



The Institution for Savings Art Gallery at the Firehouse Center for the Arts

Gallery and Exhibit Information

The Gallery Director works with each artist to answer questions, provide assistance, and coordinate the hanging of the show. The Gallery Director will be available to meet with you prior to the installation of your exhibit to discuss the specific pieces you plan to show and any concerns you may have.

Content of Show

Work must be consistent with work presented in your initial proposal. If you have changed your medium or style, call the Gallery Director at least 3 months prior to your show. A change will not affect your exhibit dates. Please include no more than 3 pieces which will have been shown in Newburyport within 3 months prior to your show dates at the Firehouse. The Gallery is equipped with a cable hanging system. All artwork must be framed and securely wired in a professional manner, ready-to-hang. The Gallery Director will meet with you prior to the installation of your exhibit to discuss the specific number of pieces you plan to show and any concerns you may have.

Installing the Show

Exhibits are hung generally on Mondays from 12-5. A LOADING/UNLOADING parking permit for the front of the building will be provided for your convenience but it is only good for the time you are actively loading or unloading. You will need to move your car to a public parking lot after loading. ***The Gallery Director will supervise the installation and is responsible for final decisions on the hanging of artwork.***

Exhibition Labels

Exhibition labels are provided by the Gallery Director. To this end, the artist must provide the following information: title of piece, medium, price or NFS (limit of 2 pieces "NFS" when show is hung.) Indicate framed or unframed in cases of original prints.

Wall Lettering

The use of acrylic wall lettering (in the gallery) identifying the artist and the show's title is a significant advantage – aesthetically and professionally. The Firehouse will provide the lettering with the understanding that, should artists make sales during their exhibition, the cost of the lettering will be taken from the final proceeds of sales (Note: the artist *will not be responsible* for paying for the wall lettering in the event no work is sold). Artists are free to decline this suggestion, however.

Insurance and Security

The Firehouse is a public building housing a 191-seat theater, restaurant and gallery. Direct Gallery supervision is limited. Special Form Insurance is provided by the Firehouse for the duration of the show. There is a \$1000 deductible (therefore, a claim under \$1000 is not covered). A maximum of \$25,000 is covered per (loss) occurrence. The artist must submit a list of the pieces to be exhibited (Image List), stating the titles, sizes, medium and prices. Sale prices should reflect the 30% commission due to the

Firehouse. This Image List will be submitted to the Insurance Company and to the Firehouse Box Office staff, which handles all Gallery sales.

Publicity

The Firehouse promotes the Gallery exhibits at www.firehouse.org with links to the artists' websites; on the IFS Art Gallery Instagram and Facebook profiles; in the Firehouse Weekly Newsletter; the Firehouse Playbill; and the quarterly postcard mailing. The artist receives a dedicated poster on the front door of the theater and in the display case on Inn St. and is featured on the Firehouse marquee for the duration of their exhibit. Additionally, the Gallery Director prepares and sends press releases about each exhibit through materials provided by the artist: namely, biographical information; resume/CV; artist statement; head shot of the artist; hi-res jpeg images of 3 pieces in the show; the show's title; and any available clippings or quotes. As many papers require *at least* one week advance notice and minimum 300 dpi jpegs, the artist must provide this information to the Gallery Director some 2-3 weeks in advance of the opening of the exhibit.

Artist's Invitations to the Show

The cost of printing postcard announcements, labeling and postage is the responsibility of the artist, though is optional. A proof of the postcard (or other form of announcement) is to be sent to the Gallery Director for review *before* they are printed. Information that should be included on the announcement:

Show's TITLE

Show Dates and Reception Date

Location: Firehouse Center for the Arts, Market Square, Newburyport, MA 01950

Gallery hours: 12-5 pm, Wed-Sun with extended hours on performance nights.

Firehouse phone # for more information: (978) 462-7336 Box Office.

The Firehouse LOGO (provided by Gallery Director)

Receptions

Opening receptions (ideally) are scheduled for Saturday or Sunday afternoons for a maximum of 2 hours (anytime between 1-5 p.m.). The artist is responsible for all beverages/food and clean-up. Serving tables and cloths are provided. Due to theater performance schedules, all artist receptions must be individually scheduled with the Gallery Director at least 4 weeks in advance.

Sales

All purchases of art will be handled by the Firehouse staff at the Box Office. Payment will be to the Firehouse by cash, check, or MC/VISA. At the end of the exhibit, a check for the amount of the sale, less the commission and any MC/Visa charges, will be issued to the artist. Note: The artist must complete a W-9 form on the day of the installation.

Delivery to the Customer: the Artist's Responsibility

Artwork is expected to remain for the duration of the show, with stickers indicating pieces that are sold. All sold art should be picked up/delivered at the end of the show during scheduled Box Office hours: Wed-Sun, 12-5. Exception: Because of our large out-of-state tourist market, it will be assumed that occasionally a buyer will be allowed to take delivery at time of purchase, if the artist has a suitable replacement. Delivery and shipping of all sold art will be the artist's sole responsibility and is at the artist's expense.

End of Show/Picking up Artwork

All artwork must be reclaimed by the artist at the Firehouse after the exhibit closes, preferably Monday between 11-12or, if necessary, Sunday between 4-5 PM. Work will not be presented to anyone other than the artist unless satisfactory written authorization is presented.

Gallery Director: Alyssa Olsen / alyssa@firehouse.org / 978.499.9931

