



Gallery Guidelines

Rev January 2016

Guidelines For Your Exhibition

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THE WESTBETH GALLERY

The Westbeth Gallery is a nonprofit visual art gallery located on Bethune Street in the West Village and is operated by the Westbeth Artists Residents Council (WARC). The gallery director serves on the council as the Visual Arts Chair with the task of overseeing the gallery and maintaining the yearly season. The gallery has a unique role in the art community of New York City by showcasing the work of professional artists who live in Westbeth, a facility that has provided affordable housing for artists since 1970. The Westbeth Gallery also presents artists and curators from outside of Westbeth through an annual call for proposals. All shows in the Westbeth Gallery are imagined, installed and promoted by the curators and artists themselves providing a unique opportunity for artists to present their work as they chose to.

Westbeth Gallery welcomes many artistic mediums and formats. Because of the short turnover between shows, we are unable to present work that requires extensive installation, including attaching anything to the walls that requires substantial sanding or repairs to restore the gallery. This includes drilling into the walls for any reason, including attaching mounts. Our plasterboard is replaced in five to ten year cycles, which does not allow for flexibility on this point.

All art is of professional quality and made by professional artists for sale during the exhibition. Unless the exhibition is specifically a retrospective, all work must be less than five years old and not already exhibited in the Westbeth Gallery. In order to serve the greatest number of artists, no artist may present their work, excluding group shows, more than once every three years.

PROPOSING A SHOW

Proposals are accepted generally once a year when the call for proposals is active. The call for proposal lists the requirements of the proposals and gives all deadlines. It can be found on www.westbeth.org under the gallery tab.

ACCEPTANCE/CONTRACT/FEE/DEPOSIT/INSURANCE

Each summer, the gallery director assembles a proposal review panel to select the next season. If your proposal has been accepted you will receive notice soliciting your acceptance. Once accepted, you will receive a contract to sign along with a request for a small non-refundable exhibition fee to go toward the maintenance of the gallery. Resident artists and resident curators are partially subsidized by WARC and pay a reduced fee. You will also be responsible for providing a \$100 deposit, which is returned after your show is removed, any commissions have been paid and the gallery has been properly restored. WARC reserves the right to keep the deposit in the event there is physical damage to the gallery or where standard procedures such as maintaining published gallery hours are not followed.

Your dates are not guaranteed until your contract, deposit and exhibition fee is received. If you are unable to exhibit after signing your contract, Westbeth Gallery will keep the exhibition fee and return the deposit. Make your check payable to "WARC".

At the time of the signing of the contract, we will need to know the title of your show, the participating artist(s) and the date of the opening reception.

The Westbeth Gallery carries fine art insurance up to \$250,000 per incident for damage on premises or in transit with a \$1,000 deductible. Your work must be professionally framed and properly hung in order to file any claims on damaged works. This means no push pins, tacks, twine, tape or hastily mounted and framed pieces. You are responsible for providing appropriate hooks and wires for the weight and sizes of your pieces. If there is an insurance claim, reimbursement is based on your previous sales record, not on your perceived value of a work. The gallery is not responsible for the loss of personal property.

THE GALLERY SPACE

The Westbeth Gallery consists of four rooms: two large rooms and two smaller spaces. The total exhibition space of the gallery is approximately 2,900 square feet (see attached blueprint and photos for reference). During a show, all rooms must be used, which generally requires approximately 70 pieces. The gallery is air conditioned.

Please keep in mind that presenter/artists are not allowed to enter the gallery when it is locked except during the installation/de-installation periods and run of their show. This is to prevent miscommunication between gallery volunteers and other artist/presenters. Under no circumstances can artwork be placed in the gallery before this time without advance arrangement.

The gallery is used for meetings and receptions during non-gallery hours during the year. Artists are always notified of scheduled events. If an artist is planning activities outside of normal gallery hours, they should let the gallery director know during the planning stage to avoid scheduling conflicts.

