

Prairie Art Alliance
420 South 6th Street
Springfield, IL 62701
544-2787

FEATURED ARTIST EXHIBIT GUIDELINES

Artwork That May Be Included

In addition to including new artwork, featured artists may consider the exhibition a retrospective, i.e. you may include older work, art owned by friends and associates, and/or art that is not for sale. However, because the Prairie Art Alliance relies on the sale of artwork to help with gallery operations, including gallery docent salaries, we ask that **no more than 1/3 of your artwork** is listed as not-for-sale.

Exhibit Expenses

Artists are not expected to pay the exhibit costs. The Prairie Art Alliance offers the opportunity to be a featured artist as a benefit of membership. Because exhibit costs are over and above monthly operational costs, we look for sponsors and contributions to offset these expenses. If a featured artist would like to make a contribution towards the artists' reception for such items as music, staffing, catering, etc., that contribution is appreciated.

Exhibit Space

Featured artist area per 2-D artist is approximately 50 feet of running wall space. 3-D artist will have central floor with pedestals (and/or next to wall space, based on availability and space needs of the 2-D artists).

Exhibit Sponsorship

The Prairie Art Alliance looks for sponsors for each exhibit to help pay for exhibit costs, which include printing, mailing, promotion, and more. It is very helpful if the featured artists can offer suggestions of potential sponsors. **Artists only need to make a suggestion of names.** The director can contact the business or individual if the featured artist would prefer not to make the contact or request. The key to successful fundraising is a personal relationship with the prospective donor. Most of our exhibit sponsors provide funding because they know the artist.

Invitation

Please provide the office via e-mail (management@prairieart.org) with a digital image to be used in our mailed postcard invitation to the opening reception. Also, if you have your own list of invitees, please forward an Excel list (see note below) to the office at the above e-mail address no later than _____. Prairie Art Alliance will send a reasonable amount of postcards from your list at PAA expense when using an automated mailing service. If you have invitees but do not have an Excel list, you may pick up invitations at the office but will then be responsible for postage.

The Excel document needs to follow the same format as the list we use for our mailing service or cannot be merged with our general mailing list. Columns should be as follows: Last Name/First and Last Name/Street Address/City/State/Zip. (Please note: Slash (/) indicates separation of columns.)

| | | | | | |
|-----|-------------------|-------------|-------------|----|-------|
| Doe | John and Jane Doe | 123 Main St | Springfield | IL | 62700 |
|-----|-------------------|-------------|-------------|----|-------|

Artwork Contributed for Raffle Drawing

It is customary for the featured artists to contribute a piece of art for the drawing. If 2-D, it can be unframed and either an original or print, but it must be matted and wrapped. This art should be brought to the gallery when the exhibit is installed.

IF YOU HAVE SPECIAL NEEDS FOR DISPLAY OF YOUR ARTWORK OR WOULD LIKE TO REVIEW EXHIBIT DISPLAY PLANS, PLEASE CONTACT ME IMMEDIATELY.

*Your Featured Artist Inventory List **absolutely must** be turned into the Gallery no later than one week before the drop-off/pick-up date of the exhibit.*

**ONLY WORK LISTED ON YOUR INVENTORY LIST
THAT IS SUBMITTED ONE WEEK BEFORE THE DROP-OFF/PICK-UP DATE
OF THE EXHIBIT WILL BE ALLOWED IN THE EXHIBIT.**

Drop Off/Pick Up: _____

The Exhibits Committee will contact you about a month before the drop-off to coordinate a meeting and answer any questions you have. Your help is appreciated in hanging your exhibit, but is not required. Labels from the gallery will be used to identify and price the work. Included with the work should be a form which lists your art for inventory purposes. If the gallery is labeling the work, each individual piece must be tagged by the artist to ensure the proper labels are on each piece. Please use Prairie Art Alliance's *Artwork Identification Cards* for this purpose. Your work may be removed from the gallery after 1:00 p.m. on the last day of the show or the following Monday before noon.

Artists Reception, _____

Reception times are from 5:30 to 7:30 pm. The public begins arriving well before 5:30 pm so we ask that you arrive around 5:15 pm.

I hope we have answered most questions you might have, but please feel free to contact me at any time if you need clarification or have questions. I may be reached at: (217)544-2787 or management@prairieart.org. You may also contact Linda Esper exhibits chairperson at: (217) 529-0370 or Jim Edwards at: (217) 546-2129

I look forward to working with you and trust you will find this to be both a rewarding and fun experience! Many thanks for helping us to create a beautiful gallery!

Janet Seitz Carlson
Executive Director

FEATURED ARTIST ACKNOWLEDGMENT

Please answer the questions below and return this form to the gallery AS SOON AS POSSIBLE.

I have read the Featured Artist Guidelines and confirm my exhibit dates of _____

Name _____
(Exactly as you want it on the invitation)

Media _____
(Exactly as you want it listed on the invitation)

Sponsorship Suggestions:

_____ I believe the following people/businesses may be willing to sponsor my exhibit and the Executive Director may contact them.

1. _____

2. _____

3. _____

_____ Please send the sponsorship materials to them.

_____ Contact me so we can discuss the best approach to the names submitted.