

GALLERY ON THE PALI  
First Unitarian Church of Honolulu

# EXHIBITOR'S GUIDE

## How to Exhibit at the Gallery on the Pali

- 1) Read the Exhibitor's Guide at <http://www.unitariansofhi.org/exhibitor-info/>
- 2) Submit the Application with 3 jpegs of representative work.
- 3) Meet with the Gallery Review Panel, and if accepted:
- 4) Sign the contract and deliver to the Gallery Directors.
- 5) Schedule installation, reception, and take down with your Gallery Associate.
- 6) Collaborate with the Gallery Directors in promoting your show.

**[www.UnitariansofHI.org/gallery-welcome](http://www.UnitariansofHI.org/gallery-welcome)**

### CONTACT US:

**[Gallery@UnitariansofHI.org](mailto:Gallery@UnitariansofHI.org)** for Gallery Directors

**[Office@UnitariansofHI.org](mailto:Office@UnitariansofHI.org)** or call 808 595 4047 for Church Administrator

**2500 Pali Highway Honolulu, Hawaii 96817**

eff. May 21, 2011

# EXHIBITOR RESPONSIBILITIES

1. Submit Application online to [Gallery@UnitariansofHI.org](mailto:Gallery@UnitariansofHI.org), mail or bring to the Church Office.
2. Schedule Installation, Opening, Reception, and Take down dates with your Gallery Associate.
3. Plan and generate publicity (personal/professional invitations and Press Releases).
4. Plan and provide Reception (consider food, music, flowers, etc.)
5. Provide brief description of the exhibit, bio, resume, or artist's statement.
6. Submit three or more jpeg images of representative art for review and publicity.
7. Provide price list and title cards for mounting (title, dimensions, medium, price, year completed)
8. Ensure that all artwork remains on display until show closes.
9. Careful installation of artwork:
  - A. Only wall-mounted art is permitted, except during reception when other pieces may be shown.
  - B. Art is hung by monofilament (fish line) from the nails on the panel top.
  - C. Artwork will not exceed the 60" height of the panel, except with approval by a Gallery Director.
  - D. No artwork will be hung from any light fixture.
  - E. No artwork may be hung from or cover any portions of windows.
  - F. Artist will install (with "T pins" or Velcro) title cards: title, year, medium, dimensions, and price.

## SAMPLE PRESS RELEASE

(USE ARTIST LETTERHEAD, LOGO, OR GROUP'S NAME)

### PRESS RELEASE

For Immediate Release (or give release date)

#### TITLE

--Double space copy. Leave good size margin. (minimum 2" on left side)

--Answer the questions: who, what, where, when, why, how.

--The most vital information should be in the first few sentences.

