

Call to Artists for the Pynelogs 2019 Art Gallery Season

The deadline for completed Applications is Monday January 15th, 2019 at 4 pm

Welcome to the 2019 Artist Call-Out for the Pynelogs Art Gallery & Cultural Centre, the home of the Columbia Valley Arts Council. You are invited to apply to be part of the 2019 Art Gallery season.

Exciting Changes in store for 2019...

We are always looking at innovative and creative ways of keeping up with the changing world of art retail, maximizing opportunities for artists of all genres and being financially responsible with our non-profit organization – and keeping it all *creative*. We believe in our local artists and offering space for them to perform, create, sell, teach, learn and share, AND create a vibrant creative space for locals and visitors.

This year we have decided to schedule the Gallery season with seven to eight art shows, an average of 3-4 weeks per show. There will be a variety of art shows: shows with a theme, supporting community artists, inviting visiting artists, fundraising event for CV Arts and other creative ways to invigorate all 'ways' of art.

WE HAVE HEARD YOUR SUGGESTIONS & COMMENTS

1. Change the Art Show Poster to the *Pynelogs Postcard*
 2. Collect Buyers info to create a Client List
 3. Improve the Artist pARTy Soiree
 4. Grow the Gift Shop
 5. Grow our Marketing initiatives
 6. Summer staff training – focus on retail sales and promotion of Pynelogs events
 7. Continue to be financially responsible with our non-profit organization
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1. The Art Show poster will now be the *Pynelogs Postcard*. We are working on a design that will showcase the Gallery, Gift Shop, Workshops and all the creative things we host at Pynelogs.
 2. In the past we have collected the clients contact information and passed it to the artist, and we will continue to do this. (If the buyer would prefer not to share this, we really can't do anything about that). But we will encourage buyers and potential clients to at least provide an email address. This way we can invite these clients to the Soiree and to any other cultural events we many have. Presently the only list we have is the CV Arts Membership. So hopefully this process will grow our client/membership list. We will also ask the client how they 'found' Pynelogs!
 3. Since there will be fewer art shows in 2019 but that are longer in duration, CV Arts can plan an event around the Artist pARTy Soiree. We will continue to have live music, artists in attendance and cash bar. But with more time between art shows, we can plan a larger Soiree. It was decided by the Visual Artist Advisory Committee a few years ago to forgo serving food at the Soiree and instead using the \$70 towards paying the musicians and promoting the art show. With Café Allium open during the Soiree, folks can have dinner on the deck. **We will still rely on artists to promote their own art show to their clients, friends and families. Invite your younger friends, they are the generation who are purchasing art. This is key for a successful Soiree.**
 4. The current Gift Shop will grow by adding additional merchandise, improving the showcases and promoting local artists.
 5. Marketing Initiatives – current and future practices
 - a. Facebook events with Boosts to key clients (please like us on Facebook so we can tag you in our posts)
 - b. Instagram Posts – this platform is the way to reach the younger clients
 - c. CV Arts Website – create an art show specific event
 - d. Printed Media – bi-monthly articles written by our summer staff
 - e. Email Newsletter – to our CV Arts Membership & new client list



- f. *Pynelogs Postcard* to distribute throughout the valley
6. Training summer staff in retail sales & promotion of Pynelogs events
7. The 35% commission retained from all art sales will go directly to promotion and management of the art shows. CV Arts hopes that with our improved marketing initiatives and artists promoting their art shows, we will see increased traffic through the gallery, participation in our events and support for the local artist community.

STATISTICS COLLECTED FROM 2018

SALES:

- 25% of art is sold at the Artist pARTy Soiree
- 75% of art is sold during the art show

CLIENTS:

- 65% - 25 to 45
- 20% - 46 to 59
- 10% - 60 to 70
- 5% - 71+

AVERAGE PRICE RANGE:

- \$150 to \$300

WHO IS THE CLIENT:

- 60% locals
- 40% visitors

WHAT IS SELLING:

- Mixed Media, Photography, Acrylic on Canvas
- Smaller pieces
- Abstract vs Realist – about the same
- Non-traditional, innovative, entertaining art
- Functional art

HOW DO CLIENTS FIND US:

- We will ask this question going forward so we can measure how successful our promotions are doing and how we can learn who our customers are and improve how we connect with them

SELECTION PROCESS

The selection and scheduling process for Artists applying for an art show includes many important steps. The Selection Committee base their decisions on the Artist Application in these six areas: Visual Impact, Skill/Technique, Inherent Meaning, Uniqueness, Fulfilled Intent and Overall Quality of the Application. Keep in mind the Selection Committee considers the applications based on the artist's application including purpose and genuine consideration of applying for an Art Show at Pynelogs Art Gallery.

