



HONORING TRADITION. DRIVING INNOVATION.

## **CALL FOR ARTISTS**

These guidelines are for visual artists, craftspeople, digital artists, installation artists who want to apply for an EXHIBIT at The ARTERY. If you want to apply to host an event, workshop, rehearsal, performance, etc., please download [GUIDELINES FOR EVENTS](#).

## **TERMS AND CONDITIONS**

The ARTERY is a multi-purpose exhibition and event facility serving as headquarters for the Asheville Area Arts Council (AAAC). Located in the River Arts District in Asheville, The ARTERY is available for fine art and craft exhibitions, workshops, lectures, receptions, meetings, rehearsals, small-scale performances and other approved functions. Our policies help assure proper maintenance, use and enjoyment of our facilities. We request your cooperation in adhering to our usage policies to ensure the preservation of this unique space.

Exhibitions, programs and events are considered by submitting proposals to be juried by rotating panels of creative professionals representing various disciplines. Their selections are based on artistic merit and pursuant to the AAAC's intent to illuminate the breadth and depth of Asheville/Buncombe's creative sector.

## **DEADLINE**

Deadline for 2012 Exhibits: **SEPTEMBER 1, 2011 at 5pm**

*\*Please note: This is NOT a postmark deadline. All applications must be received by AAAC at this time. If you mail your application, plan ahead & allow for adequate mailing time.*

Applicants will be notified via email as soon as possible after the review of the status of their application. Please do not call. No materials will be returned. Please do not include a SASE.

## **SELECTION REQUIREMENTS & JURY PROCESS**

All applications will be reviewed by a jury panel of at least 3 arts professionals. Jurors are selected based on their knowledge of the visual arts. The jury assesses applications based on these criteria:

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- Complete application (no more & no less than what was requested)
- Quality of artwork: Artistic merit is the most important criteria & will be rated in these categories:
  - Handling of materials
  - Concept/theme & point-of-view of artist
  - Cohesiveness of body of work
- Quality of application: We are looking for artists who present themselves professionally and have a strong sense of themselves as artists. Length of artistic career or artistic successes such as awards, etc., cannot hurt your application but will not necessarily give you an advantage.
- Diversity of artists: We seek to represent a wide range of artistic sensibilities for a well-rounded exhibition schedule. Diverse applicants, media, materials and themes are especially encouraged.

### **APPLY IN PERSON, BY SNAIL MAIL OR ONLINE**

Fill out the online form or download & print the hard copy form found at <http://ashevillearts.com/> (click on Artery → Exhibits → Exhibit Proposal). If you have questions please email The ARTERY ([info@ashevillearts.com](mailto:info@ashevillearts.com)).

#### **IN PERSON**

The ARTERY hours are Tuesday-Friday 11am-6pm & Saturday 11am-4pm. The ARTERY is located at 346 Depot St., Asheville, NC 28801.

#### **BY MAIL**

Asheville Area Arts Council  
 Attn: ARTERY application  
 PO Box 507  
 Asheville, NC 28802

#### **ONLINE**

Complete online application found at <http://ashevillearts.com/> (click on Artery → Exhibits → Exhibit Proposal).

### **APPLICATION DETAILS FOR EXHIBITS**

Visual artists (including fine art and craft, video, installation, etc) may apply for an exhibit at The ARTERY. Exhibits are typically one month in duration, with exact dates to be approved by AAAC staff.

#### **ELIGIBILITY FOR EXHIBITS**

Applicants must have an Alliance membership to the AAAC. The ARTERY is open to artists and artist teams of all disciplines who are 18 years or older. Youth proposals are welcome with a sponsoring member. Extra consideration will be given to programs and exhibitions that serve disadvantaged or under-served populations.

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## **APPLICATION DETAILS FOR EXHIBITS**

\*Please scroll down for formatting and submission information.  
Incomplete or inaccurately assembled applications will not be considered.  
Notifications of acceptance or rejection will be sent via email. Please update your contact information if anything changes before you receive notification.

