



Tips, Tricks & Checklist for Exhibiting in the KAC Galleries

Revised May 2020



For over 50 years, the Kamloops Arts Council has been working to connect creative communities. We provide local artists and arts groups in all disciplines with opportunities for exposure, networking, and professional development. We also take the arts out to the community, producing high-quality, year-round low-and no-cost arts programs, performances, workshops, and events for all. We believe the arts are for everyone, and that they have the power to heal, transform, connect, and develop skills in children, youth, adults and seniors, including those in crisis. *Connecting Creative Communities.*



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connecting creative communities

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Keeping with the Times & COVID 19 Recommendations

This booklet was set up as a guide for artists who have questions about how to Exhibit with the Kamloops Arts Council. It provides tips and instructions that should make your experience go smoothly whether you are a novice and this is your first show, or experienced with many shows under your belt.

The Kamloops Arts Council is currently re-structuring our guidelines to fit what is known as "The New Normal" with the COVID 19 pandemic. Listed below are some of those changes, please keep them in mind as you go through the information provided in this guide.

In the meantime, we will continue to reach out to our members to create an online virtual experience so we can remain current in these challenging times.

Office Hours

KAC Office hours of operation are subject to change, and may be limited. Updates will be posted in our e-newsletter and social media.

Annual Events and Festivals

Many of our annual events and festivals will either be canceled for the remainder of 2020, or will be held with the new recommendations for health and safety following guidelines regarding limiting attendees, social distancing, hand washing, and sanitizing stations.

Keep an eye on our e-newsletters and social media to stay current with how we are re-creating some of these events in a new, safe way.

Installations and Strike/art take down

Due to COVID 19 and the current health recommendations from the world health organization and CDC all installations and strikes will be done following recommended procedures to prevent the spread, including limited attendees, social distancing, hand washing, and sanitizing stations.

Opening/Artist Receptions

Due to COVID 19 and the current health recommendations from the World Health Organization (WHO) and Centre for Disease Control (CDC) all opening/artist receptions will be done following recommended procedures to prevent the spread, including limited attendees, social distancing, hand washing, and sanitizing stations. All snacks & refreshments should be of a single serve individually packaged variety, or altogether omitted.

Attendants may be required to make appointments or to register to attend.

To attract attendees, and spur interest it may be a good opportunity for the artist to do a live demonstration (work on a new piece of artwork) during the duration of the reception.

in addition, please be aware, we are following all guidelines at the Old Courthouse with cleaning and sanitizing regularly according to the current regulated health standards.

Thank you for your patience and support.

Kamloops Arts Council Staff.

Choose a Theme

It's not enough to simply have a lot of artwork you'd like to exhibit; in order to tie each piece together you need to come up with a theme to focus on. More importantly, this can also double as a marketing technique – especially for an up-and-coming artist – by drawing people who are specifically interested in a certain genre or concept. For example, you may want to reach people/future patrons who collect contemporary or wildlife art. For this reason, it is important not to be vague. A theme such as “Colours” is probably not going to have people lining up to see an exhibit.

Choosing a theme will also help with a few of the practical aspects of the exhibit, such as finding a title for your show. It will help you curate your own work, as you can now select pieces that suit the theme. You may even be inspired to create a few new pieces specifically for your themed exhibition.

The title of your exhibition will represent the body of work(s) that will be on display, so choose carefully. It is also important to think of how your title and theme will be relayed to the media and general public.

Would it make sense to someone who has very little experience in the art world?

Is your title too long?

Coming up with Title ideas.

1) Look at other art exhibition names for inspiration.

What have your favorite artists named their art exhibitions? What about other similar local artists? Don't steal the names they've used, but do use them for inspiration. It's easier to brainstorm ideas once you have an idea of what other people are doing. Don't feel like you have to choose a name like everyone else's. If you think other art exhibition names all sound the same, break the mold and come up with something totally different!

2) Get help from friends or fellow artists.

Sometimes it's hard to view your own work objectively. Ask your friends or other local artists to view your collection and tell you any themes or concepts they picked up on. Share some of your name ideas with them and see what they think. You can even ask them to write down some name ideas on a piece of paper as they check out your art.

3) Use an online random art exhibition name generator.

If you really can't come up with something, or you're facing a tight deadline, a generator may be the way to go. Just visit an exhibition name generator website, click a button, and a random exhibition name will be generated for you. Keep generating new results until you find something that makes sense for your show.

4) Choose a name that's easy to understand.

Don't give your exhibit an obscure name that will confuse people. People are more likely to come to your art show if they understand what it's about. If you're not sure whether a name is clear or not, ask people! Show a few friends the name you're considering and see if they understand what it means. If they don't, you may want to simplify it.

5) Choose a bold name if you want your exhibit to stand out.

A bold name will stand out from the crowd and immediately tell people your show is different than a traditional art exhibition. Don't be afraid to break the rules or be provocative with the name you choose. Something exciting and different can help you draw in more of a crowd.

