

Art League of Germantown, Inc. (ALOG) PROSPECTUS Exhibition with Kisco Discovery Center

Gallery: October - December 2022

Background

The Gaithersburg Parks, Arts and Recreation Corporation (GPARC), specifically the Arts & Culture Alliance, has entered into a partnership with KISCO Senior Living to exhibit artwork in their beautiful, The Carnegie Discovery Center in Downtown Crown at 129 Ellington Blvd. The Art League of Germantown (ALOG) is joining the GPARC Arts & Culture Alliance, which allows its membership to be considered to display curated artwork in the small gallery area (154 square feet of wall space) and the model apartment within the Discovery Center.

Eventually, when the main community is built, there will be a larger gallery area and an arts center, providing opportunities for further exhibitions, demonstrations, lectures and teaching through GPARC's relationship with The Carnegie. The completion date is approximately two years from now, Spring 2024..

ARTIST CALL FOR THE KISCO DISCOVERY CENTER PROJECT

The following are the basic criteria for eligibility for submission:

Who May Exhibit

ALOG member artists who wish to participate and submit their work shall be in good standing in the organization and current with membership requirements.

Artwork Parameters

- **Gallery (exhibit to last from October through December, 2022)**
 - Artwork may NOT have been shown at The Carnegie facility prior to this exhibit.
 - **Artwork may not exceed 24" on the longest dimension.** Please feel free to submit a variety of sizes for consideration.
 - **Only wall-hung pieces will be considered** for the gallery, but dimensional artists may present their work mounted to a backing or in a shadow box, depth may not exceed 4 inches. All mediums are welcome.
 - All work must be ready for professional presentation.
 - Frames must be in good condition, free of damage and nicks.
 - Glazing must be clean and free of scratches
 - Mats must be neutral in color and undamaged
 - No staples may be visible from the front or sides on canvases.
 - Edges of canvases, boards or cradle boards must be painted in continuance of the artwork, completely clean of paint, or painted with a white or black edge.
 - Paper on back should not be ripped.
 - All artwork must have a taut hanging wire across the back, placed no lower than 1/3 the height of the artwork. Wire must be affixed with screw-in rings to the stretchers

or the frame. Wire should be plastic coated to help prevent the piece from shifting during the exhibition.

- o There is no theme for the exhibit, but to be more highly considered, the work ideally should be of subject matter that would appeal to the senior visitors to the Discovery Center and their families. All genres are welcome. Nudes will not be considered.
- o Mood images and the Center's color palette has been shared with us and is in the folder in the Google Drive. While we are not specifying any particular colors for the artwork being placed in the gallery exhibit, we are suggesting pieces presented for consideration include some degree of earthy or cool colors (grays, browns, blues, greens), as this will help the team to pull together a more cohesive presentation.
- o Artwork will need to remain in the gallery for the duration of the exhibit.

Submissions

Members wishing to be considered will submit high-quality images of their artwork together with the artwork information and their artist biography:

- Images
 - o Up to **four (4) images** of artwork.
 - EXTREMELY IMPORTANT!! File names MUST include the artist name and title, medium and size (i.e., **ARTIST LAST NAME ARTIST FIRST NAME TITLE MEDIUM SIZE.jpg** – e.g. HIGGINS_CRAIG_CUPCAKE MAGNOLIA_photography_24x30.jpg). We otherwise will have no idea whom the images belong to and they will not be considered.
 - Artists will upload their images with proper file names to our Google Drive via the **Google Form** (*click the link to go to the form*).
- Artwork Information
 - o All artists must fill out the **Google Form** for their submittals. Information that must be included:
 - Artist Name
 - Email Address
 - Artwork Title(s)
 - Artwork Medium(s)
 - Artwork Sizes (including frame)
 - Artwork Price(s)
 - Year Completed (approximation is fine)
 - Condition (will be verified at take-in)
 - o The inventory data will be added via the **Google Form** to the Google Drive.
 - o PLEASE NOTE: Kisco/The Point Group will be creating the wall labels from the inventory information – all information in the Google Sheet must be checked for accuracy two weeks prior to delivery, labels will not be redone if information is not correct in the Google Drive by the due date.
- Artist Biography
 - o Artists should prepare a short artist biography, approximately 200-400 words.
 - o The Artist Biographies should be uploaded to our Google Drive via the **Google Form**.

Due date for submissions is 5 p.m. on Friday, August 26, 2022.

Jurying

- The selection of artwork will be by a panel consisting of members of the GPARC Arts Alliance and Kisco's The Carnegie Discovery Center staff. An ALOG representative will be on participate in the panel to facilitate and answer any questions, but will not have a vote. Decision of the curating group is final.
- Criteria – The committee will look at many factors in choosing the final artwork, both objective and subjective. Some of the criteria that will be considered is as follows:
 - Appropriate for Center
 - Compatible with other pieces and décor
 - Space constraints based on selections
 - Distribution across multiple artists
- There is no guarantee that all members submitting work will be selected for this exhibition – the final collection chosen will depend on submittals.
- Members will be notified their artwork has been selected by 5 p.m. on Friday, September 16, 2022.

Delivery/Installation

- A label should be placed on the back of each piece with the artist name, title prior to delivery.
- Artwork delivery and installation will be on Friday, September 30, 2022 from 11:30 a.m. to 1 p.m. If you cannot make it at this time, please arrange with another member to bring your artwork.
- A small volunteer group of ALOG artists will be doing the installation immediately following delivery.

Sales

- Artwork submitted should be available for sale.
- ALOG will handle all sales of the artwork – all regular membership details regarding sales will be in place, including the commission and sales tax payment.
- The ALOG Bio Book will include a QR code that will allow patrons to easily contact us to purchase work.
- Purchasers may take their piece, if so desired, but we will invite them to leave the work through the exhibition period. If pieces are taken, the jury committee will have designated replacement work which will be delivered and installed by appointment.

Marketing/Promotion

- GPARC, The Point Group/Kisco Senior Living/The Carnegie and GPARC will be promoting this exhibition through their channels, in addition to our usual ALOG marketing.
 - Artist profiles and images will be featured and artists may be asked to share more information.
 - Artists are expected to promote exhibitions to their patron lists and on social media.

Insurance

While the artist members should always insure their own work for damage and theft, KISCO may generously offer some modest coverage for the exhibition period while the artwork is in their possession.

Future Opportunities

Subsequent opportunities for future exhibitions at the Discovery Center and at The Carnegie once completed may become available as the display cycles continue. ALOG members will be informed of these opportunities as we receive invitations.

Questions? Please contact:

Jaree Donnelly
GPARC Board & ALOG Member
jaree@artsentwine.com

Bill Mapes
ALOG Special Exhibits Chair
williammapes@comcast.net