

BASTROP FINE ARTS GUILD & GALLERY FEATURED ARTIST POLICIES - 2016

FEATURED ARTIST COMMITTEE: The **Featured Artist Committee** ("FAC"), which consists of a minimum of three Members of the Guild, determines the Featured Artist program calendar in December each year. The FAC acts as program coordinator, provides design assistance for postcards, flyers, posters, and other display ads (on an as-needed-basis), assists with requesting snack foods for the Opening Reception, and helps hang the show to display the artist's work in the best way. A Committee member will also handle placement of artist photos on the Guild/ Gallery website, obtain a current list and print mail labels for invitations, and print the gallery labels for the show from the artist's inventory list.

ARTIST ELIGIBILITY: To be eligible for the Featured Artist Program, an artist must be an **Active Member** of the Guild for not less than 12 months. Once selected as a Featured Artist, you may re-apply every 18 months. An artist who cancels a Featured Artist show with inadequate notice (less than 60 days prior to the scheduled date) for any reason other than catastrophic occurrence, or fails to follow these Featured Artist Policies during a previous show he/she will be ineligible to apply again for a period of two (2) years. This does not, however, exclude said artist from participating in Guild-sponsored Member Group Shows.

An **Active Member** is defined as a Member in good standing who does or has done *all* of the following:

1. Had work displayed in the Gallery and/or participated in at least one previous group show;
2. Been a docent of the Gallery and attended required meetings;
3. Volunteered their services to the Guild when possible;
4. Supported and participated in Guild events; and,
5. Attended monthly meetings and/or read the meeting minutes emailed, posted on the website, or at the Guild Office.

APPLICATION: Artists interested in participating in the program must submit a completed application, along with images and bio, on or before **November 15** to be considered for the following year's program. A small supply of printed applications are available at the Gallery. It may also be downloaded from the Guild's website or requested from the FAC.

All completed applications must be mailed to Carolyn Wiginton, 413 Cedar Street, Bastrop, TX, 78602. Alternatively, they may be left at the Gallery clearly marked with Carolyn's name. It is the artist's responsibility to notify one of the FAC when leaving an application at the Gallery.

Featured Artist works will be exhibited in an area designated by agreement between the FAC and the Gallery Committee. An artist may apply for a solo show or a group show of two or more artists. In order to accommodate all applicants, the Guild encourages groups to share a month, especially if it is the first time participating in a show at the Guild. Group shows help lessen the workload and defray inevitable show expenses. In the case of a group show, the artists may apply as a proposed group or request that the FAC Artist Committee place them with other artists. There are eight (8) months of the year available for a Featured Artist exhibit and sale. The months of July, November, and December are designated for Member Group Shows, and one month (typically May) is set aside for a show coordinated with the local schools.

Artist(s) may list a first and second choice for a preferred month. The Selection Committee takes requests for specific months into consideration in scheduling the Featured Artist calendar for the year.

To be complete, the Application *requires an up-to-date bio, description of the show, and samples of the type of work to be displayed.* Show themes and artistic media are carefully considered, as helping to ensure a variety of media are represented throughout the year is part of the FAC's responsibility. Any change in theme or medium requires a new application.

EXPENSES: The Guild reimburses the Featured Artist \$150.00, of which at least 60% should be attributable to advertising/marketing of the show and opening reception costs. Group shows are allotted the same reimbursement as solo shows. The reimbursement of \$150 dollars is non-negotiable. Specific show costs will be discussed with each featured artist applicant that applies. Please feel free to ask the Committee how to plan for unanticipated production expenses that may occur and how to possibly circumvent them. A group show is a good money-saving approach.

WINDOW DISPLAY: The Featured Artist may exhibit promotional material in one or more of the Gallery windows, coordinated with the Gallery Manager (unless it is simply a poster or flyer). One month before the show, the Featured Artist must make a proposal available for review by the FAC. No materials considered offensive or inappropriate by the FAC will be allowed. Installation of window display components may be done between the 4th Friday of the previous month and the 1st Friday of the new show. The artist(s) is (are) responsible for installing and removing any window display.