6) Go with a traditional name if you want to attract a serious crowd.

Bold names can draw a big audience, but a traditional name will help your art be taken more seriously. Think about the art you'll be featuring. If it's classical or related to a serious subject matter, giving your exhibit a bold, flashy name might not make sense.

For example, if you're hoping to attract admirers of landscape paintings to your exhibit, a serious name like "Slippery Slopes; Paintings of America's Cold, Mountainous Landscapes" would probably do a better job than a name like "Landscapes by Freezing Artist."

7) Make sure the name you choose is relevant to your art.

People coming to your show will expect to see whatever you promise in your exhibition name, so be sure to deliver. Don't mention an obscure theme or semi-relevant time period unless they're clear and present in your exhibit. For example, if your art is inspired by ancient Japanese ink paintings, but that isn't necessarily clear in your exhibit, don't mention that in the name. Otherwise, people will show up expecting to see an exhibition focused on ancient Japanese artwork. You can explain the more subtle nuances of your artwork to people in person at your exhibit. Don't feel like you need to cram everything into the name.

8) Keep search engine keywords in mind when choosing a name.

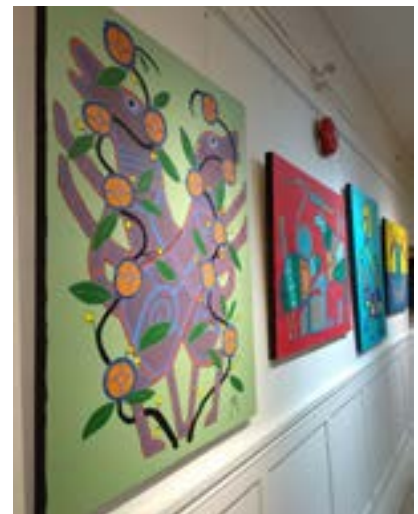
Keywords are what search engines use to find results when people search for things online. If you want people to be able to find out about your art exhibit when they do an online search, include a relevant keyword in the name of your show. Just make sure you're using specific keywords; broad keywords like "love" and "art" in the name won't show up in people's search results because they're so popular.

For example, if you're having a pottery exhibition and you want people interested in pottery to find out about it online, include the word "pottery" or "ceramics" in the name of your exhibit.

Only worry about keywords if you plan on setting up a website or social media pages for your exhibit, or if there's a chance your exhibit will get media coverage online.



Chris Wenger ~ Natural Lines 2018 ~ Main Gallery



*Mike Alexander
~ Crane in the Shadow of Song 2019~ Hallway*



Dale Redfern ~ Dale & his Pencils 2017 ~ Main Gallery



Garry Davies~ Cowboys & Portraits 2019 ~ Main Gallery

After you choose a theme and title, it's a great time for you to write an artist statement on your exhibit – your thoughts or feelings about the whole show and the pieces for your show. Do not feel pressured to write about each piece individually, however, if you choose to do so, it can help the viewers and potential buyers learn more about what the piece means to you. An artist statement should explain the motivation behind the work and/or why you chose the theme you have.

Artist Statement & Artist Biography

The 'Artist Statement versus the Artist Bio' is one of the most confusing tasks that an artist deals with when preparing for an exhibition. The challenge of writing one may seem quite daunting, although please read further to be enlightened on what this means for you. The artist's biography is a required piece of documentation when submitting works for a show or gallery. Unless you are a world-famous artist, most people won't know you all that well, and you'll need to help explain who you are, why you're here, and why people should be interested in you. You may want to take the opportunity to flaunt your credentials, or your education. You may want to describe your solo shows, or your inspiration, or your artistic technique. The biography does not need to be detailed or granular as your Curriculum Vitae, and not as personal and philosophical as your Artist Statement. An Artist Bio does not exceed 100 words.

The Kamloops Arts Council requests both an Artist Bio and an Artist Statement about your exhibition for promotional purposes.

With this in mind, here's a list of what you need, at minimum:

For your Artist Biography-

Always written in third person (i.e. he, she)

Where you are from

Where you currently live

What you are creating

Your experiences

Your art related education, if you have any. It is ok to leave this out and include workshops attended or other related ways you have built your skills as an artist.

Your current projects

Your past projects

Your future plans in your art career

For your Artist Statement-

The Kamloops Arts Council highly recommends you display at least one Artist Statement about your entire exhibition, or create an Artist Statement for each piece you are exhibiting. This should also be done in group exhibitions. The Artist Statement tells the viewer all about each piece, or your exhibition on the whole.

Remember, if you're not present when your work is being viewed, the artist's statement is your proxy to the viewer, and perhaps your one chance to explain what you're doing. When writing your statement, imagine talking to a potential customer while standing in front of your best work. Next, imagine explaining the piece to them. Here are some helpful tricks to writing an Artist Statement:

Always written in first person (i.e. me, my, I)

What inspired you to create this piece. Or what inspires you to be creative generally.

What this piece means to you, or what being an artist means to you in general.

