

# The Gallery at WREN

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## APPLICATION FOR 2011 SHOW

### **About The Gallery at WREN**

Through the Gallery, WREN inspires and promotes events that offer artists an opportunity to show their work and connect with the larger North Country community. The goal of the Gallery at WREN is to provide a space for the expression of creativity and to enrich our community by providing greater access to cultural and artistic exchanges. All shows at the Gallery are juried.

### **What WREN Offers Artists**

The Gallery at WREN offers solo and group shows in an inviting, well-lit exhibition space on Bethlehem's Main Street. The Gallery is managed by a volunteer committee and provides:

- Show promotion including the development and mailing of postcards sent to our Gallery mailing list, media coverage in all area newspapers, a feature in our email broadcast, and in our quarterly magazine.
- Guidance on creating a powerful show, hanging of the show, handling the sale of your work, and connecting you to other artists and supporters of the arts.

A show at The Gallery at WREN will help enhance your focus, spur growth and motivation, and help promote and create an awareness of your work in a comfortable, collaborative environment. The Gallery is located on Main Street in Bethlehem, adjacent to Local Works Marketplace at WREN, our handcrafted retail store.

### **Process for Application**

All artists are welcome to apply for a show. A committee comprised of artists and other supporters of the arts review applications. Artists who demonstrate a level of artistic integrity and creative achievement will be selected to show as schedule show timeframes allow. Work submitted for review should be created within the last 3 years.

We often receive more requests than we can accommodate. On occasion we ask that individual artists consider a collaborative show with other applying artists when the result is a cohesive exhibit.

Artists must submit an artist's biography or resume, a statement about the work the artist intends to show, a description of the medium(s), and 5-10 slides or high resolution (300dpi jpeg or tiff file, 4" x 6" format) quality digital photographs of the work which you plan to show. Once the application has been received, the Committee will contact the artist with confirmation and provide a time frame for review and selection. The application form is at the end of this document. The deadline for applications is October 31, 2010.

### **Selection Process**

The Gallery Committee reviews all completed applications received by the deadline and views submissions collectively. Potential artists may be asked for more information, including additional slides/photos of work. Once selections are made, the Committee creates a tentative

show schedule. All artists will be notified regarding selection decisions. There is no charge for WREN members to show in the gallery, and non-members have the option of becoming a member (membership is \$35 for an individual) or pay a \$45 show fee.

### **Preparing for the Show**

The artist will be provided with a timeline to which they will commit to uphold. WREN provides the facility resources, event coordinating, and marketing and promotion. The artist agrees to share in active and tangible promotion for the event. The Gallery Committee is responsible for hanging the show and will hang individual pieces at its discretion. An exact list of works must be presented to WREN including retail prices (WREN can provide help with pricing work). Show setup is expected to be complete by the close of WREN's business day prior to the opening reception.

### **The Show Process**

WREN provides a guest book, labels for the work, and handles purchases through the retail store. The Gallery at WREN receives a 40% commission on all work sold through the gallery. The artist hosts a reception, assuming the costs for your choice of refreshments. A typical show runs for three weeks. Work is left at "your own risk;" a WREN staff member provides general oversight and security within the premises.

### **Application to Show at The Gallery at WREN**

Name:

Street:

City/State/Zip:

Mailing Address (if different):

Daytime phone:

Email:

Please tell us about you and your interest in exhibiting through The Gallery at WREN:

Please provide a brief artist biography (please attach a full-length biography/resume):

Describe the work you will be showing including information about your process of creation, including medium(s):

Title or theme of show:

Please enclose 5-10 slides (marked with right end up, title, and medium) or high-resolution digital photographs. Send a SASE if you would like your slides/photos returned. Please list the titles, mediums, sizes and date created of your work:

1)

2)

3)

4)

5)

Additional:

In what format have you submitted your work (slides, photography)?

Have you ever done a show of your work? Please explain.

Are you a current WREN member?

Are you active in other WREN events or programs?

What day (M-F) and time (AM/Afternoon/Evening) are best to reach you?

Is there other information that will help us plan, or that we should know about your work?

Submitted by:

Date:

This form can be mailed, emailed (with digital images) or dropped off at WREN Central to the attention of the Gallery Committee on or before the deadline of October 31, 2010. If you have any questions about the application process or about the gallery in general, please feel free to call WREN. Thank you in advance for application and your interest in WREN.