



**MASON-DIXON PUBLIC LIBRARY
ART PROGRAM
GUIDELINES FOR ARTISTS**

2017

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DEFINITION OF PROGRAM

Our modified Art Exhibition Program consists of group exhibitions of fine art and photography beginning the second Sunday in March and ending the second Friday in December. Exhibitions take place in the Reading Room where framed art and photography is displayed on two-sided, free-standing, covered and lighted panels. Each group exhibition shall be in place for 8 weeks and shall be launched by a 2-1/2-hour (2:00-4:30 p.m.) Sunday reception with refreshments provided and hosted by the Board of Directors. The artists have the opportunity to discuss their work with the public and invited guests. A portion (25%) of the sales resulting from their exhibitions is donated by the artists to the Library in support of this and other adult programs.

PURPOSE

The Art Program provides for the artist:

- a venue that encourages, facilitates and raises awareness of their individual artistic endeavors;
- an additional audience for promotion and marketing of their artwork;
- an opportunity to meet and network with area artists.

The Art Program provides for the patron and visitor:

- a program that increases general art awareness and education;
- enhancement of their library experience;
- an opportunity to meet and interface with artists.

The Art Program provides for the Library:

- an opportunity to increase exposure of library facility to new audiences;
- an opportunity to increase goodwill and new patronage;
- an opportunity to further establish the library as a community cultural center;
- encouragement of financial support to sustain Library programs.

EXHIBITION DATES

SPRING EXHIBITION - Sunday, March 12-Friday, May 5, 2017

SUMMER EXHIBITION - Sunday, June 11-Friday-August 4, 2017

FALL EXHIBITION - Sunday, October 15-Friday, December 8, 2017

TIMELINE – ALL EXHIBITIONS

- **BY THE END OF 2016** artists shall have been contacted to meet at the Library to review and discuss the program guidelines and view the space available for exhibiting their work. At this meeting they should provide updated biographical information they wish to have released to the press.
- **FIVE (5) WEEKS PRIOR TO THE OPENING OF YOUR EXHIBITION** all artists in your group exhibition will be contacted by e-mail with a copy of the proposed press release developed from previously-submitted biographical information. The artists will be asked to make any desired changes or approve the text as written. See details on Page 6 - “Press Releases”.
- **BY FOUR (4) WEEKS PRIOR TO YOUR OPENING** your group should meet to develop a flyer announcing the dates of your group exhibition and opening. It should include color photographs of your work. Upon completion an electronic copy of your flyer must be forwarded to Anne Herzberger at anneherzberger@hotmail.com so that it may be placed in a timely manner on the website of the York County Library System for additional publicity. Copies will also be made to display in the lobby and the front desk. See details on Page 4 - “Flyers & Handouts”.
- **TWO (2) WEEKS PRIOR TO YOUR OPENING** you will be contacted by e-mail or telephone by a member of the Board of Directors in order to determine the number of people you will be inviting so that the appropriate refreshments may be planned. See details on Page 6 - “Opening of Exhibits”.
- **BY THE THURSDAY BEFORE YOUR OPENING** a copy of the List of Paintings you plan to exhibit must be e-mailed to the program co-chairperson at anneherzberger@hotmail.com. See details on Page 6 - “List of Paintings”.
- **ON THE SATURDAY BEFORE YOUR OPENING at 1:00 p.m.** the artists must be at the Library to drop off their paintings for hanging of the exhibit and sign their Agreement to cover the time frame that the art will be on Library premises. See details on Page 5 - “Hanging of Exhibits”.
- **ON THE SUNDAY OF YOUR OPENING at 1:30 p.m.** all artists should arrive at the Library and park in the shopping center area, leaving the Library parking area for guests.
- **ON THE SATURDAY AFTER YOUR FRIDAY CLOSING DATE** you may dismantle your exhibit during normal Library hours. (card attached) See details on Page 3 - “Dismantling of Exhibits”.

APPLICATION PROCESS

All adult artists are eligible to apply to participate in the Library's Art Exhibition Program. Applications are available at the Library or may be mailed or e-mailed upon request. Applications provide the list of exhibition time frames for that year (subject to minor variations due to holidays or Library closings) and request that the artists indicate their date preferences. Every effort will be made to accommodate the artists' preferred exhibition dates. It is preferred that artists not apply to exhibit in two (2) consecutive years unless at least 90% of the work is new in the subsequent exhibition.

ART WORK

By submitting an application each artist agrees to follow all guidelines pertaining to the program. The exhibitions are expected to contain properly framed original artwork. Unframed originals and prints may be displayed in a rack provided by the Library. See details on Page 4 – "Framing Requirements".