What your work is like, what mediums are your favorites.

What your challenges were with this piece, or to create art in general.

Who inspires you, do you have any mentors.

Choose a Location

The Kamloops Arts Council currently has four galleries to offer its members:

The Main Gallery	(20-30 pieces of art, depending on size)
The Hallway	(15-20 pieces of art, depending on size)
The Alcove Gallery	(13-17 pieces of art, depending on size)
The Vault	(11-17 pieces of art, depending on size)

Any of these galleries can be combined, as well as rented all at once. These galleries are located in the Old Courthouse Cultural Centre at 7 Seymour Street West. If you have not applied already, you are welcome to submit an Exhibition Request at any time. Our Galleries are often booked at least one year in advance. It is best to sign up to reserve your space, and then begin planning for your exhibition.

The Kamloops Arts Council also hosts ongoing events and programs where you can also display your artwork. Check out our annual events like Art Exposed in March, our SMALL/Works show and art sale in November, and Art in the Park on Canada Day in July, just to name a few.

Keep an eye open for our rotating shows with our Art in Public Spaces program in it's fourth year now with ongoing exhibitions at RIH Clinical Services Building, the Kamloops Airport and our TNRD Library both downtown and on the Northshore.

For more information, or to register please check out our website www.kamloopsarts.ca. or inquire directly to the KAC Galleries Coordinator at kacgallerycoordinator@gmail.com.



Art in Public Spaces ~ RIH Clinical Services Building 2019



Art in Public Spaces ~ Kamloops Airport 2019 ~ Artist Julie Senger

Setting a Date

Choose a time that will work for you and your gallery host. If you know you'll be away or busy at a particular time of year, make a note of your preferred times on your Exhibition Request Form. The KAC Galleries Coordinator will schedule a time for your exhibit.

These exhibition dates are not negotiable. In some instances, an installation or striking date/time may be altered, but this needs to be cleared with the KAC Galleries Coordinator. If you have any conflicts with your dates, for any reason, please discuss this as soon as possible with the KAC Galleries Coordinator.

In most cases, the Main Gallery can be booked a full year in advance. It is a common occurrence to have to wait for your turn to exhibit in any of our Galleries. It is recommended to send in your Exhibition Request Form as soon as possible, as the exhibitions are selected by which artists have been waiting the longest. Each spring / summer, the KAC Galleries Coordinator plans the following year's schedule. If you have submitted an Exhibition Request Form, you can guarantee to hear from the coordinator on your exhibition's status at this time of year. Cancellations also do occur, and if your body of works is ready to display, your name can be put on the cancellation list.



Karl Willms ~ Travels with Karl 2018 ~ Hallway

Planning your Opening/Artist Reception

Another important time to keep in mind is your opening reception. What else is happening around the city during this time? Are there any partnerships that could be created with your event? For example, The Federation of Canadian Artists could be hosting an opening reception as well, and this may allow for more guests to visit both exhibitions. If you are booked in one of the four galleries you may want to combine efforts with the other artists exhibiting in one of the other galleries and visa versa.

Typically, an opening reception is booked on a Friday evening with one of the following time slots: 5-7pm, 6-8pm, or 7-9pm. A Saturday afternoon works well also (eg. 1 – 4 pm).

You may be thinking ‘why should I have an opening reception?’ Not only does having an opening reception promote your exhibition to local media, your friends, family, acquaintances, and business relationships, by inviting the public, you may create new relationships with your potential customers. These types of interactions are great; as it can be an experience for the customer to meet you, learn more about you, your inspirations, your favourite mediums, etc. Your opening reception can range from a fancy catered affair to a potluck. Some background music is also a nice addition. KAC can provide a table and fitted table cloth to house your refreshments and snacks.

You are welcome to serve alcohol - you will need a liquor license and must be on the premises. You will require a person certified with ‘Serving It Right’ to distribute/serve the liquor to your guests. To obtain a liquor license, contact the BC Liquor Branch’s toll free number for more information, 1-866-209-2111. Remember, this will add an additional cost to your budget, and can take up to two or three weeks for processing so start right away! If you require Serving It Right Certification, please go to www.servingitright.com. Lastly, you will need to consider if there will be underage guests at your opening. This gallery is a public space and all are invited to attend your opening reception.

Contact the KAC Galleries Coordinator to book your opening reception. Be sure to invite your family, friends, and the local media. Inexpensive and effective invitation options are Facebook events, an email, or 4 by 6 inch paper invitations to give to your guests in person. KAC will create a Facebook event for you that is linked to the Kamloops Arts Council’s Facebook Page (www.facebook.com/kamloopsarts). Invite your friends and post photos or comments to the event’s timeline. Your exhibition will also be promoted through the Arts Council’s newsletter. **We cannot guarantee that a representative can attend your opening reception**, in this case you will need to designate a trusted volunteer to aid you with the sales process. You must create a price list and give one copy to the KAC Galleries Coordinator to aid with sales in the KAC office.