ADVERTISING: A web page titled Featured Artist is dedicated to the exhibiting Featured Artist. At least three (3) weeks prior to the show, the artist(s) is/are responsible for sending the following information to FAC Member Ginger Baldwin (artbygingerb@gmail.com): Title of Show, Artist(s) Bio/s, and at least one (1) Photo of a sample of work to be exhibited from all participating artists and up to five (5) photos total. Jpeg photo images for the website need to be submitted at 72 DPI and 8" by 10". High quality .jpg images for printed materials should be 300 dpi, and roughly 3" x 5". Other advertising contacts may be available and can be discussed with the FAC two (2) months prior to the show.

If you need to update your bio and/or artist statement, or if you need assistance sizing/cropping photographs of your work, please let Ginger know and she can help you with those.

INVITATIONS: The artist is responsible for having invitations (post cards, flyers, posters, etc.) produced and distributed. Invitations are a form of advertisement, and as such, must be reviewed before printing, and sent out no later than two (2) weeks prior to the First Friday Reception. Examples of previous invitations are available for review upon request. Contact the Guild Secretary for an up-to-date address list; s/he can print out labels of gallery patrons for the Featured Artist(s) to use on invitations. The artist must provide labels within two weeks prior to First Friday. The artist is encouraged to obtain a version of the invitation that can be easily emailed and/or posted to social media in addition to printed versions. The FAC will post information on the First Friday ArtWalk page and the Guild's page/s. It is the artist/s' responsibility to post their Show information on their own websites, facebook pages, Twitter feeds, Instagram, Pinterest, or other social media platforms. If you need assistance with social media, please inform the FAC as quickly as possible.

INSTALLATION: Each Featured Artist is responsible for coordinating installation with the FAC. A member of the FAC must be present to assist with hanging the show. *The show will be hung on the first Monday of each month at 10am.* Each piece in the exhibit must include 2 tags (one for the wall and one for the back of the piece) with the artist's name, title, medium, and price. Make sure you discuss who will produce your wall labels; many artists provide their own, but a member of the FAC can assist if necessary.

RECEPTION: The Bastrop Fine Arts Guild & Gallery has established the First Friday of each month, from 5:30pm to 8:30pm, as the Featured Artist's Opening Reception date/time. The Featured Artist must be available in the reception area to host the reception and have all refreshments ready to serve by 5PM. The Artist is responsible for hosting and arranging for light refreshments. The Guild will furnish six (6) bottles of wine (3 white, 3 red), table linens, plastic cups, and paper goods. Artists may offer additional wine and other beverages at their own expense. The Featured Artist should expect to provide ice, cheese, crackers a fruit tray, and soft drinks or bottled water. An FAC member will send an email invitation to the membership, and request contributions of snack/food items at the same time. A coffee pot, 2 wine carafes and several bowls and platters are available for use in the Gallery but must be cleaned and returned to proper storage after the reception.

SALES: *The Featured Artist is responsible for arranging for someone to handle purchases during the opening reception. Please be familiar with these procedures. Our regular 30% commission applies to all work sold.*

CLEAN UP: After the reception, the artist is responsible for ensuring all cleanup is completed that same evening, before leaving the building. Please return tables and chairs, discard food and drinks, empty all trash receptacles, sweep and mop floors. Follow the closing procedure used in the Docent Manual when leaving, make sure all doors are locked, the alarm is set, and the key returned to the lockbox.

TAKING DOWN THE SHOW: The artist is responsible for removal of the show either Sunday the weekend before the next show, or early on the first Monday before the next show is scheduled for installation at 10:00am. Please leave the space fresh and clean for the next artist. If any expense must be incurred by the Gallery to return the Featured Artist area to its original/acceptable condition, that expense will be deducted from any reimbursement which may be owed the Featured Artist.

REIMBURSEMENT: Please save all applicable receipts for your show-related expenses (up to \$150), complete an Expense Reimbursement Form (available at the Gallery office), and submit it to the Guild Treasurer. Reimbursements are typically handled at the end of each month, but may be distributed on any schedule deemed appropriate by the Treasurer.

LIVING DOCUMENTS: These Policies, the Application, and the Checklist are 'living documents'; that is, we are continually working on making them better, more user friendly, and more streamlined for both the Gallery, the FAC, and, of course, the Featured Artist/s. Constructive suggestions are always welcome.

If you have any questions regarding these Policies, or if you are interested in volunteering on the Featured Artist Committee, please contact Ginger S. Baldwin (artbygingerb@gmail.com; 512.592.8009) or Carolyn Wiginton (cmwiginton@aol.com; 512.845.8740). Thank you!