DISMANTLING OF EXHIBITS

Unless other special arrangements have been made due to unexpected circumstances or Library closings, you are requested to leave your exhibit in place during the entire publicized period as supporters expect to view the exhibits up to the close of business on the last advertised day. Artists are encouraged to bring someone to assist in the dismantling process as volunteers will not be available at that time. If, however, this creates a difficulty please let us know so other arrangements may be made.

Artists please:

- Return all hooks and book easels to the front desk.
- Make a copy (or ask for Staff assistance) of the guest register for your records.
- Leave all SOLD paintings at the front desk for retrieval by purchasers and sign for any checks you receive.
- Review with the front desk those paintings for which you have not yet been paid to insure that the purchase price is collected by Staff before paintings are released.
- If you have received payment for all sold paintings your 25% donation of the sale price may be made at the front desk at this time. (See Page 3 - "Donations to the Library")

DONATIONS TO THE LIBRARY

The artists' voluntary 25% donation of the sale price may be made to the Library at the end of the exhibit or at such time as all of your payments have been collected from purchasers. Checks should be made payable to: MASON-DIXON PUBLIC LIBRARY and the memo should indicate that it is a donation to the Art Program. The Library will acknowledge by letter the receipt of your tax-deductible contribution.

EXHIBIT SPACE

All art exhibitions take place in the Library's Reading Room on Sundays between 2:00 and 4:30 p.m. The majority of paintings are displayed on five, 3x6 foot two-sided free-standing covered and lighted panels. The fireplace mantel may be available for displaying larger paintings. Some paintings may also be displayed in the room's window nooks and on free-standing easels provided by the Library. Smaller pieces may be displayed on book easels supplied by the Library and arranged on the tops of the bookcases as space permits. A canvas rack is available for displaying unframed originals and prints. The ultimate arrangement of the pieces will be displayed for the best effect of the overall exhibit.

FLYERS & HANDOUTS

Flyers announcing the dates of your opening should ideally contain at least one color example of the work of each artist in the group exhibit. It is recommended that exhibitors meet to design the group's flyer and designate a point person to take responsibility for this process. All flyers must contain the full name, address and telephone number of the Library: **MASON-DIXON PUBLIC LIBRARY, 250 Bailey Drive, Stewartstown, PA, 17363, (717) 993-2404.**

No later than 3 weeks prior to your opening an electronic copy of your flyer must be sent to our art program co-chair Anne Herzberger anneherzberger@hotmail.com for insertion onto the website of the York County Library System. It is essential that this be sent in a timely manner so that it is available for insertion as soon as the previous exhibition is closed. From your electronic copy the Library director will have several color copies printed. The flyer will be displayed in the lobby of the Library, the front desk and the guest registration table to promote your exhibit. You may wish to use your flyer as an invitation to send out to family and friends to publicize your opening. Business cards and other handouts you may wish to have available at your opening may be placed on the guest registration table.

FRAMING REQUIREMENTS

Paintings and photographs to be displayed should be framed/wired or matted/framed/wired for hanging (no saw-toothed hangers). Some photo-style easel frames are allowed for paintings 5x7 inches or smaller but these frames should not comprise a large percentage of your display. All frames, mats and glass must be clean and undamaged and all artwork properly and appropriately secured in the frames. Some gallery-wrapped canvases are acceptable. A few framed prints are acceptable but may not be prints of the original art in the current exhibit. Offering prints of the originals in the current exhibit results in competing with yourself with a lower-priced alternative. Unframed originals and prints may be displayed in a rack provided by the Library and must be in protective covers and include title cards. The Library reserves the right to reject any item that it deems inappropriate or improperly framed.

HANGING OF EXHIBITS

Volunteers will be available to help the artists carry their artwork into the Library from the parking area. The artwork will be brought in and placed around the perimeter of the room to facilitate the selection process for hanging. The art program co-chairpersons is in charge of hanging all exhibits with the input and final approval of the artists. Paintings are exhibited in a manner that will show the work to its best advantage depending upon availability of space and size of the artwork. After the above hanging process is complete there shall be no changes made to the exhibit without prior approval of the program co-chairpersons. Title cards must be available for placement at this time. See Page 7 - "Title Cards".

At this time you will be asked to review the draft of your list of paintings and prints for final editing prior to printing and distribution at the opening and to read and sign your waiver, reflecting the time frame that your paintings will be on Library premises. (Sample copy of Agreement attached)

HOLIDAYS & CLOSINGS

The Library is closed on all major holidays and is usually closed on the Saturday before or after a holiday. Every effort has been made to schedule opening and closing time frames to avoid holiday weekends. However, artists should be mindful and check with the Art Program Chairman if a holiday falls within your scheduled opening or closing time frame so that special arrangements for dismantling may be made. In the event of inclement weather (snow, ice, etc.) on the day of your scheduled dismantling please call the Library in advance to assure that the parking area is accessible and the Library is remaining open.