COMMISSION AND SALES

The gallery commission on sales is 25% of the list price of the work. Artists are allowed, but not encouraged to discount their work from the list price. If work is sold for less than list price, then it is 25% of that price. There is a registration book at the gallery desk which should be completed for each sale and each sold work should be marked with a red dot on the wall. Deposits, shipping and collecting final payment from the purchaser(s) are the responsibility of the artist/presenter. A 20% deposit at time of purchase is recommended, but each artist/presenter should decide for themselves how this will be handled by their sitters. Checks from buyers are written to you. Full payment of the commission is expected to WARC on the week of the de-install. The total commission check is made out directly to WARC.

The gallery functions on an honor system. Please be honest about your sales. Money made from sales is used to pay for upkeep and improvements in the gallery and allows us to provide the space at low cost. Presenters/artists are expected to support the gallery with their sales. Arranging to sell work in order to avoid this commission can result in being refused future exhibitions. Registrations sheets are also maintained in the gallery archives for the purposes of authentication and to help direct collectors who may be interested in work that has been previously presented.

ADVERTISING AND PUBLICITY SIGNAGE

The Westbeth Gallery provides several forms of public notice about each exhibition.

1. WARC places a free listing in the Gallery Guide including one 300dpi photo
2. Your show is featured on the WARC webpage, westbeth.org
3. A building-wide e-blast is sent out to all residents of Westbeth
4. Your show details are posted on the WARC Facebook page

In order to facilitate this, we need the following information within this time frame:

At the signing of your contract

1. Dates of your opening reception
2. Final Title
3. List of participating artists

Six weeks before your show

For Gallery Guide:

1. Dates of your opening reception
2. Final Title
3. Final list of participating artists
4. 200 word description of the exhibition
5. One 300 dpi photo of work to be featured in the show

For the Westbeth webpage:

1. Date of opening reception and any artist talks or presentations
2. 200 word description of the exhibition which includes the title and list of all participants
3. Up to three 300dpi photo(s) of work to be featured in the show
4. Biographies of each artist participating and links to their webpages if available

Two weeks before your show

Posters to announce your show within Westbeth and in the gallery window should be left for the WARC Publicity Chair. They can be dropped off or mailed to Westbeth apartment 320c, attention Sam Hall.

You will need ten 8 ½ x 11 posters for the five building elevators, the guard's desk, the community bulletin board, the lobby and the outside display cases and two 11 x 17 posters for the gallery and community room windows. The publicity chair is responsible for putting up the posters at the appropriate time

See SOURCES below for printing companies with inexpensive rates. Posters and postcards must use the Westbeth logo and list gallery hours and website URL. Contact the Visual Arts Chair for the Westbeth logo.

An example of this would look like:

“About the Westbeth Gallery: The Westbeth Gallery is a nonprofit gallery operating on the first floor of the Westbeth Artists Housing. It exhibits work of resident artists and independently curated exhibitions.

General Information: Westbeth Art Gallery, 55 Bethune Street at Washington Street, New York, NY 10014, www.westbeth.org, email: westbethgallery@gmail.com

Hours: Wednesday – Sunday: 1-6pm; Closed Monday, Tuesday”

GALLERY SIGNAGE AND INFORMATION

For your exhibition, you should be prepared to provide:

1. Multiple copies of a numbered list with name, medium, size of artwork, and sale price for all pieces in the exhibition. These should be available at the desk in appropriate quantity throughout the run of your show.
2. Numbers for the wall to correspond with your list.
3. Information about the participating artists for the public to see in a printed format

It is also recommended that you provide a guest book to give visitors an opportunity to leave comments and join your mailing list.

INSTALLATION / DE-INSTALLATION

The gallery is available for the presenter to prep, leave work or other installation activities beginning at 8am on the first day of their installation. Because we need to prepare the gallery for your show, we cannot allow entry in the gallery prior

to this day. If you need additional time to install, you should consider adjusting your opening to a later date in your exhibition. It is expected that all exhibitions will be de-installed by 10pm on the day following the closing of their show. In 2016, this means the presenter/artist must remove all work, hardware, signage, numbers and tape, place pedestals back in the storage room, return lighting to its original state, and take all trash to the dumpster by 10pm on Sunday. We cannot allow exceptions to this because of our tight turnover schedule.

Each individual exhibition is responsible for its own installation. You should arrive with all of the tools and hardware needed to present your work professionally. The gallery has two 6' ladders, a cart for paintings and one dolly to assist you. We will patch and paint the walls in advance of your show to ensure you have a clean wall on which to hang. Please use OOKs or small nails to preserve the walls.