It is your responsibility as an exhibiting artist to clean up after your opening reception and leave the gallery and surrounding areas in appropriate condition. Please clean and return your dishes, tables and chairs, put garbage in the appropriate receptacles, and ensure the floors and walls are in perfect condition, etc.

Exhibition Request Form - KAC Galleries

Find a printable version of this form at "kamloopsarts.ca" under "What's on" - "Galleries & Exhibitions".



KAMLOOPS ARTS COUNCIL GALLERY EXHIBITION REQUEST

Today's Date: _____
Exhibition dates: _____

Please note:

*You **must** be a current Kamloops Arts Council Member to request space in the any of our Galleries.*

All galleries are located at the Old Courthouse Cultural Centre, 7 Seymour Street West.

Hours: Tuesday-Friday 10am to 5pm, Saturday 10am to 4pm

Where would you be interested in having your exhibition?

- Kamloops Arts Council Alcove Gallery
- Kamloops Arts Council Vault Space
- Kamloops Arts Council Alcove Gallery and Vault combined

- Kamloops Arts Council Main Gallery
- Kamloops Arts Council Hallway Gallery
- Kamloops Arts Council Main Gallery and Hallway combined

Name: _____

What medium(s) will you be exhibiting? _____

Please tell us a bit about your planned show (title & theme):

Have you exhibited with KAC before? No _____ Yes _____ When? _____

Phone #: _____ email _____

Gallery Fees – Alcove Gallery / Vault Gallery / Main Gallery / Hallway Gallery = \$45

Combining Galleries – Alcove & Vault, or Main & Hall = \$80 All Galleries = \$160

All Gallery fees are due upon signing of the contract (not this request).

A 30% commission is required on the sale of each piece sold during the scheduled exhibition.

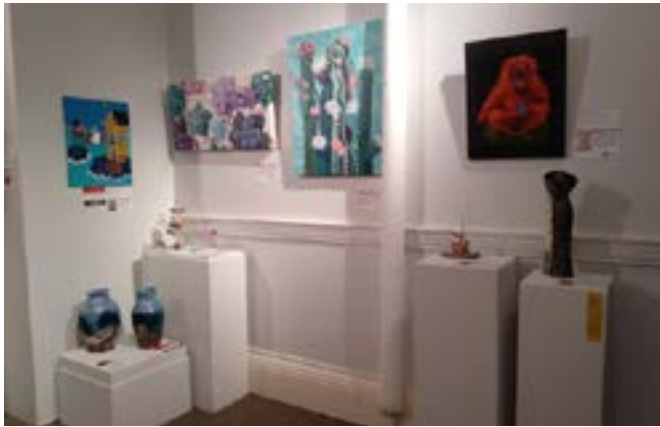
Please return to: 7 Seymour Street West, Kamloops, BC V2C 1E4 or email kacgallerycoordinator@gmail.com

Updated November 27, 2019

Set a Budget & Update your Insurance

We may have dreams of running around on opening night sticking little red “SOLD” dots onto our artwork. But when it comes to setting a budget for your exhibit, it’s best to err on the side of caution. Setting a realistic budget – including framing costs, poster and invitation printing, and opening night refreshments – will go a long way to ensuring your exhibit is financially sustainable.

As a result of your up-to-date KAC membership, you are covered under 3rd party liability insurance coverage. For example a piece falls off the wall and hits a person, you will be covered. Ensure your membership is current. Please be aware.... your pieces will NOT be covered if damaged or stolen. If you would like this type of insurance, you must have each piece separately appraised, and then insured at your own expense.



Art Exposed 2019 ~ Alcove Gallery



Art Exposed 2019 ~ Alcove Gallery



Art Exposed 2019 ~ Main Gallery

Set Prices

Setting prices can be a challenge. Some artists set prices based on square inch; others based on the time spent on the piece. Not every piece in your exhibit has to be for sale. Be sure to have a price list ready for the KAC Galleries Coordinator. Throughout your exhibition, the KAC staff will manage sales. KAC has created a sales register for your exhibition where everything sold will be recorded.

Ensure your prices reflect an appropriate commission rate to the KAC. All Gallery sales are conducted through the KAC office. All cheques are to be made out to “Kamloops Arts Council,” all sales will be filtered through the KAC books; the artist will be reimbursed, less 30% commission up to 30 days after the exhibition closes and cheques have been cleared.

The KAC also accepts Visa, Mastercard, cash and etransfers – the purchaser can request etransfer information at time of purchase. Please note we do not accept debit cards.

All pieces that are sold during the exhibition must remain in the gallery until the exhibition closes. The customer will need to pick up his or her purchase after the show closes, however, it will be the artists responsibility to contact each buyer and coordinate the pickup of each piece. Please note the KAC is a non-profit organization that is not required to charge PST or GST on sales. If your business requires you to charge taxes please include this cost in the final pricing of your artwork in the KAC Galleries.

