

## CITY OF ENCINITAS CIVIC ARTS PROGRAM

### ENCINITAS COMMUNITY CENTER GALLERY • 3-D EXHIBIT INFO SHEET

Encinitas Community and Senior Center, 1140 Oakcrest Park Drive, Encinitas, CA 92024, Encinitas, CA 92024.  
Phone (760) 943-2260

3-D exhibition area: 3 lighted exhibit cases in the Community Center Gallery, in the main hall of the Encinitas Community and Senior Center.



**Case 1** – Main Hall, west side.

11'10" wide x 5' high x 14" deep

With glass shelving, lighted.



**Case 2** – Main Hall, north end.

5'10" wide x 4'9.5" high x  
20.6" deep

With glass shelving, lighted.



**Case 3** – Main Hall, center.

28" wide x 40" high x 15" deep

Behind Plexiglass, lighted.

## INSTALLING THE ARTWORK

1. The exhibit will be installed by the artist and arts staff. Please allow 90 minutes for the installation.
2. All artwork must be inside the case.
3. The gallery has locking exhibit cases with adjustable glass shelves.
4. The exhibit case is outfitted with a fluorescent art lighting system.
5. The artist is responsible to provide small wall signs, on white paper, for each artwork. List the *title*, media, year, artist name, price or NFS (not for sale), phone, email and website. Please make your signs in tent style, folded in half, no larger than 3" x 3" (with text only on the front side 1.5" x 3"). Signs are placed to the bottom right of work.
6. The artist is responsible to develop a layout where the art is to be placed in each exhibit case.
7. The artist is to provide an 11X17 pdf exhibit poster. The City will print, mount it on foam core and install it for you, or the Arts staff will make an exhibit poster for the gallery using JPG images submitted by the artist.
8. All work must remain in the gallery for the duration of the exhibit.

## ART SALES

- 1) All income from the sale of art goes to the artist. The exhibition opportunity is a service to local artists.
- 2) Artists are encouraged to be flexible in pricing given there is no gallery commission—affordably priced art sells well (under \$300).
- 3) The exhibit must stay intact for the duration of the exhibit.

## PUBLICITY

- 1) The artist promotes the exhibit to the media, clients and friends—a Media Contact List is available from arts staff. Reporters respond well to artists and will often write a story. Give them a call and discuss your art with them.
- 2) Exhibit information is included in the City's weekly e-newsletter to the community, the monthly Encinitas Arts & Events Calendar and the City website.
- 3) The Encinitas Community Center averages 7,500 to 10,000 visits per month.
- 4) The artist is to provide an 11X17 pdf exhibit poster to Arts staff to be printed by the Arts Division or the Arts staff will make an exhibit poster for the gallery using JPG images submitted by the artist.
- 5) Info on the exhibit will be listed in the Exhibit Schedule, located on the Visual Art webpage: [www.Encinitasca.gov/VisualArt](http://www.Encinitasca.gov/VisualArt)

## OPENING RECEPTION

- 1) The artist may host an opening reception, if they wish, in the gallery on a Saturday ONLY, from 1:00-4:00pm (the lighting is best at this time). Contact arts staff to schedule the reception.
- 2) The artist may partner with the 2-D artist who is exhibiting concurrently, contact arts staff for contact info.
- 3) The artist provides food, drinks, table cloths, napkins, etc. It will be located in an adjoining room off the gallery.
- 4) Alcoholic beverages are allowed: white wine, beer or champagne (no red wine). They are to be consumed by adults, only, and must not leave the gallery area.
- 5) For music, the artist can bring a CD and ask Center staff to play it on the sound system.
- 6) The artist may bring additional artwork, cards, etc. to sell at the reception. Center staff can provide tables.
- 7) The artist is encouraged to make 2 reception signs and place at each end of the gallery. Sign holders are available, contact Center staff.
- 8) The artist is expected to promote the reception to the media, client list, family and friends. The success of the reception depends on the artist. A Media Contact List is available from arts staff.

### GALLERY INFO

The Community Center Gallery is located in the Encinitas Community And Senior Center, 1140 Oakcrest Park Drive, Encinitas, CA 92024, Encinitas, CA 92024.

Hours: Monday-Saturday, 8:00am-10:00pm, Sunday, 8:00am-5:00pm. (760) 943-2268  
Derrick Monroe, Community Center Manager, (760) 943-2259

### CONTACT

Cheryl Ehlers, Arts Program Assistant, [cehlers@encinitasca.gov](mailto:cehlers@encinitasca.gov), (760) 633-2748

Arts Division, City Manager's Office, City of Encinitas, 505 S. Vulcan Avenue Encinitas, CA 92024  
[www.EncinitasCA.gov/arts](http://www.EncinitasCA.gov/arts), Fax (760) 633-2627