--Include a jpeg image with each Press Release

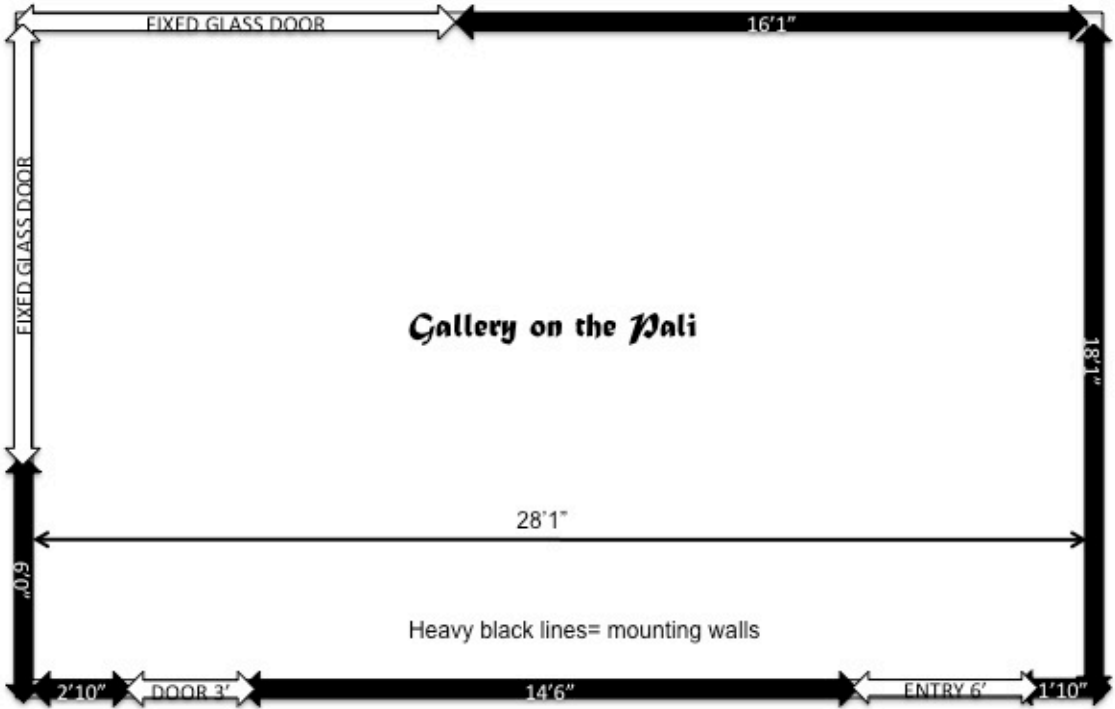
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# INSTALLATION GUIDE

This schematic is provided to guide the Exhibitor in planning installation.

**Materials to be supplied by the Exhibitor:**

- monofilament (fish line) of the appropriate weight (50 lb generally works)
- title cards
- T pins (or Velcro) for affixing the title cards



# GALLERY RESPONSIBILITIES

1. Meet with artist to review art work for final acceptance.
2. Provide media support for publicity, based on artist-supplied information.
3. Post announcement of exhibit in Kukui Lamalama, the Unitarian Church newsletter.
4. Announcement of exhibit in the printed or projected Order Of Service.
5. Scheduling of installation, opening, reception, and take down with the assigned Gallery Associate.
6. Office will receive and relay short messages and give information to callers.
7. Provide Gallery space, ladder for installation, and tables and chairs for reception.
8. Provide Reception kitchen set up facility and serving implements/platters, but no cooking facilities.

## POLICIES & PROCEDURES

### SALES

Art works are purchased by buyer with a check payable to The First Unitarian Church of Honolulu.

The Gallery Directors, Gallery Associates, and the Church Administrator are each authorized to receive payments for art works.

Upon receipt of payment, a “sold” sticker will be placed on the title card by the Gallery Associate.

The church will pay sales tax on any Gallery retained commissions.

The Gallery will take a 30% commission.

Within two weeks of the end of the Exhibit, the Church Treasurer will send 70% of the purchase amounts paid to the artist.

Purchasers will pick up art works on Take Down day.

Should any sales directly attributable to this art exhibit be made within 30 days of the close of the exhibit, the artist will pay a commission of 30% to the Gallery.

**LIABILITY** No insurance is provided. A written waiver (included in the contract) signed by the artist acknowledges the absence of insurance and security will be on file with the Church office.

**SELECTION OF WORKS** Portfolio or jpeg images will be reviewed by the Gallery Review Panel. Artists should visit the Gallery and read this “Exhibitor Guide” before submitting their work for consideration.

**DECISIONS AND CONFLICT RESOLUTION** Final decisions will remain the responsibility of the Gallery Directors and the Board of Trustees of The First Unitarian Church.

**HOURS** Subject to change due to church activities, The Gallery is open to the public weekdays 10a,-6pm, weekends 2pm-6pm, Thursday evenings to 8pm. The Gallery is closed on holidays.

**NON-SALE SHOWS IN THE GALLERY** Most shows feature sales of art works. The Gallery also supports shows for non-profit, education, or other groups who do not sell art works, such as a class of students or a group with like interests. The goal of these shows is to bring Church programs and ideals to interface with the community. Non-sale shows will pay an acceptance fee of \$100 in lieu of commissions.

