



PETALUMA ARTS CENTER Exhibition Proposal Guidelines

Mission Statement

The mission of the Petaluma Arts Center Exhibition Program is to further the appreciation and understanding of the visual arts in Petaluma and the surrounding region.

Goals

To accomplish this mission the galleries of the Arts Center will serve the community in a variety of ways:

- As a venue for a diverse array of artistic media, from fine arts, photography, fine crafts, multi-media and site specific installation.
- As a non-profit space where work can be displayed which may not find an outlet in the region's commercial galleries.
- As a resource and annual exhibition venue for local artists and area students.
- As a casual and comfortable setting where art can be viewed by the entire community.

The Arts Center schedules 6 exhibitions a year and serves as an educational resource for children and adults offerings hands-on art classes that relate to current exhibitions as well as lectures, docent tours and special events.

We are a non-commercial gallery and it is not within the scope of the Petaluma Arts Center to represent individual artists.

Art organizations proposing co- sponsored exhibitions by members will be required to share in exhibition production costs. A Co- sponsorship agreement listing PAC and the exhibiting organization's responsibilities will be negotiated and signed by both parties.

Guest curators and art organizations are invited to submit proposals for exhibitions.

As a guest curator you may submit an Exhibition Proposal at any time and it will be screened by the Exhibitions Committee twice a year, in the spring and fall. The exhibitions calendar is set two years in advance.

Our focus includes these areas of emphasis:

- ◆ Historical/cultural
- ◆ Fine art/photography
- ◆ Fine craft
- ◆ Multi-media
- ◆ Community
- ◆ Juried
- ◆ Invitational
- ◆ Curated

All Proposals need to include:

- ◆ The Exhibition premise or theme
- ◆ The Curator's curriculum vitae (CV)
- ◆ 10 images that clearly demonstrate the proposed exhibition concept and quality
- ◆ A preferred timeline
- ◆ A list of possible funding sources for the exhibition.

If a proposal is accepted the curator's job description includes:

- ◆ Selecting all work and presenting selection to exhibition committee for approval
- ◆ Sign an agreement with the PAC which will delineate respective responsibilities, timelines and liability issues.
- ◆ Writing an essay to explain the exhibition's content/intention which will be used as the basis for preparing marketing materials.
- ◆ Provide images for marketing materials
- ◆ Supervising installation and take down and act as the contact person to PAC staff representing all exhibition participants
- ◆ Providing artists' C.V.s and exhibition price list
- ◆ Providing information for labeling, title wall and signage according to PAC guidelines
- ◆ Work with graphic designer on marketing (posters and invitations)
- ◆ Provide docent training materials
- ◆ Making suggestions for additional – thematically appropriate – events and workshops
- ◆ Propose books and appropriate objects for sale in reception area during exhibition to exhibition committee

Please note: The exhibition calendar is scheduled at least two years in advance. All submitted proposals will be acknowledged immediately by a form that will confirm receipt of required documents and, if necessary, request supplemental information. The completed proposal is then placed in line for the next review meeting.

The Petaluma Arts Center is located at 230 Lakeville Street, Petaluma CA.

Mail your exhibition proposal with supporting materials to:

Exhibition Committee
Petaluma Arts Council
PO Box 750661
Petaluma CA 94975

www.PetalumaArtsCenter.org • 707-762-5600