Pedestals for sculptures are available. Eight pedestals at varying heights and widths are in the storage room. You will be responsible for preparing them to meet exhibition quality standards in the event that you use them. We use Benjamin Moore Decorators White Semi-Gloss paint on the pedestals, which you will need to provide for your own show.

The Westbeth Gallery is an historic space in a landmarked building. Please do not hang any art outside of the plasterboard walls. This includes window frames, brick walls, doors, the ceiling, the immediate area around the plate glass windows, the front desk, from the pipes or in any manner which is unsafe to foot traffic through the gallery or in violation of fire codes. Artists are allowed to attach work to the columns in the main gallery.

The entire gallery is lit with 90 LED track lights. They are currently hung to provide even lighting of all of the walls. Please do not remove the fixtures from the track, as they can easily become lost or damaged. You are encouraged to adjust the lights to highlight your work. If you find that you must remove or rearrange lighting in order to present your show properly, it must be restored at the conclusion of your show. Failure to do this may result in the loss of your deposit.

During installation you should change the voicemail message on the phone so that it gives the name of your show, days and opening information. Instructions to do this are near the phone.

Once the show is open to the public, no artwork can be removed until the show closes. The removal of artwork prior to the closing of the show can lead to forfeiting the deposit.

After each show Westbeth patches small nicks and holes that are caused by art hung in a standard, professional style. More extensive repairs to the walls, ceiling or floors is the responsibility of the artist. Westbeth Gallery reserves the right to pursue reimbursement for damages in excess of the deposit if serious repairs are required to restore the gallery. Please contact the Visual Arts Chair at westbethgallery@gmail.com as soon as any damage is apparent, so that it can be addressed prior to the next show. The walls are painted in Benjamin Moore Decorators White flat paint in the event you need to repaint portions yourself.

The storage room is available for the temporary storage of plastic, cardboard or paper used to transport your artwork. Do not store any art, tools or other personal items in the storage room during the run of your show. This room is not secure and Westbeth Artists Residents Council cannot be responsible for valuables left there. Additionally, the storage room is a fire egress and the pathway to the exit must be clear at all times.

There is a small office off of the main gallery. This is the gallery office and archive and is off-limits to the general public.

If there are any components of your exhibition that need to be started and shut down each day, instructions for this must be left at the reception desk for the sitters. Additionally, the phone number of the main contact for the show, usually the artist, should be left at the front desk in case of emergencies.

OPENING RECEPTION

In most cases, the opening reception is from 6pm-8pm on the Saturday following your installation. The opening reception must be free to the public. Refreshments and snacks (if desired) are at the cost of the presenter/artist. There can be no sales of alcohol.

There is a refrigerator in the storage room to use to chill any beverages you are supplying for your opening. Please do not leave any food or drink in the storage room or refrigerator during the run of your show. There is a coat rack with hangers in the storage room which can be wheeled into the gallery for your guests.

We recommend Astor Wines for wine deliveries to the gallery for your reception. Orders over \$99 qualify for free delivery. Usually, 3-4 cases of wine is appropriate for most receptions, however, Astor allows returns of unused wine. ***You should order more than three days in advance and plan for the delivery to the gallery to happen during your installation period.*** See SOURCES for a list of experienced residents available to bartend. The presenter/artist is responsible for cleaning up the gallery after the reception.

Westbeth Gallery accepts donations of unopened wine left over after the reception. Please leave these bottles on top of the refrigerator.

Service dogs are allowed in the gallery at all times. No other dogs, including dogs being carried, may be in the gallery in order to protect the work of the artists.

CLEANING DURING YOUR SHOW

WARC will provide toilet paper and paper towels in the bathroom and clean the bathroom and gallery floors prior to your reception. It is the responsibility of the presenter/artist to empty trash and maintain the cleanliness of the bathroom for the duration of the show. All trash should be removed from the gallery every day and taken to the dumpster on the West Street side of the inner courtyard.