Please be sure to complete the application fully. It is important that the applicant understands the application and process. Incomplete applications will not be considered.

I hope you have a wonderful Fall & Winter and enjoy this quiet time to explore your creative side...

Jami Scheffer

Executive Directory & Gallery Manager

Pynelogs Cultural Centre, home of the Columbia Valley Arts Council

250.342.4423 | jami@columbiavalleyarts.com | columbiavalleyarts.com

Show Submission Requirements


2019 Art Gallery Season

MANDATE: CV Arts mandate is to foster the growth, awareness and appreciation of the arts in the Columbia Valley. The viewing public is interested in seeing the continued development of our artists and we believe that our community-based art shows help artists develop their full creative potential. Experimentation with new techniques, themes and materials is encouraged.

ACCEPTED ART FORMS: Pynelogs Cultural Centre will accept applications for:
· one of a kind original artwork · limited edition hand-pulled prints
· artwork produced using the exact process of the original

We reserve the right to modify the guideline for selected shows. **All work must be newly created and for sale.** Please choose pieces that reflect on the growth, strength and development of your craft.

Artist's Responsibilities:

1. Application must be completed and received at Pynelogs Cultural Centre by Jan. 15, 2019 - 4 pm.
2. Current 2019 CV Arts membership. A membership form will be mailed by April 2019.
3. It is suggested that the artist has insurance for their art work. Pynelogs Art Gallery will take every reasonable precaution in handling and displaying the artwork.
4. Artists must be present at the ; the public enjoys meeting and discussing the work with its creator.
5. **Please ensure all wall art is properly framed and/or ready to hang (proper wire hangers on the back) and 3-dimensional art has a safe base and be structurally sound. If pieces are not prepared for installation they will not be hung.**
6. Artists should advise Pynelogs Cultural Centre at the time of confirming their exhibition if they are interested in arranging a workshop and/or a demonstration in conjunction with their show. Lead-time is needed so the workshop can be promoted and participants can be registered.
7. Should the artist be unable to meet their exhibition commitment, notice of at least a month should be given to the Gallery Manager.
8. Please plan to drop off and pick up your artwork at scheduled times. Drop off - Mondays between 9 and 10 am. Pick up - Sundays at 4 pm.
9. Due to limited storage space at Pynelogs Cultural Centre, artwork cannot be stored. If necessary, alternate arrangements may be made with the Gallery Manager.
10. Volunteering your time as an artist to market your show during our Gallery hours is encouraged. The public enjoys meeting and discussing the work with its creator.
11. If you would like to further your support to CV Arts, an artist may donate a piece of their art for Pynelogs to use as a promotional item or silent auction item.
12. Please consider providing pieces which overlap a variety of price points for your show.
13. Depending on size of art, 2-D artists are expected to submit up to 12 pieces and 3-D artists are expected to submit up to 30 pieces for their Gallery Show. Final number will be determined in discussion with Gallery Manager one month prior to your scheduled show.
14. **Incomplete submissions will not be considered.**

Application for 2019 Art Gallery Season

Deadline for Application: January 15, 2019 - 4pm

Artist Profile:

Name: _____

Mailing Address: _____ Town: _____

Province: _____ Postal Code: _____ Home Phone: _____

Cell Phone: _____ Email: _____

Artist's Website: _____ Social Media: _____

I am an: Mid-Career Artist Established Artist

I practice the following discipline(s) – check all that apply:

- | | | |
|---|--|--|
| <input type="checkbox"/> Printmaking | <input type="checkbox"/> Design | <input type="checkbox"/> Jewellery |
| <input type="checkbox"/> Mixed Media/Multimedia | <input type="checkbox"/> Performance/Written Art | <input type="checkbox"/> Glass |
| <input type="checkbox"/> Video/Film | <input type="checkbox"/> Pottery/Ceramic Art | <input type="checkbox"/> Wood |
| <input type="checkbox"/> Drawing/Illustration | <input type="checkbox"/> Photography | <input type="checkbox"/> 3 Dimensional |
| <input type="checkbox"/> Painting | <input type="checkbox"/> Textile/Fibre Art | <input type="checkbox"/> Other |

My main discipline is: _____

Idea/Plans/Concept for the Art Show you are applying for: (use separate sheet if necessary)

Approximate (range) price of your work: _____

Date last shown at Pynelogs: _____ Which Show? _____

I have read and understand the Show Submission Guidelines on Page 3 (these guidelines may be downloaded from the CV Arts website at: www.columbiavalleyarts.com)

Please complete pages 4 and 6 of this application and mail or drop off to:

Signed: _____ Date: _____

Pynelogs Cultural Centre
Attention: Jami Scheffer
PO Box 2345
1720 4th Avenue
Facebook/pynelogs Invermere, BC V0A 1K0