### **Artists:**

Each application must include:

- completed application form
- artist statement and/or exhibition proposal
- artist biography
- one-page C.V.
- 10-15 still image work samples OR 2-3 two-minute segments of audio and/or video (or appropriate combination of images, video, audio and web-based work)
- work sample list

### **Artist teams:**

Each application must include:

ONE PER TEAM:

- completed application form
- artist statement and/or exhibition proposal
- 10-15 still image work samples OR 2-3 two-minute segments of audio and/or video (or appropriate combination of images video, audio and web-based work)

ONE PER ARTIST:

- one-page C.V.
- artist biography
- artist statement

## **FORMATTING DOCUMENTS & WORK SAMPLES**

Text Documents. All text documents should be in PDF or Word format and no larger than 1MB each. RTF, TXT, and others, although handy, will not be accepted. Name each file according to the following format where "artistlastname" is the last name of the artist or name of the artist team. All filenames should be in lowercase with no spaces.

Examples:

artistlastname\_statement.pdf

artistlastname\_worksamplelist.pdf

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## **ARTIST/CURATORIAL STATEMENT**

Each application should include an artist/curatorial statement succinctly describing the artist's work or proposed project. One paragraph is best. Statements longer than one page will not be considered.

## **C.V.**

Include a one-page C.V. listing the artist/curator's birthdate (to verify that the applicant is 18 or older), education, significant exhibitions/events & bibliography.

## **WORK SAMPLES**

Work samples should have been completed in the last 2 years. All submitted materials should be clearly labeled with the artist's name and email address or phone number.

- **Make sure all CDs & images are readable on both Mac & PC.**
- **Images.** 10-15 digital images should be submitted in JPEG format, at least 72 dpi and no larger than 2MB each, burned to a CD (if submitting hard copy application), submitted using the upload tool on the proposal form, or as email attachments to [info@ashevillearts.com](mailto:info@ashevillearts.com). No DVDs will be accepted. Please do not submit images in PDF, Flash, PowerPoint or Kodak picture format. Please label all images in the following format: number\_artistlastname\_title.jpg where number is in a two-digit format and refers to the order in which you wish the images to appear; "artistlastname" is the last name of the artist or name of the artist collective; and "title" is the title of the piece. All text should be lowercase with no spaces.

Examples:

01\_mondrian\_compositionwithredblueyellow.jpg

06\_graffitiresearchlab\_theghettomatrix.jpg

- **Video.** Video should be edited to no longer than 2 minute excerpts. Video should be submitted on CD (not DVD) if submitting hard copy application as Quicktime files whose width is no larger than 720px and file size is no larger than 150MB. Please only submit video art or video documentation of an art piece that requires video to be fully experienced. Do not send video walk-throughs of static exhibitions or video slide shows.
- **Audio.** Audio should be submitted as separate MP3 files on CD if submitting hard copy application. Each track should be no longer than 2 minutes. Follow the filename format for works as indicated above.
- **Web-based.** Web-based work should be submitted as a URL listed in the work sample list. Please only submit web-based projects. A portfolio website that features audio/video art and still images will not be considered.

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- Include a work sample list that corresponds to the submitted materials, indicating file name, title, date, dimensions/duration, media and one BRIEF explanatory note (if applicable) for each piece.

### **ARTWORK INSTALLATION**

Exhibiting artists and artist groups must install and deinstall their own artwork and leave the space rehabilitated (nails removed, walls patched, etc.) after the exhibit. The ARTERY has several pedestals for the display of 3D art. Please contact AAAC staff at least 2 weeks in advance to confirm the number and sizes of pedestals. The artist or artist group must provide all hanging materials and tools including nails, hooks, hammers, levels, and other necessary equipment. The ARTERY has one ladder available for use during installation and deinstallation. The AAAC will provide one volunteer to assist with logistics the day of the installation and breakdown of the display.

### **MARKETING**

AAAC will cross-promote exhibits & opening receptions via e-newsletter and social media promotions. All other promotions are the responsibility of the exhibiting party or parties. If you are creating promotional materials for your exhibit/workshop/program, please email [info@ashevillearts.com](mailto:info@ashevillearts.com) for the AAAC logo and other pertinent information for print materials.

### **FEES AND SALES**

Entry/Exhibition Fee. There is no fee for Members to exhibit artwork in The ARTERY.