According to ArtBusiness.com, in order to price your art realistically, you must understand and respect how the art business works and how collectors shop and buy. You must step back and objectively evaluate the significance and quality of your art in relation to all other art. You must also objectively assess your art world accomplishments and determine how they position you in relation to all other artists. These are difficult tasks and not necessarily pleasant, but they're absolutely essential to achieving the goals of making a go of it as an artist and of selling art.

It is recommended to keep artwork that is near and dear to your heart off the market – by stating it is “NFS” or “not for sale”. Have art priced in ranges for everyone. People who like your work, but can't afford the big stuff should at least have the opportunity to come away with something. These are your biggest fans, your collector base, and the people who will stand by you throughout your career. Do whatever you can to provide them with art. That's the best way to maximize your exposure, create good will, get yourself out there, jump start your sales, and become known and respected in the arts community. le; a great way to do this would be to also offer prints of your work at a lesser charge than the original.

It is suggested that artists new to the market should price their art based on comparable pieces. Compare your artwork to what sells, not to what does not sell. Set your price similar to other artists with similar experiences and who work in similar mediums or price your art like a retailer, at two times the cost of materials. Another way of looking at it is to price your artwork at the cost of materials, plus your hourly rate times the hours spent creating the art. For example, if the cost of materials is \$50.00, your hourly rate is \$20.00, and you spent twenty hours creating your art, then your art would be priced at $\$50.00 + (\$20.00 \times 20) = \$450.00$. Feel free to broaden your appeal and try to offer works at different price points.

On the flipside, for artists with experience in sales, price your artwork based on documented accomplishments, sales history, and exhibition history. Art sales are not immune to the ups and downs of the general economy. Artists should make necessary price adjustments to reflect market conditions. Do try to broaden your appeal and try to offer works at various price points.

Framing and Hanging Requirements

Frames:

The frame should not read as part of the work; bad frames, or elaborate frames will distract from the work and possibly weaken its quality. Try to use simple black or silver metal frames, or wood frames with a stain that complements the work.

Use d-rings on the back of the frame to hang from. Make sure to place each of them the same distance from the top of the work (3-4” if possible) and in from the edge. Use a picture wire between the d-rings but try not to leave too much slack in the wire.

Matt Windows:

Only use a single layer of matting.

The matt colour should be neutral to prevent it from distracting from the work. In most cases you should use a white matt, but black and grey tones can work well.

Use archival or acid free tape to mount the work to the back of the matt window. With the window placed face down on a clean surface, line up the work so that it sits properly in the window. Place two pieces of tape along the top edge of the work creating a hinge. Paper works need to breath so do not place tape on any other edges. This will allow the work to shrink and expand naturally without getting waves or wrinkles.

Works on (stretched) Canvas:

Finish the edges of the canvas by either continuing the image around the edge of the canvas, or painting the edge a solid colour. This will cover up distracting drips and stains that can occur and tends to add a real nice finish to the piece. You may also frame canvas paintings if you like, but it is best to keep to the theme of framed or not framed when having an exhibition.

Use d-rings on the back of the stretcher to hang from. Make sure to place each of them the same distance from the top of the work (3-4" if possible) and in from the edge. Use a picture wire between the d-rings but try not to leave too much slack in the wire.

Paper Works:

NOTE: The following methods are not always recommended for KAC gallery standards, please check with the Gallery Coordinator before using any of these methods.

Paper works are usually presented in a frame with a matt, with the exception of prints which can be presented a variety of ways; framed, frame with matt, or neither.

A print with a matt should have the window stop just outside the edge of the image (1/8" - 1/16") with extra room at the bottom for edition number, title and artist name.

Other works on paper should have a window that crops into the image a very small amount, 1/16" or less. If the work has a clean boarder then it can be nice to show a small amount in the window (1/8" - 1/16"). If you can afford to try both options you can decide which works best.

To hang an unframed paper work without using adhesives use cricket clips or gator clips. Cut a small piece of paper to sit between the clip and image for added protection. Smaller works can be hung using T-pins, keeping the image surface free from any contact. These all work really well but are visible to the audience.

It is possible to hang unframed paper work using command strips (you can purchase almost anywhere), however at the KAC Galleries not all walls work well since some are plaster which doesn't adhere as well as a smoother surface.

2D GUIDELINES

- Pieces must be framed in a professional manner, unless it is not appropriate to do so.
- Frameless picture mounts are NOT acceptable.
- Pieces must have a proper wire at the back for hanging (saw tooth hangers are NOT acceptable).
- Wire must be 2 to 3 inches from the top of the piece, but not sticking out over the top.
- Pieces on canvas must be finished (stapled and wrapped around the back and be painted or finished on all sides). A wire hanging system is still required. Framing is optional.
- All glass pieces must be hung by the artist.

