

CITY OF ENCINITAS CIVIC ARTS PROGRAM

CIVIC CENTER GALLERY • 3-D EXHIBIT INFO SHEET

Encinitas City Hall, 505 S. Vulcan Avenue, Encinitas, CA 92024, (760) 633-2600

INSTALLING THE ARTWORK

1. The exhibit will be installed by the artist and arts staff.
2. The gallery has a locking case (6' T x 9' W x 16" D) with six adjustable glass shelves. Large work may be exhibited in front of the case.
3. The exhibit case is outfitted with an adjustable LED art lighting system.
4. The artist is responsible to develop a layout where the art is to be placed in the exhibit case.
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.

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 eblast to the community, the monthly Encinitas Arts & Events Calendar and the City website.
- 3) Arts staff will make an exhibit poster for the gallery using JPG images submitted by the artist.
- 4) Info on the exhibit will be listed in the 2014 Exhibit Schedule, located on the Visual Art webpage: www.Encinitasca.gov/VisualArt

OPENING RECEPTION

1. The artist may host an opening reception, if you wish. It may be possible to partner with the 2-D artist who is exhibiting concurrently in the gallery—contact arts staff for contact info.
2. The reception must take place on a day when City Hall is open, Monday-Friday, from 5:00-7:00pm. City Hall is closed on alternating Fridays.
3. Arts staff can provide up to three 6' x 3' tables. Afterward, place them in the lobby against the reception desk.
4. The artist provides food, non-alcoholic drinks, table cloths, napkins, cups, etc.
5. The reception is held in the outdoor courtyard in the spring, summer and fall, and inside the lobby in the winter.
6. The artist may bring additional artwork, cards, etc. to sell at the reception.
7. 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 Civic Center Gallery is located in the lobby of City Hall, 505 S. Vulcan Avenue, Encinitas, CA 92024. Hours: Monday-Friday from 7:00am-6:00pm. City Hall is closed on alternating Fridays. The Gallery is staffed by two city employees who help promote the art and artist. Phone: (760) 633-2600.

CONTACT

Jim Gilliam, Arts Administrator, jgilliam@encinitasca.gov, (760) 633-2746

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

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www.EncinitasCA.gov/arts, Fax (760) 633-2627