

AVERY ARTS COUNCIL

2012 Exhibit Proposal

Overview

The Avery County Arts Council maintains two galleries in Avery County; the Avery Gallery and the Dickson Gallery are both located in Linville. The Avery Gallery is housed in what was originally the meat-packing house for the Old Hampton Store at 77 Ruffin Street. We are located directly behind 87 Ruffin Street Gallery, which is beside the Old Hampton Store. This gallery has beautiful, intimate exhibition space, and also serves as our gift shop and offices. The Dickson Gallery is located inside Cannon Memorial Hospital, 434 Hospital Drive, and can accommodate much larger shows. Please note, Cannon policy forbids displaying prices on labels. Price lists will be available at the hospital and at the Avery Gallery.

We feature both emerging and established artists from Western North Carolina. **Residents and part-time residents of the following counties may apply: Avery, Mitchell, Yancey, Madison, Buncombe, Watauga, and Ashe.** Shows run for either four or six weeks. The Avery Gallery is open April – December; the Dickson Gallery is open year-round. Exhibits can feature one or more artists; exhibits that include 2D and 3D work are encouraged. The Arts Council reserves the right to determine which shows are best suited to what spaces.

The Avery Arts Council requires a one year hiatus between exhibitions at the galleries. This policy excludes group shows.

Application must include:

- 1) This application form
- 2) Artist statement and/or bio
- 3) Images representative of the work you intend to exhibit (minimum of 3), with a price range of your work. You may also email images to: info@averycountyartscouncil.org. Please put your name in the subject line.

Name of Artist _____

Address _____

City _____ State _____ Zip _____

Telephone (Cell) _____ (Home) _____

Email _____

Medium (clay, watercolor, etc.) _____

Website _____

Description of exhibit concept:

Title of Exhibit _____

Space and Time Preference:

The Avery Gallery ___

- Spring
- Summer
- Fall

The Dickson Gallery ___

- Spring
- Summer
- Fall
- Winter

Please list a title and medium for all images submitted for review:

- (1)
- (2)
- (3)

If submitting cooperative proposals, each artist must provide a completed application.

Responsibilities of the Avery Arts Council, Inc.:

- Communication:** Communicate with the artist in a timely manner considering exhibit schedule, reception (if applicable), sales, inquiries, and striking (taking down) the show.
- Venue:** Provide a space in which to exhibit your artwork that is clean, well-lit, and secure. The gallery maintains a weekly schedule of operation and has knowledgeable staff or volunteers on hand.
- Exhibition:** Create exhibit labels and assist with display decisions, hanging, and striking the show.
- Promotion:** Promote the exhibition with: an annual exhibition postcard to members, a timely press release, an e-postcard to members, and inclusion on the AAC website and Facebook page.
- Sales:** To process all sales, withhold the commissions and North Carolina Sales Tax. Checks are issued to artists within 30 days after the end of the exhibit. The AAC office will also be responsible for passing on North Carolina Sales Taxes to the state offices on schedule.

Responsibilities & Acknowledgements of the Artist:

- In order to exhibit with the Avery Arts Council, you must be a current member. You may join at the time of submitting your application in order for it to be accepted for review. Individual membership is \$30 annually.
- I understand that any artwork displayed with the Avery Arts Council **must be for sale.**

• I understand that **the AAC will retain a total of 40% commission on all sales in the Avery Gallery and the Dickson Gallery.**

• The work I display must have been created within the last two years.

• I acknowledge that the AAC can provide information about prices and sales of comparable artwork, but I am responsible for pricing my artwork **at the time of placement.**

• I will provide the AAC with an inventory (including prices) of the artwork exhibited **at the time of placement** (for your convenience, inventory forms are available at the Avery Gallery and on our website).

• I understand that **a volunteer commitment is part of exhibiting with the Avery Arts Council.** A minimum of four hours is asked of the artist. The artist has the option of doing an in-gallery demonstration or simply being on hand to answer questions about his or her work.

• I understand that my work will be contracted for a specified period of time. If my work sells or is removed during that time period, I understand that I am responsible for replacing it immediately with a similarly sized piece of comparable quality approved by the AAC.

• **Receptions:** If I desire to have an opening reception, the AAC will assist me by having staff and/or volunteers on hand, and will advertise the event through their listed methods of promotion. I will provide any food, drink, or entertainment (such as live music). I am responsible for the set-up and the clean-up. **Please note, due to Cannon Hospital regulations, no alcohol is permitted during receptions in the Dickson Gallery.**

• **Sales:** I understand that sales will be handled through the AAC office. Checks will be made payable to the Avery Arts Council. The AAC will withhold the commissions and North Carolina Sales Tax. Checks are issued to artists within 30 days of the end of the exhibit. **Please note, due to Cannon Hospital regulations, prices are not permitted on the tags. An inventory with prices will be placed at the Hospital's help desk, and at the AAC office.**

• **Tax:** I understand that North Carolina state law requires that the AAC charge 6.75% sales tax on all purchases, including artwork. The AAC office will process the sale; withhold the commissions and North Carolina Sales Tax. The AAC office will be responsible for passing on North Carolina Sales Taxes to the state offices on schedule.

Tips for a Successful Show:

1. Talk up your show to anyone and everyone.
2. Make your own flyers to give to friends and post in the community.
3. Send a personalized email invitation to all your contacts. You may use our bulk mail permit to send postcards to clients and members of the Avery Arts Council; approximate cost of permit mailing is 19¢ per card (we send out a yearly exhibition postcard to members and e-postcards for each individual show).
4. Visit with reception attendees. Don't be shy about your work!
5. Drop by the gallery as often as you can, and mingle with visitors.
6. Engage with the Avery Arts Council. Help the regional arts community thrive by attending other artist's receptions, attending their presentations, and shopping in the artisan's shops.

The AAC retains the right to:

- Finalize the placement of artwork in the Gallery(s).
- Exclude pieces of artwork from the exhibition.
- Photograph the artwork for Avery Arts Council publicity & archiving.

Thank you and we look forward to working with you!

_____/ __/ ____
Artist's Signature

_____/ __/ ____
Avery Arts Council Gallery Director

Please drop off completed proposals at the Avery Arts Council's office, 77 Ruffin Street (behind the Old Hampton Store), Linville, NC 28646 Or mail to: AAC / P.O. Box 566 / Linville, NC 28646