microsoft Excel (.xls or .xlsx) file that contains three price lists:
  - Framed Work
  - Flat File Work
  - Bin Work
- Ensure that each of these price lists contains the same detail (one column for each): Artist name, title, printmaking method, paper, year produced, edition, size unframed, size framed, price unframed, price framed.
- Prepare your resume and artist's statement, and print 20 copies for gallery display.
- Update your biography book in the gallery.
- Ensure that all of your work is matted and framed according to hanging guidelines.
- Plan your opening reception (remember: you are responsible for all costs).

### 4 Weeks Before Opening Reception

- Provide Exhibition Team Leader with 150 invitations to display in the gallery.
- Purchase stamps, print labels, affix stamps and labels, and mail postcards.
- Begin matting and framing your work for display in the gallery.
- Check with previous exhibitor about when they plan to take their show down.

# Washington Printmakers Gallery

## Solo Show Guidelines Checklist

*2 of 2*

### **1 Week Before Opening Reception**

- All work is framed and/or matted, with fully completed labels on the back.
- Flat-file work is organized and ready to be inserted in your envelope / drawer.
- 20 copies of resume and artist's statement are printed provided to Leader.
- Hang your show on date and time in coordination with Leader and next show.

### **Day of Opening Reception**

- Arrive at the gallery at least one hour before start of reception.
- Bring all refreshments and setup items with you (food and drink, plates, cups, etc.)
- Bring along a sign-in book if you prefer for guests to leave their names.
- Mingle with your guests, talk about your art, and have fun!
- Clean-up after the reception so that gallery is ready for next-day's business.

### **During Your Show**

- Be prepared to spend extra time at the gallery with friends and visitors.
- Continue to add to the bins and flat files as necessary per sales.
- Make sure the gallery receives copies of any articles or reviews for display.

### **After Your Show**

- Take down your show in coordination with the Team Leader and next solo show artist.
- Remove hooks/nails from the walls, then spackle and paint the holes.
- Leave your matted work in your floor bin for the next month.
- Remove your work from the top-drawer flat file and transfer it back to its normal place.☒

**Washington Printmakers Gallery**  
**Solo Show Contract**  
**To Be Initialed and Signed by Exhibiting Artist**  
***1 of 1***

All artist members who hold solo exhibitions at Washington Printmakers Gallery agree to and will abide by the following:

<b>Initials</b>	<b>Item</b>
_____	I have complete read and understand all of the information presented in this packet, including the full solo show guidelines, the hanging committee guidelines, and the solo show guidelines checklist.
_____	I understand that as we are a cooperative gallery and that I am responsible for the duties outlined in these documents.
_____	I agree to work to the best of my ability to meet the weekly deadlines laid forth in the full solo show guidelines without any reminders.
_____	I will contact the Exhibition Team Leader immediately should I encounter difficulty meeting any of the instructions contained within this document.
_____	I know that unless otherwise arranged, I am responsible for the layout, printing and distribution of my invitations; all reception activities; and for delivery of full price lists in Microsoft Excel format.
_____	Unless other arrangements are made, or calendar anomalies exist, I will put up and take down my shows as arranged with Exhibition Team Leader.
_____	I commit to meeting the hanging committee guidelines, so that my work upholds the standard of quality set by our membership.
_____	I understand that the hanging committee may identify violations of its guidelines, and agree to remedy these issues as quickly as possible.
_____	I understand that it is important for me to exhibit recent work or pieces that have not been seen for some time, and that recycled work cannot be hung.
_____	I promise to remain open-minded and cooperative during the exhibition process.
_____	I understand that at the discretion of our membership (via a majority vote), I may be assessed a \$250 fine for failing to comply with these guidelines.

\_\_\_\_\_

WPG Member Signature / Date

\_\_\_\_\_

Exhibition Team Leader Signature / Date