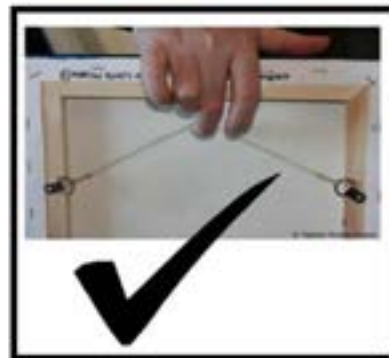


Exhibit Installation

It is show time! As you have all of your pieces ready to hang, the invitations sent out, and the opening date is fast approaching... Here are a few important KAC standards to keep in mind when installing your exhibit.

The artwork you are displaying must have been completed within the past two years, with the exception of an artist retrospective. In this case the artist will be showing how they have evolved over time in their artistic journey through the years.

All of your artwork should be framed if it is appropriate for the medium.

Walls of the Main Gallery, Hallway and The Vault are made of lath and plaster; therefore, nails or holes in the walls are prohibited in these areas. However, there are a few walls in the Alcove Gallery where nails are permitted.

You must adhere to KAC hanging standards – D-rings and wire on the back of all artwork is required. Please do not utilize saw tooth hangers, as they do not work with the KAC hanging systems.

3D pieces as well as the use of plinths or easels must be discussed with the KAC Gallery Coordinator. Note that in the KAC Main Gallery, floor space MAY NOT be used from September to April.

It is recommended to leave 8 - 12 inches between each piece of artwork hanging as per gallery standards.

Each piece requires a typed, not handwritten, title card on 3.5" x 2" white cardstock or glued on foam core board. Information required for each title card -

TITLE of artwork / MEDIUM of artwork / PRICE or NFS (if not for sale)

Mount each title card on the wall, preferably under on the right-hand side or beside each piece of artwork using WHITE sticky tack.

Do not put the title card directly on the artwork. Do not use coloured paper. It is recommended to use the KAC title card template provided by the galleries coordinator.

To abide by gallery standards, please ensure that no artwork is hung above another piece or installed on a window ledge – however we can be flexible if required.

A short 100-word artist biography, artist statement and a guestbook are important optional ideas, as visitors will want to know more about you and your artwork.

Please check with the KAC Galleries Coordinator regarding vinyl lettering on the gallery walls. As an alternative, you are welcome to frame your promotional material or a sign and/or mount it on foam core with sticky tack.

There will be no theatrical installations involving candles or other potentially hazardous materials or effects allowed.

The average installation takes 3 - 5 hours depending on the amount of artwork, experience and if you invite some helpers. The gallery coordinator will be present for guidance and any other direction needed.

All artwork should be spaced evenly and level for the best esthetic appearance.

KAC has access to a tall ladder and a few step ladders for your convenience, you are welcome to bring your own as well as any other materials to aid you in installing your artwork.

Promoting Your Exhibition

It is up to you to have your opening reception booked, proper gallery dates, artist statement, artist bio, photos of your artwork, and other materials ready before you begin promoting your exhibit. If you are not comfortable promoting yourself, that's fine but do keep in mind the more exposure you have the better for your artistic career.

Be sure to submit all of your information including the title of your exhibition, artist statement, and bio by the deadline provided.

The KAC Galleries Coordinator will send out a press release about your exhibition at least ten days before your exhibition opens, although it will be up to you, the artist, to follow up with the media. The KAC cannot guarantee media coverage, as it is the artist's responsibility to follow up with the media by phone or email to further promote their exhibition.

If the KAC does not receive the materials needed to create the press release or promote your exhibition on our website, you will not have any assistance in your promotions.

Remember, the media wants to know your story. Think of potential questions that you may be asked and be prepared to answer them, such as: what type of arts background do you have? How long have you been a practicing artist? What mediums do you prefer and why? What is the theme behind your exhibit, and why?

In regards to social media, the Kamloops Arts Council has a variety of social media accounts. Your artwork will be promoted on all of these platforms. You should also create your own content through your social media accounts if you have them... tag us and we will share it!

Be sure to follow these accounts if you use social media! We love to stay connected!

Twitter: www.twitter.com/kamartscouncil / Instagram: www.instagram.com/kamartscouncil

Facebook: www.facebook.com/kamloopsarts

The poster features the Kamloops Arts Council logo at the top left, a stylized 'a' logo at the top right, and the artist's name 'LEAH BOJEY' in large blue letters. Below the name is the title 'relevant serenity' in yellow and green. The poster includes dates 'oct 9 - nov 2, 2019' and times 'tues-fri 10am-5pm • sat 10am-4pm'. It also lists an 'artist reception: fri oct 25, 4-7 pm' and notes that 'all are welcome to join us for snacks and refreshments'. The location is 'kac galleries old courthouse cultural centre' at '7 Seymour St. in Kamloops, BC'. It mentions 'admission by donation' and lists sponsors: 'city of kamloops', 'province of british columbia', and 'bc arts council'. The website 'kamloopsarts.ca' is at the bottom. Two images of artwork are shown: a stack of stones on a beach and a wooden post in a field.

Contact the KAC Galleries Coordinator to see when your press release will be sent out. Follow up with the media presentably and accordingly. It is up to you to confirm any media interviews.