ARRIVING/DEPARTING

Keys for the gallery must be signed out at the Westbeth guard's desk and returned there when there is no one present in the gallery. On the first day of your arrival, you should be prepared to give the guard a list of people who have access to the key during your exhibition. Only those on your list will be given the key. Please do not leave the gallery unlocked and unattended even for a short time. When you leave, turn off the lights in the side galleries and set the dimmers in the main gallery to half. These lights are on a timer and will shut themselves off at 11pm. The person responsible for locking up the space must lock the glass doors from the inside and exit through the storage room, locking only the top Medeco lock behind them. Do not use the deadbolt at any time, as it sticks.

GALLERY SITTERS

You must sit or provide sitters for your show during all regular gallery hours. Gallery hours are Wednesday through Sunday, 1-6pm. See SOURCES below for available sitters and standard rates. It is expected that sitters will remove garbage from the desk, bathroom and anywhere else daily. This includes clearing any trash from the storage room.

A Special Note About Sitters:

Sitters represent Westbeth as well as the exhibition itself. Therefore, they are expected to wear appropriate attire while sitting and to keep the desk clutter-free. They are also expected to answer the phone in the gallery in a professional manner. Make sure your sitters know how to complete sales, particularly during the opening reception.

PUBLIC EVENTS

Readings, artist talks and other events are welcome in the gallery during the exhibition. The gallery has 75 chairs, three plastic tables, one wooden conference table, a coat rack and a refrigerator for chilling beverages for special events.

Keep in mind, a few features specific to the gallery:

1. The legal maximum attendance allowed for the gallery is 75 people.
2. The gallery does not have a food preparation area, an A/V system or projection. Events with these requirements should consider renting the Westbeth Community Room.
3. The art cannot be moved, removed or have anything touching it during any special event. This includes hanging anything anywhere on the walls in any gallery without specific permission from the Visual Arts Chair. All artwork must be treated with respect.
4. Presenters will be responsible for advertising and posters for public events.
5. Due to funding restrictions, the Westbeth Gallery is unable to host events that encourage a specific political agenda or candidate.
6. Events that are open to the public must be free to Westbeth residents.
7. Presenters/artists will be informed of events scheduled during their exhibition in advance. If they have concerns about them, it will be taken into consideration prior to booking. WARC reserves the right to schedule meetings and non-public WARC activities during the time when the gallery is not open or where the artist/presenter has not made previous arrangements. If an artist is expecting activities after hours, they should contact the visual arts chair to coordinate.

IF YOU NEED HELP

The gallery is maintained by volunteers, so you will need to plan for contingencies and trouble-shoot problems that come up on your own. If there are issues that involve security, electricity, plumbing or general safety, please tell the Westbeth guard immediately and he or she will assist you. Please report all incidents to the Visual Arts Chair in a timely fashion. If you have questions before or during the run of your show, please email the Visual Arts Chair at WestbethGallery@gmail.com. You will receive a response within 24-48 hours. The Visual Arts Chair is the ultimate authority on all gallery policies and activities.



SOURCES and RESOURCES

Postcards, Fliers and Posters

Digital Printing
www.gotprint.com
www.4over4.com

Reception

Astor Wines
399 Lafayette Street New York, NY 10003
212- 674-7500

Hardware and Paint

Garbers Hardware (Hardware Supplies)
708 Greenwich Street
212-929-3030

Home Depot (Lumber and Hardware)
40 West 23rd Street
212-929-9571

Lowes Chelsea (Hardware)
635 6th Avenue at 19th Street
212-671-5340

Art Supplies

DaVinci Artist Supply
132 W 21st Street between 5th and 6th Avenue
212-871-0220

Utrecht Art Supplies
21 East 13th Street
212-675-8699

Sitters for Gallery Hours (\$15/hour)

Pia Harden: piaingela@aol.com / 646-436-3331
Arlene Gottfried: arlenegottfried@gmail.com / 212-260-2599

Lisa Bateman: lbateman@pratt.edu / 646-641-8511
Carrie Ellmore-Tallitsch: carrieellmore@gmail.com / 609-635-1551
Ruby Ludwig: rcludwig1@verizon.net / 347-426-8532
Massima Desire: max@efemmera.net / 204-409-3443
Josef Krebs: josefjunnkrebs@yahoo.com / 917-576-7141
Milda Vizbar: 212-675-6293

Bartender (\$20/hour)

