

Guidelines for Small Group Shows at University Place

THESE GUIDELINES ARE FOR ARTISTS PARTICIPATING IN A SMALL GROUP SHOW at University Place, managed by a Harvard University management company. CAA rules now require that there be at least three artists and one of these must be a 3-D artist. The space is cavernous without the unifying visual enhancement of sculpture in the atrium.

Artist members exhibiting at UP observe it takes a significant amount of work and expense, but most feel that it is well worth it. CAA is very grateful that we are permitted to use this space. We believe it to be superb and unique opportunity for an artist, while recognizing it is a commitment of time, effort, and money.

Showing your art in this space is a big responsibility. You will be the guest of the management company as you show your work. They are welcoming and supportive, but their main mission is to run the building efficiently and professionally, not to deal with artists. Please do not ask for favors or request that the guard assist you or take messages. For the most part, people in the building are enthusiastic about the art and welcoming of the artists, but we must not disrupt their work day in any way. The parking concession is maintained by an outside company, and no free parking is available.

We strongly encourage you to contact recent exhibitors to learn more about showing at University Place from the exhibiting artist's perspective. It is mandatory that all artists meet with Kathryn 3 months before the exhibit to make sure all 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 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. Please use the CAA logo and wheelchair symbols on your card- the office can provide you with these. CAA recommends Modern Postcard (www.modernpostcard.com) a California-based printing company, for the production of invitations; however, you are 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(or designated) 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 \$400.00 - 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, 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 Gallery" and must include names of *all* members of the exhibiting group of artists regardless of who pays for the ad.

2007 AD DEADLINE DATES FOR ART NEW ENGLAND (APPROXIMATE-CHECK THEIR SITE ARTNEWENGLAND.ORG)

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

INSURANCE WAIVER

Artists must sign a waiver of release and return it to the CAA office **before** hanging the exhibit at University Place. Make sure your own insurance covers your work before the show is hung. UP must have a copy of the waiver before they will allow the show to be hung. It releases them from all responsibility for the work or hanging of the show. A guard is on duty when the building is open. If you are concerned about your sculpture in this setting, or if you have exceptionally small work, we must talk about it. UP is a heavily traveled, widely used building. Cleaning people and the general public can bump into sculpture, so it must be secure on pedestals. David Hannon (who hangs the show, 617-524-1401) will decide what is safe, if there are still questions on the day of the hanging. If a UP management person says a work is unacceptable, that is the final word.

GALLERY LABELS/PRICE LISTS

Artists in the small group must type labels and a price list for all pieces in the show. Labels must be hung at the same time as the show or **no later than 24 hours after show is hung**. Labels must feature Cambridge Art Association across the bottom edge. All labels for the show must be the same format and type face. If adhering the labels to the wall with sticky-tack, please use the white variety. Don't use too much of it- as it will not come off the walls and tear the paper.

All artists featured in the show must compile a single, comprehensive price list – same font for all artists and if more than one page is required, staple them together. On the first page of 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: info@cambridgeart.org. We receive calls wanting information about the artists. This is the only way we can assist potential buyers. Also, please put CAA's address and hours (25 Lowell Street, Cambridge 02138 – Tues. thru Sat. 11-5pm, Sun., 1-5pm) on your price lists - so a buyer, who takes one may call the office. It is also helpful to provide artist resumes at the exhibition venue.

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 (check with CAA- we sometimes can offer ours for use). The floors at UP are nice wood parquet floors so make sure that the bottoms of your pedestals or free standing sculpture does not scratch or otherwise damage the floors. You are liable for any damage to the floors. Artists are responsible for the cost of show installation by CAA designated hanger, David Hannon is currently hanging shows at \$35.00 per hour. Loading Dock is available on University Avenue-it's on a "first come-first serve" basis. Do let us know if you plan to use the Dock and we will ask the Management to pad the elevators. Most artists find it is easier to park on the side of the building (with someone in the car/truck) and take art in the back door of the first floor of the building - where your art is being shown.

Your group chair must call and make arrangements for the hanging with David at least two months in advance. 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. (THE GARAGE IS A PRIVATE CONCESSION - AND NEITHER UP MANAGEMENT OR CAA CAN OFFER FREE PARKING). Please do not bother Donna or anyone else in the office or building on the day of the hanging. If you have any questions, call CAA at 617.876.0246.

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.

CONTENT

Nudes or other provocative work cannot be shown at University Place. They have a conservative and corporate population and a strict policy against this. **We expect your work to be the work that was submitted in your proposal.** Any additional work must be approved by Kathryn. We want to show exciting work, but must operate within the constraints of this conservative business community. The management must not receive any comments about provocative work.

OPENING RECEPTION

(see new greeter requirement- back page)

A reception is not required.

If you do choose to have a reception, it is the responsibility of the artists. The office will help the group set the date and time. CAA has the necessary insurance policy required for serving wine at an opening at UP, but serving of alcoholic beverages requires hiring an off-duty Cambridge policeman during the opening for a four hour minimum. It cost about \$150.00. (Cambridge Police 617- 349-3301). Board members will be present as additional representatives - wearing a name tag. **Please station a greeter to open the door at the reception. The front door locks and the greeter will open the door to direct visitors to the gallery.**

You must provide a tablecloth, cups, napkins, food and non-alcoholic drinks *and* trash bags. 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. You will be removing trash in your cars! 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 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 and date for you to take down your exhibit, as planned by you and CAA. Please do so with minimal disturbance to the tenants at UP. They get easily annoyed! Please take your work down all in the same two or three hour time frame. **Also please note:** The guards at UP do not work for us! Please do not ask them to take messages or do favors etc. See opening statement.

YOU MUST SUPPLY TO CAA OFFICE:

- A camera-ready copy of the invitation for approval or a digital file.
- Signed insurance waivers.
- A typewritten price list of all artwork appearing in the exhibit, name of piece, medium, size, and price and a resume.

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 and Jim Carlisle from the Board will be there as "official" host, so you can entertain your friends. These 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 . There are forms in the desk at UP - where price lists are located. 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. The guard is helpful in directing potential buyers to information about calling CAA and there is a sign that gives our number and hours.

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. *We expect the artist to bring any work that has been sold to the CAA office at 25 Lowell St. when the show comes down, if the buyer cannot pick it up at the end of the show (check with Erin about all sales - we hope there will be many).*

If a work must be removed in the middle of the show, replace it as soon as possible. In general, try to encourage 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 UP.

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.
office: (617) 876-0246 Fax: (617) 876-1880 e-mail: info@cambridgeart.org

