

ALOFT ART GALLERY INFORMATION BOOKLET

OTHER INFORMATION:

1. The Display Directors will arrange the window space. Members will be notified if they are selected to be the featured artist for the window display and subsequent press release. The window display rotates at the discretion of the Display Director. Attendance by the featured artist at their Second Saturday is recommended.

ART GALLERY DIRECTORS:

Operations Director: Rosie Ingalls (cell: (209) 402-4933)
rosie26@gmail.com

Display Directors:

Kate Frederick ((209) 795-7501) (cell: (209) 770-6880)
katefrederick6@gmail.com
Lorna Hunt ((209) 533-1067) (cell: (209) 694-6147)
lhunt@mlode.com

Publicity Director: Laurie Lehmann (cell: (209) 694-6147)
laurie@camplehmann.com

Financial Director: Alexis Halstead (cell: (209) 206-6641)
alexishalstead44@yahoo.com

MEMBER OBLIGATIONS:

1. Each member must sign a contract annually.
2. Each artist must work as a gallery host, or hire one of the recommended substitutes (as available).
3. The number of required sittings per year is determined annually by the Operations Director. Failure to sit the required number of days could result in the artist being replaced.
4. A monthly calendar will be provided for members to schedule their work days.
5. If the calendar has been published and the member cannot work on the day scheduled, it is the *responsibility* of the member to fill the date with another member or use one of the designated substitutes @ \$45/day. DO NOT just remove your name.
6. Each member must also be a current member of the Mother Lode Art Association. Applications are on the MLAA wall.
7. Attendance at a yearly meeting is required and attendance at Second Saturdays is advised.
8. Members are *required* to be present at the quarterly change out to remove their work and replace it with new work. If the member cannot be there, other arrangements **MUST** be made with another artist to remove the old and replace with new work. **THE DISPLAY DIRECTORS ARE NOT RESPONSIBLE FOR MOVING MEMBERS ART.**
9. The change out dates are the last Monday (3D) and Tuesday (2D) of the Month quarterly. (April, July, Oct. and Jan.)
10. A monthly newsletter will be emailed detailing any decisions made by the Directors. *This should be opened and read* monthly as decisions that are made may affect the artists.
11. A picture and biography are to be provided to the Publicity Director for use on the web site, publicity, etc.

SPACE LOCATION:

The artists' wall or floor display location will be determined by the Display Directors and will change quarterly.

SPACE PAYMENT OPTIONS:

The artist can choose either a full or half space as available for their display. The options for payment are as follows:

Full Wall Space \$700 (5' x 5')

1. 1 payment \$700 Due 4/15
2. 2 payments \$350 Due 4/15 and 7/15

Full Floor Space \$500 (18 sq. ft.)

1. 1 payment \$500 Due 4/15
2. 2 payments \$250/\$250 Due 4/15 and 7/15

Half Wall or Half Floor (5' x 2.5' or 12.5 sq. ft.)

1. 1 payment \$350 Due 4/15

Postdate all checks and submit by 4/15. Rent must be turned in to the Treasurer before work can be displayed in the new gallery year. Fees are non-refundable. Artists not able to continue in the gallery for the full year may be able to utilize a waiting list for artists wishing to come in. Checks will not be deposited until after the date on the check.

Artist may create their own white labels (2" x 3-1/2") for their work or use the preprinted labels provided by the gallery.

The Artist waives any claims against the Aloft Art Gallery for fire, theft or damage of any kind to their art.

COMMISSIONS and CHARGES:

A 12-1/2% commission is collected on all artwork sold in the Gallery. Sales tax is collected and paid on behalf of the artist. The artist is also charged 4% when a credit card is used for a purchase of their artwork. Checks for the sale of artwork will be mailed by the 15th of the month following the sale. Commission and credit card fees are subject to change as required.

HANGING AND DISPLAY REQUIREMENTS:

1. All Artwork must be for sale.
2. Artwork to be hung must be dry and the hanging wire securely fastened to the frame. Wire should be approx. 3" from the top and stretched tightly across the back with no give. Wired only, no sawtooth hangers. (Exception: some photography) The Three Dimensional artists will supply their own floor pedestals with no more than two not to exceed 42" high.
3. Artwork must have a label with: 1) Title of piece, 2) artist's name, 3) medium and 4) price. An inventory with name of piece and price must be placed in the artist's folder at each change out. The inventory must be updated when a piece is changed within the three month display period. A list is on the desk with the acceptable Mediums. *One of these categories must be the same on the work, artist tag and sales slip.*
4. The artist must provide biographies and business cards to be put in their folder to be handed out to interested customers.
5. The artist is responsible for displaying their own art but if the Display Directors determine adjustments are necessary, the artist will be contacted and arrangements will be made. Care must be taken when hanging to stay within your designated space.