

hob'art Co-operative Gallery

please remember that the name, hob'art, is in lower case only. And please take the time to read the below information!

Setting up your Show ~ Artists decide on the title of their exhibition.

SHOW DATES: your dates

INSTALL/DE-INSTALL: The week before and after your exhibition is for installation and de-installation. You must supply all hardware and tools needed to install your artwork. Please use very thin nails preferably Ook Hooks (picture hanging hardware appropriate for the weight of your work). We now have numbered pins OR you can create labels if you prefer. Remember that whatever you choose you will have to repair the walls. Numbered pins are in the desk drawer. Numbered pins, next to each work and prepare a price list. A copy of the invitation and price list, with your name, telephone number and/or e-mail address should be left in the gallery at all times (multiples are suggested). Also sign one Waiver and leave it in the draw of the gallery.

We also now have plastic sleeves positioned on the 1st floor to the right of the elevator AND to the right of the door to the gallery. Please print a copy of your invite and post it in these sleeves. After your exhibition is over please leave your poster in the sleeves till the next exhibit puts their poster in place. The reason for this is that once it is empty everyone in the building thinks its free space and they take it over.

Exhibitions run for a 3 week period. However, the previous show needs to be dismantled and then repairs made to the walls and paint touch up if necessary before the next show can be hung. You can take down your work the Sunday night when your show closes and you have to be completely out and your walls repaired and ready for the next artist by the following Tuesday morning. This allows those who work full time to have the time to accomplish what needs to be done. Walls should be in the same condition that you found them in or better.

The director is available for serving at the reception and for making reasonable repairs and paint touch up for \$20/hr. The director is also available to help you curate your exhibition if you have never done so before. Members have curated their shows in a variety of ways. Many of our best looking exhibition have integrated the exhibiting artists work as opposed to grouping works under each artists name. But this is of course up to you.

hob'art Exhibition Notice: Design a jpeg image invitation and send it to Tom Egan our corresponding secretary: tome31@juno.com

Ask Tom to forward it to all of our members. Shows should be posted on the website, please contact Ann Kinney 3 weeks before the opening of your show: akinney@gmail.com

Forward a jpg of your complete postcard design to Roslyn Rose as well.

RECEPTION: Artists are to decide when their opening will be. Select an evening or weekend afternoon, check to see if there are any events happening within Monroe Art Center, in particular the theater down the hall, to increase attendance. You must supply the food, wine, bottle opener, cups, plates, napkins, etc., for the reception.

Several artists have chosen to have live musicians.

Geraldine Gaines: African Drummer and member is available to perform. Please contact her directly for prices and availability. She is a wonderful drummer and its great to keep it in the family! me@gerrigaines.com

Members have used other musicians OR DJ's. Or not!

DONATION: There is a suggested donation to hob'art of 20% of any sales made during a hob'art sponsored exhibit. All sales are referred to and handled by the exhibiting artists.

hob'art now offers The Square for sales. Please contact Jodi Zulueta for information about this option. The Square is a device that you can attach to your cell phone that enables you to swipe a credit card for sales.

PUBLICITY ~ IF YOU HAVE ANY QUESTIONS ABOUT PR ASK ROSLYN ROSE and ANN KINNEY

Gallery Members will write their own Press Releases and have them ready for publication 3 weeks before the opening. Send a copy of the press release to the director and Roslyn Rose to proofread, especially if you have not written a Press Release before. See the sample layout for a publicity release; press releases are usually one page long. Be sure to include the sentence that says the show is sponsored by hob'art gallery and the URL of our website.

Newspaper reporters do not want a list of facts and/or statements making them do the composing for you. You must write it out so that they have the choice of just copying it or editing it.

*****Send the corrected copy and the jpeg images to Roslyn Rose, Ann Kinney and Heather Corey, who will then circulate, mail or post, them to the organizations' contacts.** Do be sure that the jpegs are labeled: **FirstName_LastName_title.jpeg** and they are sized: 300 dpi by 4" on the longest side. Keep in mind that you can easily make an image smaller but you should not enlarge a small image.

Roslyn Rose: rosehobart@optimum.net

Ann Kinney: akinney@gmail.com

*****If members need personal assistance you can hire Roslyn Rose, for \$25. per hour, who would be happy to write your copy and/or resize your images if you give her 3 to 4 weeks lead time.**

Attach a jpeg for each artist, size should be 300dpi and approximately 4" on the LONGEST SIDE.

Each of the jpegs should be labeled as follows:

LastName_FirstName_title_Date.jpeg

For example:

Jackson_William_Sunday_2005.jpg

Jackson-William_Pigs_2012.jpg

***Please give this information to Roslyn when submitting images:

Name of the piece, year created, medium used and the name of the artist(s) and name for photo credit.

At the end of the press release, make a list of the attached images IN THE SAME ORDER AS THEY HAVE BEEN ATTACHED TO THE EMAIL like this:

LIST OF ATTACHED IMAGES:

Tom Egan: TITLE

Janet Hollander: TITLE

Joe Gilmore: TITLE

*****Monroe Center Logo:**

Use the 300dpi for all Press Releases, letters, etc. The 72dpi one is usually sufficient for any announcements made only for the internet (e-postcards, etc.)

***If the logo is to be placed at the end of a Press Release, ie., add this sentence within the announcement:

The hob'art gallery appreciates the support and sponsorship of the Monroe Art Center.

***If the logo is going on a card or other small announcement, just put the words '2013 Sponsor' above the logo.

***If you are making a hardcopy postcard please insert the Monroe Center logo somewhere on the card and get some to Hershey at the Monroe Center.

SAMPLE P.R. is included in the Exhibition Packet

Do not use the words: What Where When...they are there for placement of those facts. Place XXX at the end of your PR.