

**Cambridge Art Association**  
**KATHRYN SCHULTZ and UNIVERSITY PLACE GALLERY**  
**PROPOSAL GUIDELINES**  
**(revised 3.06)**

A well - presented proposal, focused and clearly written, is essential for those who will review it. Please follow these guidelines to assure a smooth transit through the process for all concerned most of all yourselves, for whom we wish success.

All material **MUST BE TYPED**. Slide labels should be typed or carefully printed by hand. The entire proposal packet should be bound in a standard good quality, 3-hole notebook. There should be a label on both the front and the spine inscribed with the name of the show (if you have one) and your names. Remember your proposal presentation is indicative of quality of your exhibition so make it look good.

Please submit the following in the following order:

- A cover sheet that includes the title of show and names of all exhibiting artists (at least three artists including one 3-D are considered a small group).
- A separate sheet that includes Names, Media you work in , Address, and Phone numbers of all participating artists.
- Resumes for all participating artists. You may include press clippings or other references to yourself if you want. These must be 8 1/2 x 11 format to conform to the rest of the submission.
- Ten (minimum) well-done slides of recent work presented in clear slide holder sheets (No boxes or envelopes). At least half of the slides should represent pieces you intend to show should your proposal be accepted. If you only have a few pieces representing some new work that you foresee showing then include them along with an explanation and slides of older work.  
Every artist should have 10 slides. The show you hang **MUST** include the work in this proposal. New work can be added, but the slides presented in proposal are expected to be in your show.

Please follow the slide format illustrated here and provide an accompanying slide list with corresponding numbers, Name, Titles, Date, Media, Size *and price*. \*  
Note: do not include price on the slide itself but do include the price on the slide list.



If your work is not adequately represented in slides, you may also submit photographs OR ONE cd that includes all images for each artist. The work MUST BE FORMATTED as jpgs at 355 dpi (no low-resolution tifs, gifs or pdf docs allowed). Photos must also be of professional quality, and sized to fit the proposal format.

- A group statement of intent not to exceed 1 typewritten page in 12 point type. This statement should address why you want to show together - contrasts, harmony, etc. What are you trying to say as a group? How does your work relate? Is it a relationship of form, color, political persuasion, historical antecedent, subject matter? Is it because you all share a studio? --and if so, why is this interesting? Four artists working in watercolor is not compelling in itself

As a further point, your audience will want to know why you have chosen to show together. If they see a correspondence between your work, they will enjoy the show more. Don't forget that among your audience may be those who are inspired to buy, those who write for art magazines, your teachers or those you want as teachers. The UP space is well-traveled and Harvard uses a big chunk of it. Boston and New York Gallery directors and curators from the List, the De Cordova, the Rose, and the MFA have all been at the UP Gallery space in recent months.