

Arts and Humanities Council of Tuscaloosa County Gallery Exhibition Application

The Arts Council of Tuscaloosa manages the Dinah Washington Cultural Arts Center at 620 Greensboro Avenue. The Arts Council Gallery is in the Dinah Washington Cultural Arts Center on the right side of the front door. The second gallery in the DWCAC is managed by The University of Alabama and has a separate schedule.

Applicant Information

If a joint exhibit, a separate application must be submitted by each artist and a gallery agreement signed by each artist.

Name: _____ Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Exhibition Title: _____

Medium(s): _____

Joint exhibit: Yes No

Artist(s) Name: _____

Proposed Beginning and Ending Dates: _____

Reception: Yes No

- Exhibits are installed by the artist. The first Friday of each month is reserved for receptions in the CAC Gallery.
- The CAC Gallery will be open on first Friday between 5:00 p.m. and 7:00 p.m. whether or not there is a reception. Reception must be held within this time frame.
- Attach an exhibition description including the proposed type of works, number of works, installation requirements, special needs, etc. Include size and weight specifications as well as electronic images representative of the work to be exhibited.
- The Arts Council of Tuscaloosa reserves the right to refuse any works to be displayed or thematic material for any reason. All works are exhibited at the discretion of The Arts Council.

The Arts Council of Tuscaloosa
P.O. Box 1117, Tuscaloosa, AL
35403
205.758.5195

Return form to Sheriah Gibson at cac@tuscarts.org or Kevin Ledgewood at pr@tuscarts.org.

Dinah Washington Cultural Arts Center Arts Council Gallery Artist Guidelines

Contact information:

Sheriah Gibson, Dinah Washington Cultural Arts Center Manager: cac@tuscarts.org

Kevin Ledgewood, Publicist: pr@tuscarts.org

General

The Arts Council of Tuscaloosa reserves the right to refuse any works to be displayed or thematic material for any reason.

After reading the guidelines and confirmation on the show, please schedule a time to tour the gallery accompanied by Sheriah, venue manager, one month out from your exhibit and bring this document with you to review.

The Arts Council requests that artists, curators, and visitors all comply with our request to wear a suitable face covering and observe social distancing while inside the building and near staff.

Admission is free. Gallery hours are weekdays 9 a.m.-4 p.m. The gallery is not open on weekends or during The Arts Council staff holiday hours. It might also be closed pending event rentals.

All shows open on the first Friday of each month at 5 p.m. and close on the last Friday of the month at 2 p.m. with the exception of those in December or January which fall around the holidays, or large group exhibits by established organizations. Your best attendance will always be on First Friday.

Please schedule your load-in and installation at least three weeks in advance with Sheriah.

The staff is happy to assist you if help is needed unloading your vehicle. Heavy items over 50 lbs. must be moved with help other than the staff.

Beer/wine bar services will be provided by The Arts Council and Casual Class Bar Services. The DWAC Liquor License does not allow outdoor alcohol. Food is not allowed in the space for receptions.

Since the DWAC is a multi-use space, there always exists the possibility of a performance event such a music ensemble in the black box theatre corresponding with your opening reception. If you plan on hiring or hosting a soloist or ensemble, you must receive permission from The Arts Council. We do not provide any sound or lighting equipment. When hiring a music ensemble to perform, keep in mind that their volume could compete with general conversation taking place among your patrons.

Larger groups you wish to personally host or special tours are welcome to visit your exhibit during gallery hours with prior scheduling with Sheriah. If an event setup is taking place, ask the staff member present if you can bring your group inside.

Publicity

Publicity materials from the artist are needed at least one month out from the exhibit opening on First Friday via email.

Kevin Ledgewood, PR, will take care of the following: **1.** writing and sending the press release to local media, **2.** updating information on our websites and calendar, **3.** posts on Facebook and Instagram the week of the show, **4.** wall labels to ID works, and **5.** copies of price list if needed for the gallery during your show. **Please see the attached Word file for you to fill out for Kevin with your titles and prices.** He will use this as your price list and also to make your ID labels for each piece on the wall. If you prefer to not include something on the list...for example, the size of each piece....then leave that field blank. *This document must be completed and emailed to Kevin two weeks prior to your show so the labels are available at the time of installation.*

The white vinyl lettering on the front glass of the gallery displaying the title of your show and your name will be completed by The Arts Council. The Arts Council will choose the font and style of the lettering on the glass and will also pay for the installation.