INVITATIONS TO EVENTS

The Library **does not** mail invitations to the exhibitions. The Library does send e-mail reminders of individual exhibitions to its Board and Committee members and to its large network of past exhibitors and major contributors. The majority of guests attending the exhibitions will be invited by the artists or will be responding to press releases, flyers, newsletters, website postings, etc.

LIST OF PAINTINGS, PRINTS & PHOTOGRAPHS

To provide uniformity of presentation and record keeping the Art Program co-chairperson inputs the list of paintings, prints and photographs into her computer to copy for distribution at your opening. This comes from information provided by you the Thursday prior to your opening. This procedure also facilitates timely re-printing of the list prior to the opening if you wish to make additions/deletions during the Saturday hanging process. The list you provide must include the title, medium (acrylic on board, oil on canvas, etc.) in alphabetical order of medium and the price. List photographs by size (largest to smallest) instead of medium. Tax, if applicable, should NOT be included on this list. Please list all unframed originals or prints at the end in the same format. Lists of photographs will state, "Additional prints available in various sizes". Attached are examples of the format used for the lists.

OPENING OF EXHIBITS

Each group exhibition SPRING – SUMMER – FALL is launched with a scheduled Sunday afternoon opening reception in the main Library from 2:00-4:30 p.m. The, Library Director, President, Officers and all members of the Board of Directors and Art Program Co-Chairpersons are the official hosts. All refreshments are provided by the Board, Staff and Volunteers. The host point person contacts the artists in advance to determine the number of guests that have been invited to attend so that the appropriate refreshments may be provided.

PRESS RELEASES

Press releases must be submitted to some newspapers and periodicals no later than 4 weeks in advance of publication date. Therefore, you will receive a draft of your proposed press release via e-mail at least 5-6 weeks prior to your exhibit date. You will be asked to make any changes or updates to the information that you originally provided or approve the release as written. The press releases for all exhibitions will be sent by the Library's Public Relations Coordinator to newspapers, periodicals, and radio and television stations for inclusion in their community calendars, public service announcements and featured articles at their discretion. Artists may provide information if they have a local news publication they wish to have included on the Library's list for notification.

SALE OF ARTWORK

During all exhibitions red dots will be placed on the title cards of sold paintings and green dots on the title cards of sold photographs. The name and telephone number of the purchaser should be written on the back of the title card and on the Master List of Paintings or Photographs kept on a clip board behind the front desk.

All checks for art sales shall be made payable to the artist. Checks for sales during the opening shall be given directly to the artist. The Master List of artwork shall be marked to indicate the name and telephone number of the purchaser and whether or not the sale has been completed so the artwork may be released at the end of the exhibition or when appropriate. For sales during the balance of the exhibition period staff will place the appropriate dot on the item and record the purchaser's information on the Master List. All cash and checks will be held for the artist or checks will be mailed at artist's request. Copies of checks will be retained for the Library's records and the artist will be requested to sign said copy to indicate that he/she has received the payment.

The purchaser will be asked to leave the artwork in place until the close of the exhibit and will be given a card as a reminder of the date their purchase will be available for retrieval unless other special arrangements have been made with the Art Program Chairman. However, if the purchaser lives out of the area and wishes to take the piece the artist has the option of replacing it with another or leaving the title card in its place. Unframed prints may be removed at the time the purchase is completed and the sale has been recorded on the Master List.

TITLE CARDS

The artist should provide a business-card size title card for each painting or photograph to be displayed in an exhibition. The cards for paintings must contain the title, medium (acrylic on board, oil on canvas, etc.) price (including tax where applicable) and artist's name. For photographs include the title, size and price and the phrase "see artist for additional prints of various sizes". Artists possessing tax numbers should include the price, tax and total on the cards. This is the amount that will be collected for a sale. Cards may be printed or hand-written. Some exhibitors use the reverse side of their business card as title cards. Artists must have the cards available for placement during hanging of the exhibit. Cards will be placed on the display panel in a position appropriate for the size of the piece.

WAIVER AGREEMENT

Because the Library is a non-profit organization funds are not available to provide insurance to cover the artwork unless owned by the Library. Artists will be asked to read and sign a routine waiver regarding the exhibition (copy of sample Agreement is attached hereto). The waiver will reflect our agreement regarding your artwork and the time frame that the paintings will be on Library premises – beginning on the day the exhibit is hung and ending on the day the exhibit is dismantled.

jvirsack@hotmail.com

717-993-3937

Contact Jan if you have questions regarding art work, hanging and art displays.

Anne Herzberger

anneherzberger@hotmail.com

717-993-3530

Contact Anne if you have questions regarding public relations, date availability or payment.