KAC will create a poster for your exhibition. It will be up to you to incur the cost and printing of these posters. The poster can be any size that you like, although standard poster size is considered to be 11 by 17 inches. It is mandatory that the Kamloops Arts Council's header logo and footer logo is presented on your poster. It is recommended to have your poster professionally printed or ensure it is of good quality. If you choose to design your own poster, it **MUST** meet KAC branding standards and you are required to send it to us for approval before printing.

NOTE: KAC staff must approve any promotional materials to ensure it complies with KAC standards and branding guidelines.

Your posters should be distributed to locations at least two weeks prior to the exhibition. Most locally owned businesses support non-profit related and art events in the city; franchises typically are not permitted to put up posters. KAC can connect you with someone willing to distribute your posters for a fee.

Please note that the Kamloops Arts Council's Galleries are brought to you by our financial supporters, the City of Kamloops and the British Columbia Arts Council.



Striking Your Exhibition

This is another term used for taking down the artwork when the exhibition has come to a close. Now that the exhibit is over, it is important to leave the space exactly as you have found it. Ensure the floors, walls, and ledges are clean and undamaged. Return borrowed materials and take all of your artwork, guestbook, and other information with you. You will be charged for any items that the KAC needs to return. It is crucial that the gallery should be left with clean floors, empty walls devoid of any objects and appear to be a "blank canvas for the next user."

Be sure to carefully wrap your artwork for travel and storage. As with installation, if a crew is needed to uninstall your artwork please have this arranged before the strike day. If you have had any sales, be sure to let the KAC know as soon as possible. The artist must distribute all artwork to the new owner as the KAC has limited storage space.

Congratulations on your show, we hope you had a great experience with us. Please let us know how it all went! We are open to comments and helpful hints to make everyone's experience a really great one!



Sarah Alford ~ The Natural System 2019~ Hallway



*Leah Bojey
Relevant Serenity 2019~ Main Gallery*



*Nancy VanWagoner ~ Field of View 2018
Main Gallery*

Contact Information

If you have any questions, please do not hesitate to ask the KAC Galleries Coordinator or the other helpful and professional KAC staff. The Kamloops Arts Council's office hours are Tuesdays to Fridays, from 10am to 5pm, and on Saturdays from 10am to 4pm. Each business day, we are closed from 12pm to 1pm. **NOTE OUR HOURS ARE SUBJECT TO CHANGE.** Keep an eye on our newsletter for updates.

We are located in the Old Courthouse Cultural Centre, at 7 Seymour Street West, Kamloops, British Columbia, V2C 1E4. Our office phone number is (250)-372-7323.

Galleries Coordinator, email: kacgallerycoordinator@gmail.com - Leah Bojey

Events and Programs Manager, email: events@kamloopsarts.ca

Office Coordinator, email: admin@kamloopsarts.ca

Executive Director, email: info@kamloopsarts.ca - Terri Hadwin,

Outreach Coordinator; email: outreach@kamloopsarts.ca - Lorel Sternig

List for Promotional Information

What we need from you-

(Please submit your information no later than THREE months before your start date via. email.

NOTE: sooner is much appreciated.)

1. Images - two or three in jpeg format –each image labeled with TITLE / ARTIST NAME / MEDIUM / SIZE
2. Title of Exhibition
3. Date & Time for Artist Reception
4. Tag-line -a few words (short sentence) describing the exhibition / catchy phrase
5. Artist Statement (100-200 words)
6. Artist Bio. (100-200 words)
7. Title Cards - Please use our KAC template for your convenience. You are responsible for creating, printing and trimming your own title cards. These should be prepared by the installation date. Use white sticky-tac to adhere them to the wall beneath each piece of artwork. Find it reasonably priced at the dollar store.
8. Please provide a list of all artwork in the exhibition with titles and prices for our sales register in the office. This is required by the installation date.
9. A guest book is nice - you may bring your own, however if you do not have one you may use ours at KAC.

What we provide for you:

- 1- Poster - we will create a poster using KAC branding standards. You are welcome to do your own design, however this must adhere to KAC branding guidelines and be approved by KAC staff before being printed and released to the public.
- 2- Facebook - we will create an event on our Facebook page and can make you a contributor / host (again keeping with consistency of our brand). I usually start making regular posts on the Monday before the exhibition starts. KAC will take photos of the exhibit once it is set up and schedule posts for the duration of the show on our facebook page, which you are welcome to share. (It is also nice to have photos of the opening with people attending and viewing to post.) NOTE: We suggest you create your own content on your Social Media accounts and tag us, then we will share! This will create more success and followers.
- 3- KAC Website - Your event is listed on our website under "What's On", Upcoming Events. You can have a look and if anything needs editing let me know, I can easily make changes.
- 4- Press Release - We will do a press release, which is scheduled 10 days before the exhibition. It will contain the information that is on our website, these get sent to all of our contacts.
- 5- Online Events - KAC will post an announcement on the online Events for Tourism Kamloops and Kamloops this Week.
- 6- KAC Galleries Coordinator will provide assistance with Installation. Check for the date and time. Make sure to check our hanging requirements to ensure the installation goes smoothly.
- 7- The KAC Galleries Coordinator will provide support and advice on your opening / closing reception.

