The Galleries at The Florence Events Center

Gallery Information & Specifications Packet

Thank you for your interest in The Galleries at the Florence Events Center, curated by FACE.

This packet contains detailed, specific information for the Gallery One and Five spaces, the Display Case, and requirements for artwork intended for display.

Application forms and costs for **Gallery Use/Rental**, **Consignment Agreements,** and **Individual Artist Applications** are available in separate links on this website, and on paper copies at the FEC office.

Please carefully review the Display Requirements below when preparing artwork, as all pieces must meet these requirements to be considered for display.

DISPLAY REQUIREMENTS:

Each Piece Must:

1. Have an identifying tag affixed to the back or bottom of the piece, with the following information: **Artist's Name & phone number, title of piece, show (if applicable), and price** (see also **Artist Application form**).
2. Be the original work of the submitting artist.
3. Have been created in a **non-smoking studio**. Absolutely NO exceptions.
4. Be pre-approved by the FACE Gallery Committee for display.
5. Be suitable for viewing by all age groups.

Hanging/Framed Art Guidelines:

1. Maximum Height and Width is 40 X 40 inches
2. Matting and framing of hanging art meets the following guidelines:
    a. Plexiglass, not glass, on larger pieces to avoid excessive weight.
    b. Oil paintings without glass covers have appropriate protective frames (no wraparound canvases).
    c. Appropriate wires are used for hanging according to the size of the work.
    d. Frame hardware should be secured with little slack, and any sharp ends covered with tape or other protective material.
    e. No saw-tooth hangers.
    f. Hangers should be equidistant, one-third of the way down from the top of the piece's frame.
    g. Frames must be securely assembled of sturdy metal or wood, with tight corners and no obvious scratches or fingerprints.
    h. Bumpers included, made of felt or plastic.
    i. Art is securely affixed to the mat or backing.
    j. Both the MATS and the PLEXIGLASS or GLASS must be clean, well cut, and with no pencil marks, fingerprints, moisture, dust, smears, or smudges.

3-D Guidelines:

1. Pieces must fit within the glass Display Case (specs below); maximum 50 pounds per shelf.

2. Larger pieces will be considered on an individual basis.

ARTWORK SUBMISSION PROCESS:

The Gallery Committee displays artwork and accepts applications throughout the year.

Applications may be submitted to the FEC office during regular business hours. A Gallery Committee volunteer will contact the artist by phone. Once approved, your show/artwork will be set for a date/time that works best for your schedule and that of the Galleries. Art will be juried in by the Gallery Committee; note that not all works will be accepted in this jury process. Please remember that due to other events scheduled during your show, the FEC staff may need to temporarily move or cover artwork in the galleries.

THE GALLERIES AT THE FLORENCE EVENTS CENTER

The art venues at the FEC are in the flat floor area on the South side of the building. Gallery One is at the East end of the building near the main entrance; Gallery Five at the West end. Both galleries offer excellent opportunities for public viewing, with foot traffic at the East end and the weekly Rotary meeting and other events at the West end.

GALLERY ART HANGING SYSTEM:

The artwork hanging system in the galleries comprises rods and hooks suspended from a vertical system near the gallery ceilings. These rods are movable along the gallery wall. Each rod can hold two smaller pieces or one large piece of artwork.

DISPLAY CASE FOR 3-D PIECES

Smaller three-dimensional pieces are displayed in the Glass Display Case. This locked case has its own lighting system, and the entire case is movable on built-in casters.

Dimensions: Five shelf areas, 21.5" X 21.5" -- some are adjustable.

PUBLICITY

The FACE Gallery Committee and the staff of the Florence Events Center post art show information in a variety of places including websites,*The Siuslaw News*, social media, etc. Artists are encouraged to submit a newspaper-ready press release to facilitate this process. Photos of your work are strongly encouraged. Press releases are due on the 5th of the month PRIOR to your show. Send all materials to Aleia Bailey aleia@eventcenter.org or provide on a thumb drive.

To further advertise your show, consider the following:

1. Create a 8.5X11" poster -- the FEC staff can help, and will display it inside and outside the FEC.
2. Post your event on local social media: your own sites, and Facebook sites such as *Florence,Oregon* and *Florence Oregon Coast*.
3. Create "rack cards" / postcards to be distributed locally to bulletin boards, restaurants and hotels.
4. Provide information to KCST radio and request a session for your show on "Our Town" community interview show; always aired the first Wednesday of the month: 541/ 997- 9136.

RECEPTION

The Gallery Committee suggests that you hold a reception open to the public to celebrate your show. The second Saturday of the month of your show from 3:00 to 5:00 PM is an optimal time, as this will be included in The 2nd Saturday Gallery Tour under the auspices of the Florence Chamber of Commerce. You may also wish to hold a more private event, and then open it to the public. Reception dates and specific requirements are scheduled through the FEC office.

SPECIFICATIONS

GALLERY ONE: East end of the FEC flat floor area. Wall space is 10 feet plus 46 feet.

GALLERY FIVE: West end of the FEC flat floor area.   Wall space is 14 feet plus 46 feet.

DISPLAY CASE: Five shelf areas, 21.5 inches by 21.5 inches. Self-lighted, locked, moveable on casters.

HANGING ART ROD AND HOOK SYSTEM: Artwork must be properly secured with a wire on the frame. Rods are moveable along the walls and can accommodate one large framed artwork or two small ones.

FACE *for* The Galleries at The Florence Events Center
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