Phone: 250-342-4423 or
Email: jami@columbiavalleyarts.com
Website: columbiavalleyarts.com
Like us on Facebook:

2019 Art Gallery Calendar

Juried Gallery Shows Details:

Important Notes:

1. Each individual Art Show hangs for 3 to 4 weeks. These Art Show dates range from June to mid-October.
2. **The Gallery Calendar and the scheduling of each Artist is set by the Selection Committee based on the strength of the application submission and portfolio.**
3. **Please view the “Selection/Scheduling Process” (see below) for details on how the final Gallery schedule is determined.**
4. All work must be newly created and for sale.
5. Depending on size of art, 2-D artists are expected to submit up to 12 pieces and 3-D artists are expected to submit up to 30 pieces for their Gallery Show. Final number will be determined in discussion with Gallery Manager one month prior to your scheduled show.
6. On average there will be five to ten artists sharing the gallery space for each Gallery show

Selection/Scheduling Process for Juried Gallery Shows:

The Gallery Calendar and the scheduling of each Artist is set by the Selection Committee based on the strength of the applicants submission and portfolio. Any incomplete applications will not be considered.

Following the application closing date (January 15, 2019) a Selection Committee will consider all applications. The following summarizes the selection process and the criteria the Selection Committee will operate under:

- This Committee of 5-7 people which is chosen from the following: Gallery Manager, Art Educators, CV Arts Board Member, Arts Patron/Collectors, Gallery Owners & a representative from the CV Arts Visual Arts Advisory Committee (VAAC)
- On the day of the Selection, the Committee will review and base their selections on the Artist Applications, Art Images, strength of Portfolio and pricing
- Gallery show Calendar dates will be chosen in February. You will be notified by email/ snail mail by mid-February. If you have not heard from us by the end of February, please contact Pynelogs at 250.342.4423.
- The *Pynelogs Postcard* will be set and printed by early summer.

2019 Juried Gallery Shows Calendar

2019 Juried Gallery Show Artist Application Process & Checklist

The Selection Committee bases their decisions on the Artist Applications on these six areas:

- Visual Impact, Skill/Technique, Inherent Meaning, Uniqueness, Fulfilled Intent and Overall Quality of the Application.

The Art Gallery Scheduling will be completed by the Gallery Manager based on the Selection Committee process (see above).

Keep in mind the Selection Committee considers the applications based on the artist's intention, purpose and genuine consideration of applying for an Art Show at Pynelogs Art Gallery.

Please be sure to complete the application fully, and include the items listed below with the submission.

One of CV Arts main goals is to foster awareness of the depth and breadth of talent in our valley and encourage skill, talent and innovative/creative ideas.

Checklist

Please provide the following items with your Application for the 2019 Juried Gallery Season:

- Read and understood the Show Submission Requirements (page 3)
- Completed Application (pages 4 & 6) and submitted by January 15, 2019 - 4 pm
- Biography/Artist Statement (must be current)
- Idea/Plans/Concept for the Art Show you are applying for
- 3 to 6 digital images of your work. Preferred format is high quality (minimally compressed) JPEG files.
- Approximate (range) price of your work _____

- Website (if applicable) and other social media
- Curriculum Vitae (CV), including list of previous exhibitions, awards and workshops attended (must be current)

IMPORTANT NOTE: The Gallery Calendar and the scheduling of each Artist is set by the Selection Committee based on the strength of the applicants submission and portfolio.

General Information



The Gallery Manager reserves the right to choose the location where the art will be placed and the number of pieces that will be included in the art show.

Shows start on Tuesdays and end on Sundays. Each show is scheduled for a 3 to 4 week period. The day of the Artist pARTy Soiree will be announced.

Sales records are reported the CV Arts accountant. The artist commission is 65% and 35% for CV Arts. Payment to the artist is on or around the 20th following the month of the show.

Business of Art Details

The commission split for art sales is 65% for the artist and 35% for CV Arts. The 35% commission of art sales is used for the following areas of the 'Business of Art':

- Advertise and promote the Artist, Art Gallery Show and the 
- Design, print and distribute the Pynelogs Postcard
- Promote on CV Arts website, Facebook page, Instagram and CV Arts Membership & Client email list
- Submit bi-monthly articles in the printed media. The article is written by the summer staff
- Install art show, market, sell and wrap art safely when sold
- Organize  We will create a professional eclectic ambience which includes live music entertainment (when possible). Two staff on hand to operate the cash bar, answer client questions and sell art
- Provide information about the artist and their art work. We will also distribute artist's business cards to prospective clients
- Provide computer generated art tags with title, artist name, medium and prices for each art piece
- Keep inventory lists and sales records