Galleries Coordinator
kacgallerycoordinator@gmail.com

Media Contact List

The River CKRV	Heather Adams	heather@ckrv.com
Kamloops This Week	Sean Brady Andrea Kassen Tim Petruk	sbrady@kamloopsthisweek.com andrea@kamloopsthisweek.com tim@kamloopsthisweek.com editor@kamloopsthisweek.com
B100 / CFJC / 98.3	Broadcast Group, Jim Patterson John Paul Byrne	info@jpbg.ca paul@okanaganlife.com
Tourism Kamloops	Monica Dickson Lisa White Candace	monica@tourismkamloops.com lisawhite@tourismkamloops.com candace@tourismkamloops.com
Midday Susan Edgell CFJC –TV	Susan Edgell	sedgell@cfjctv.com
The Artist's Journal Type Rag City of Kamloops Kamloops BC Now	Eve Lees (editor) Events, Type Rag Cara Gates Todd Hauptman	eve@artnews-healthnews.com events@typerag.ca cgates@kamloops.ca news@kamloopsbcnow.com
North Thompson Star Journal	Jill Hayward	news@starjournal.net
The Big Edition CBC Daybreak Kamloops Matters TRU Okanagan Life Magazine	Glenn Hilke Shelley Joyce Brendan Kergin Donald Lawrence	thebigeditionkamloops@gmail.com shelley.joyce@cbc.ca bkergin@kamloopsmatters.com dlawrence@tru.ca editorial@okanaganlife.com
Kamloops Museum & Archives	Cindy Mochizuki	cmochizuki@kamloops.ca
Sun Peaks Independent News	Jeana Mustain	jeana.mustain@gmail.com
TRU Omega Newspaper	Elizabeth Nygren	elizabethnygren1998@gmail.com editor@truomega.ca
KAC Board	Jodi Roberts	jodi@kamloopsparents.com
Ashcroft / Cache Creek Journal	Barbra Roden	editorial@accjournal.ca
Radio NL News Kamloops & Armchair Mayor	news room Mel Rothenburger	nlnews@radionl.com mrothenburger@armchairmayor.ca
Sun Peaks News Kamloops ePublishing	Brandi Schier Darryl Schmidt	brandi@sunpeaksnews.com info@kamloopsepublishing.com

Shaw TV	Fred Semeniuk	fred.semeniuk@sjrb.ca
The Kamloops Self-Advocate	Krystian Shaw	thekamloopselfadvocate@yahoo.com
The Best Version Media	Brandy Thring	btring@bestversionmedia.com
inKamloops.ca Video Magazine	Blaine Young	info@inkamloops.ca
The X Kamloops	Brant Zwicker	radio@tru.ca
Kamloops Art Gallery		kamloopsartgallery@kag.bc.ca
Look Kamloops	Rebecca Mclean	lookkamloops@gmail.com
Salmon Arm Shuswap Market News		newsroom@saobserver.net
Shaw Cable 2		dailytv@sjrb.ca
100 Mile Free Press		newroom@100milefreepress.net
CBC Kamloops		kamloops@cbc.ca
The Bear in Barrier (radio) editor		contact@thebear931.com
Clearwater Times editor		newsroom@clearwatertimes.com
Chase Sunflower editor		info@chasesunflower.ca
TNRD Blackpress		publisher@100milefreepress.net
Kamloops Night Out		info@kamloopsnightout.com
Thompson Okanagan Tourism		communications@totabc.com
Kamloops BC Now	John	john@nowmediagroup.ca
Kamloops Matters		info@kamloopsmatters.com
Info News	Marshall	news@infonews.ca

Checklist

- Submit all PROMOTIONAL INFORMATION?
- Pick a theme for your exhibit?
- Write an artist's statement and an artist biography about your exhibit?
- Submit an ARTIST STATEMENT and your ARTIST'S BIOGRAPHY?
- Set a realistic timeline for yourself?
- Make a budget?
- Develop a formula for pricing your work?
- Confirm your opening reception/closing reception with the KAC Galleries Coordinator?
- Create your exhibition's poster with applicable logos, dates, and times?
- Put up your posters around town?
- Follow up with the local media by phone or email?
- Apply for a liquor license if needed?
- Prepare and pick up food/beverages for your reception?
- Install your artwork?
- Meet the KAC Galleries Coordinator and discuss the building codes and key for your reception?
- Stop into the gallery and visit with your guests throughout the exhibition?
- Schedule a date for the striking of your exhibition with the KAC Galleries Coordinator?
- Empty the gallery of your artwork and belongings, as well as ensure that all walls, plinths, display boards are clean, in good condition, and free of holes?