Sales & Commission. The Arts Council will retain a 25 percent commission on works of art that are sold. The sale price listed by the artist **MUST** include the commission. ***Commissions will be paid by 30 days after the close of exhibit.***

### **INSURANCE & RISK**

Artwork on display will be insured up to \$75,000. The ARTERY will never be open without staff or a trained volunteer to monitor the space. By signing the Proposal Form you understand that the multi-purpose nature of The ARTERY creates a dynamic environment, including a minimized risk, and agree not to hold the Asheville Area Arts Council, its staff or affiliates liable for damages of any kind.

### **A/V EQUIPMENT**

The ARTERY is equipped with several electrical outlets and track lighting. Some A/V equipment is available for use with a small additional rental fee, including a PA system with a 4-channel mixer, a digital projector and screen, a basic light kit and some recording equipment.

Stereo System. The ARTERY features a stereo system, featuring an iPod dock that may be used by the artist. AAAC staff will assist in setting up

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and maintaining the stereo system. \*The fee to use the stereo system if more than and iPod is used is \$5/hour.

Microphones. Microphones can be used at a rate of \$5/hour.

Projector & Screen. The projector & screen can be used at a rate of \$5/hour. If you need the projector & screen for the duration of an exhibit, please discuss this with AAAC staff.

## **RECEPTIONS**

Each exhibit may have at least one reception, to be scheduled with AAAC staff at least one month prior to the exhibit. Typically the reception is held during the first week of the exhibit. Any additional receptions may be scheduled with the approval of AAAC staff. At least one reception must be free & open to the public.

**The ARTERY's maximum capacity is 49 people.**

## **LOGISTICS**

Ticket sales, staffing, supplemental equipment, décor and refreshments are provided by the exhibiting party. The AAAC has basic tables and chairs to accommodate most needs.

## **SET UP AND CLEAN UP**

Access. A staff person will be available to open the facility. Please contact The ARTERY ([info@ashevillearts.com](mailto:info@ashevillearts.com)) at least 4 days prior to your function to discuss time for access to the space.

Loading and unloading can be done from Depot Street in front of the gallery. Parking is available on the street and in several nearby lots.

Equipment and Supplies. Our staff is not sufficient to provide support services and/or equipment for events held here. Each group must assume full responsibility for providing support services, decorating, set up and clean up. Immediately following the function, clean up must include removing from the premises all items brought to the property. No items may be left at the property for pick up at a later time without the express consent of AAAC staff. The premises should be cleared within 1 ½ hours of the end of the event. Additional time on the premises will incur an additional fee based on the break-down rates mentioned below. Items in the offices, in the bathroom, on shelves or on display elsewhere in The ARTERY may not be used by the artist or the caterer under any circumstances.

All rental equipment must be delivered and picked up on the same day as your function. If you have extenuating circumstances and require an exception, you must have approval prior to the day of your function from AAAC staff. All rental vendors must be approved in advance by AAAC staff.

Clean Up. Clean up must include wiping down surfaces used during the function, removing all decorations and equipment brought to the property,

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and all trash. You must leave The ARTERY as you found it. Please notify a staff person prior to departing so they may do a walk through. All trash resulting from your function must be removed from the property on the day of your function - none may be left at The ARTERY. All food waste must be removed from the property at the end of the function. The artist and/or caterer are responsible for providing trash cans & bags.

### **VENDORS**

Caterers. Caterers must have a valid caterer's license. Prior to your function, the artist is responsible for providing the caterer with a copy of the "Terms for Caterers" (a separate document available by request). Caterers and/or artists are responsible for providing all tables, preparation tools, china, crystal, eating utensils, etc. Upon completion of your event, all items will be removed and trash removed from the premises. Any utensils, dishes, etc. in the cabinets, or on shelves in The ARTERY may not be used.

### **MUSIC**

Live Music. All musical instruments must be approved by The ARTERY staff in advance.

### **PROHIBITED ITEMS**

Smoking is NOT allowed in The ARTERY.

Candles are NOT allowed in The ARTERY. Decorative electric candles (that run off batteries and have no flame) are permitted.

### **ALCOHOL POLICY**

Alcoholic beverages are permitted but may NOT be for sale without proper ABC permits and the express consent of AAAC staff. Any and all liabilities arising from consumption on the premises are the responsibility of the artist.

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