Kevin will send you a sample press release as an example of what is needed, and he will write it for you. He will need your background such as education, awards, shows in which you have participated, and a description of the show including what media you utilized. Links to your personal website or social media can be included. A detailed, wordy artist statement exploring the complexities behind your work is **NOT** needed for the release but can be included on the DWCAC Gallery page on our website if something more personal is needed. *Articles appearing in local publications are not guaranteed, but we will do our best to get your information to them in a timely manner.*

****If you have access to Evite, a personal database, or wish to send postcards to your list, we encourage you to do so. Most successful opening nights are composed of friends, family, or those familiar with your work that you invite. Consider creating a Facebook Event and inviting The Arts Council to share it on our page. We want to help you spread the word about your exhibit @Dinah Washington Cultural Arts Center.*

Kevin will need an image representing the show and its title. Something that is cropped to be exactly square will work best for our website and Instagram/Facebook. Horizontal (landscape) will not work for Instagram.

Painting of the Gallery

Painting of the gallery will **NOT** take place in between each show due to time constraints between shows, but every effort will be made for the space to be clean and presentable. The gallery will be painted when needed at the discretion of The Arts Council.

Installation and Breakdown

All 2-D works must be wired and ready for hanging, and 3-D works ready for display.

You are responsible for hanging your show utilizing the system installed in the gallery. We will advise you on the number of pieces you include and also the recommended height of the work.

Many artists tend to hang their work too high more than too low. Please ask for guidance if you need it or if this is one of your first exhibits.

The building and gallery are closed on weekends so load-in and installation must take place on weekdays during regular office hours (weekdays 9-4 p.m.). Please confirm times with Sheriah at least no later than three weeks prior to your installation date.

Your show must be broken down the last day of your display (Friday) from 2-4 p.m. to allow for installation of the next show. Please confirm times with Sheriah.

Nails or tape other than painter's tape are not allowed on the white walls or the wooden rotating walls. Any type of installation requiring anything other than pedestals or the hanging system in the gallery must be approved by DWCAC staff.

The Arts Council staff will adjust the lighting in the gallery after your installation if necessary.

Availability of Hardware, Tools, and Pedestals

Ladders are available at the gallery if needed. If you know that tools will be required for your installation, we advise you to come equipped with these. We can provide pliers to aid with the hanging system. If your show will require pedestals of any number, notify us so arrangements can be made prior to your show. Pedestals are available for your use, but the staff must know how many you require. The staff will move the pedestals into the gallery for your use. Do not slide pedestals as this will damage the floor.

The hanging system requires 2-D works to be equipped with wires. Hardware for your frames such as wire and screws is not available.

Parking, Carts, Tables, and Chairs

If one parking space is needed on 7th Street near the gallery, The Arts Council will contact the City of Tuscaloosa to reserve a space, but we must know three weeks prior to load-in. A cart is available to accommodate the unloading of works in show. The Arts Council will provide and move a six or eight foot work table into the gallery during installation if needed. Chairs are available for the gallery if individuals require seating for health or other reasons during your opening.

Registration Book and Florals

If you desire a sign-in register book to be present during the exhibit, you must provide one suitable for your needs. We will provide a pedestal to display the notebook. Small floral arrangements are allowed during First Friday but must be removed at close of the opening reception.

Selling Your Work and Commission

All pieces sold must remain in the exhibit until its completion.

The Arts Council will provide stickers for application to the wall labels in case you sell your work. If you are not present, but a patron wishes to reserve a piece for purchase, you can email us, and we will apply it to the label. During your opening reception, you will be provided with the dots so you can apply to the labels and also provide correct contact information to your patrons who purchase works.

All transactions for purchase must take place between the artist and the patron. If you are not present, we will be happy to provide the patron with your contact information so you can arrange the financial exchange. The Arts Council will accept a check or cash for our 30% commission after the show is over at breakdown. Checks should be made out to The Arts Council of Tuscaloosa. All taxes are the responsibility of the artist. If you need a receipt, contact Sheriah.