

Guidelines for Small Group Shows at Kathryn Schultz Gallery

THESE GUIDELINES ARE FOR ARTISTS PARTICIPATING IN A SMALL GROUP SHOW at Kathryn Schultz Gallery. CAA rules now require that there be at least three artists and one of these should be a 3-D artist.

It is mandatory that all artists meet with Kathryn (Erin if Kathryn is unavailable) 3 months before the exhibit to make sure all these items are understood and agreed upon. If any of the following is not acceptable to you, this is the time to notify the office.

INVITATIONS/ANNOUNCEMENTS

Artists pay for the design, typesetting and printing of their own invitations (we suggest that you begin to work on them at least three months in advance). The invitation must conform to a basic format and quality used by CAA and **must be approved by the office before printing**-- Check with Erin. An invitation is not required; however, if you do produce one, it is always beneficial to have extra copies of your invitation to leave at the CAA and other locations. CAA highly recommends Modern Postcard (www.modernpostcard.com), a California based printing company for the invitations; you are, however, free to use any company.

BULK MAILING

CAA pays for bulk mailing of invitation to our membership list only (approximately 700 members). We supply the labels, but the group must stick them on, organize the cards in zip code order, and take the bulk mail to the post office in Central Square. You may work on the mailing at home or at CAA. The CAA office will supply instructions and assist with the paperwork. A mailing takes around four hours. The small group members must pay mailing costs of personal lists and sort them into the bulk mail which will take more time. **Please call at least 10 days in advance to remind the office of when you will be doing the mailing.** If you have bulk mail questions you may call the office from 11am-5pm Tues.-Fri.

PUBLICITY

We list all exhibits in our quarterly newsletter. Most exhibits are listed in GALLERY GUIDE and Art New England. We try to print a description and good quality black and white photographs if they are submitted in time. (see schedule below). As CAA has at least two exhibits a month, it is impossible to insure artists will have text or photo coverage. If you want to insure this, an additional ad with Art New England can be paid for by the small group for approximately \$250.00 - standard size with photo. The office sends out weekly press notices of exhibits to all major publications that print on a space available basis. Sometimes they are printed - sometimes not. It is helpful for the artists to send out additional material for publicity. Call and write personal letters to the Globe, the Tab, the Chronicle, The Improper, The Phoenix etc. Hearing from you may make a difference. **Black and white photos of your work are helpful with your PR.**

All press releases, photos or advertisements must include the exhibition location as follows: "The Cambridge Art Association's University Place" and must include names of *all* members of the exhibiting group of artists **regardless of who pays for the ad.**

2007/8 AD DEADLINE DATES FOR ART NEW ENGLAND

If your exhibit is in the months of:	Submit your photo to CAA by
October/November	July 10
December/January	September 10
February/March	November 10
April/May	January 10
June/July	March 10
August/September	May 10

GALLERY LABELS/PRICE LISTS

Artists in the small group must type labels for all art work and the labels must all be the same format. Artists must provide a price list for all pieces in the show. Labels must be hung at the same time as the show is installed or **no later than 24 hours after show is hung**. Labels must include Cambridge Art Association across the bottom edge. All labels for the show must be the same format and type face..

All artists in the show must produce a single, comprehensive price list – same font for all artists and if more than one page is required, staple them together. On the price list (at bottom or top) state: **for more information or to buy an artwork, please call the Cambridge Art Association at 617-876-0246 or e-mail: cambridgeart@cambridgeart.org**. Please provide an additional copy of the price list for the office, and have resumes available both in the office and the gallery. This is the only way we can assist potential buyers.

INSTALLATION OF ARTWORK

All work must be framed or otherwise professionally presented, (absolutely no U-Bank or clip frames) and wired for hanging. Sculpture must have clean, well constructed pedestals. Artists are responsible for the cost of show installation. We use CAA designated hanger, David Hannon -\$35.00 per hour, but at the Kathryn Schultz Gallery, you may hang your own show, or hire someone else.

Your group chair must call and make arrangements for the hanging with David at least four months in advance - if you plan to use him. The date for the hanging has been given to you. David's mission is to make sure all artists are represented equally - and that the show is as strong as it can be. You may participate in the hanging if you choose, but you may also unpack your work and leave.

We must have at least 75% of your work for sale. If a work is NFS, please identify it as such. Do not mark sales made in advance of the show as sold with a red dot - they must be labeled as NFS.

OPENING RECEPTION

A reception is not required.

If you do choose to have a reception, it is the responsibility of the artists to organize the event and cover all expenses. The office will help the group set the date and time. Board members will be present as additional representatives - wearing a name tag.

You must provide all food and drink. You must clean up and dispose of all trash at the end of the opening. **Make sure the entire area is as clean as it was when you arrived.** Nothing on the floors or any trash may be left in the building. Please have a team for clean-up and put trash in our barrels,

located at front of building, next to the Music School entrance You should provide a show book which includes a Price List which is a list of your work exhibited, including the title, medium and price; artist statements, list of exhibitions and other biographical information that may be of interest to people viewing the show. Also, you may want to provide a guest book for comments and names and addresses. Please wear a name tag - guests want to identify the artists!

TAKING DOWN THE EXHIBIT: There will be a designated time for you to take down your exhibit, as planned by you and CAA.

YOU MUST SUPPLY TO CAA OFFICE:

- A camera-ready copy of the invitation for approval.
- A typewritten price list of all artwork appearing in the exhibit: name of piece, medium, size, and price

SALES

Most sales resulting from small groups occur at the opening (but not always). We will have a CAA Board member available to help encourage and facilitate sales. Board members will wear identification - and they will be happy to act as sales people and hosts. They will know the procedure for sales.

However, if you make a sale, be sure to have the buyer include 5% MA sales tax Make the check out to the Cambridge Art Association or take name and address and say we will send an invoice that must be paid before art is picked up on the last day of the show after 5:00PM.

CAA will store a work for up to 6 months if time payment is desired.

After the office receives final payment, the artist will be mailed a check after the 15th of that month. We will put a red dot on any work that is sold and mark the price list as well.

If a work must be removed in the middle of the show, replace it as soon as possible. In general, try to encourage the buyer to wait until the show is over to pick up their purchase. We are glad to make special arrangements but *please* let Erin in the CAA office know what arrangements you have made as soon as possible.

CAA takes 40% of the total retail price before the 5% MA tax of any piece sold through the exhibit, at the time of the showing, and up to one year after the show has been taken down - if the piece was seen at the Cambridge Art Association.

For more information you can contact Erin in the office between 11-5 Tues - Sat or you may call Kathryn Schultz at home in the evening - 617-261-4406.

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