**GROUP SHOWS** (shows with multiple artists) must have an Artist Representative who will:

1. Schedule dates with the assigned Gallery Associate.
2. Coordinate the "intake" of the art.
3. Provide Art Work list with titles, dates, and dimensions and a complete price list.
4. Prepare and duplicate program (optional).
5. Ensure that the contract (with waiver statements) are received from each participant.
6. Coordinate artist installation of the exhibit.
7. Provide price list and title cards for mounting (title, dimensions, medium, price, year completed)
8. Coordinate the reception.
9. Be present for the Take Down of the show and ensure that all Art Works are removed.

#### **GALLERY AND CHURCH LIMITS**

1. Since the Gallery is a multipurpose space, other usages limit art to **wall-mounted pieces only**.
2. Works may be moved, if necessary, without permission of the artist.
3. Exhibition dates may be changed, if necessary, but not without permission of the Gallery Directors and Church Administrator.
4. The church has no storage space available, therefore Art Works must be installed on installation day and removed on Take Down day.
5. The church kitchen may not be used for cooking though it can support reception serving.

# GALLERY ON THE PALI EXHIBITION CHECK LIST

## 1. PLAN AND SCHEDULE:

- A. Choose a TITLE for your show, and a short description to characterize your work.
- B. Write a one to two page PRESS RELEASE that includes DATES of exhibition and reception, PLACE, ADDRESS, HOURS, and a STATEMENT about you and your work.
- C. EMAIL The Gallery Director of the above 3.5 months in advance.
- D. Organize and update your PRINT MAIL and EMAIL LISTS. You should gather all names into two overall categories:
  - (1) PROFESSIONAL and PERSONAL.
  - (2) PUBLIC RELATIONS/ADVERTISING:

## 2. ADVANCE PREPARATION:

- A. SURVEY your work.
- B. SELECT specific pieces for your show.
- C. DOCUMENT TITLES, DATES, MEDIA, & DIMENSIONS (framed).
- D. PRICE your work (include Gallery commission)
- E. FRAME\*, MAT, and REPAIR works. \*Some works may not require framing (consult a Gallery Director)
- F. COMPLETE any works in progress.
- G. PLAN THE INSTALLATION using the scale drawing of the gallery. (Obtain monofilament and title card supplies for installation.)

## 3. PUBLICITY:

- A. Get POSTAGE. (Be sure to check amount)
- B. MAIL press releases to media 10-45 days in advance, depending on monthly or weekly publication schedules. (Media releases to art calendars in various magazines, newspapers, and visitor publications; arts organization newsletters; selected professional publications (church, business, clubs, etc); journalists and columnists. Consider including photographs)

- C. DESIGN and PRINT your invitations.
- D. MAIL invitations 15 - 30 days in advance.
- E. Gallery will EMAIL press release 2 weeks in advance.
- F. Send reminders to special guests 5 days in advance.

## 4. HANGING YOUR SHOW, RECEPTION PREP:

- A. HANG the works by Monofilament (fish line) from the nails on the top rail.
- B. LABELS may be attached to wall with Velcro.
- C. Provide a CATALOG/PRICE LIST.
- D. Include a statement about your art to be posted or placed at the guest book table.
- E. Check the LIGHTING.
- F. Arrange PLANTS or flowers.
- G. PHOTOGRAPH your reception and exhibition. (Duplicate photos to Gallery)

## 5. THE OPENING RECEPTION

- A. Food and beverages. (Beer and Wine OK, no hard liquor).
- B. Tables, tablecloths, chairs, centerpieces.
- C. Dishes, bowls, trays, napkins, etc.
- D. Plants or other decor.
- E. Music (tapes or live).
- F. Clean up (return things, vacuum, replace chairs, close doors, turn off lights, etc.).
- G. Parking attendant - avoid blocked vehicles.
- H. Photographer - Electronic photos for Gallery Website and Archives.

***Buyers will make checks payable to  
The First Unitarian Church of Honolulu***