Paul Muranyi: 646-320-7902, dmuranyi@nyc.rr.com

In-house Assistance with Installation (\$25/hour):

Jane Klein: janeonjanevzforward@gmail.com, (646) 761-4713
Paul Muranyi: 646-320-7902, dmuranyi@nyc.rr.com

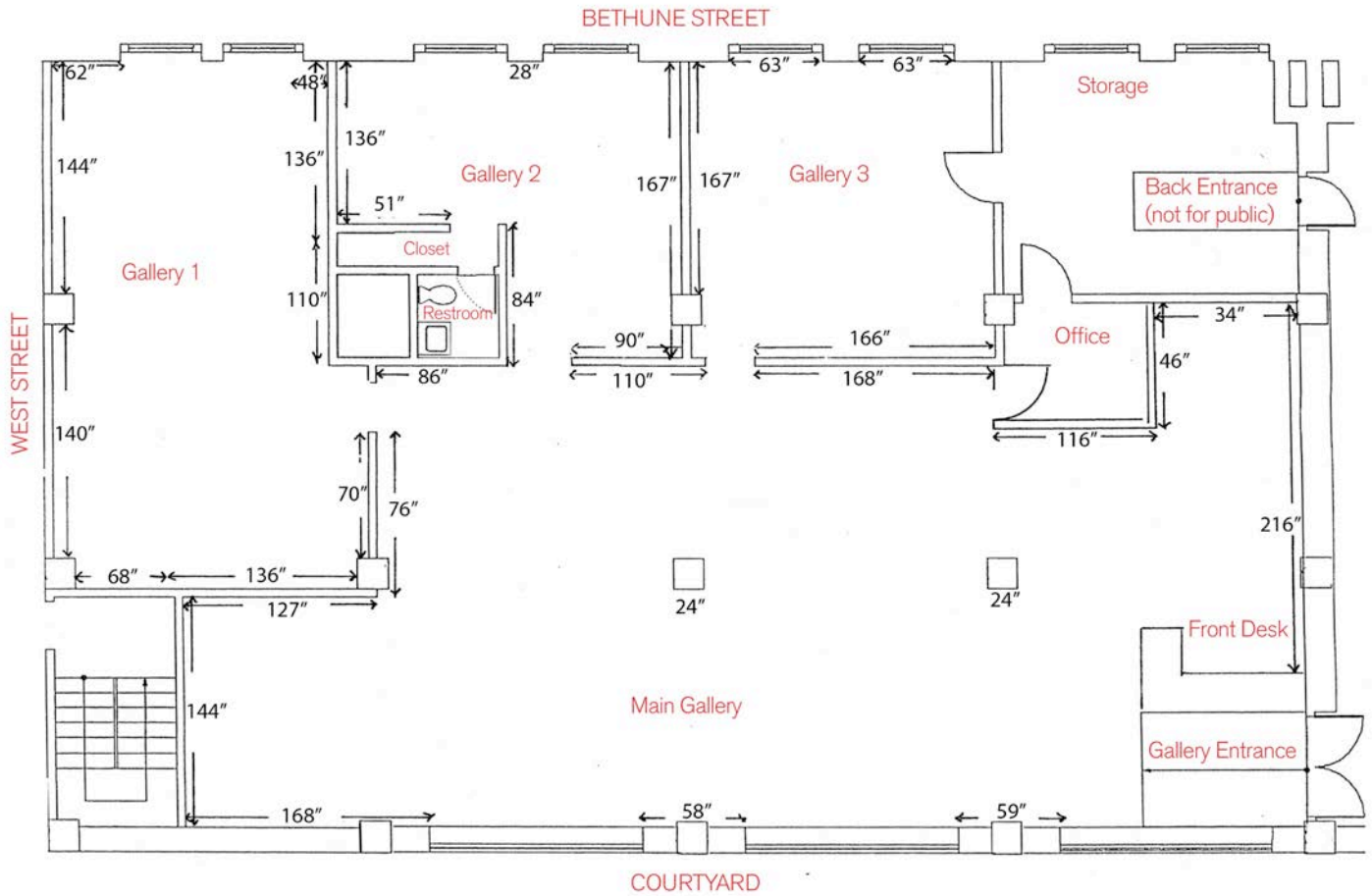
Important Contact Information

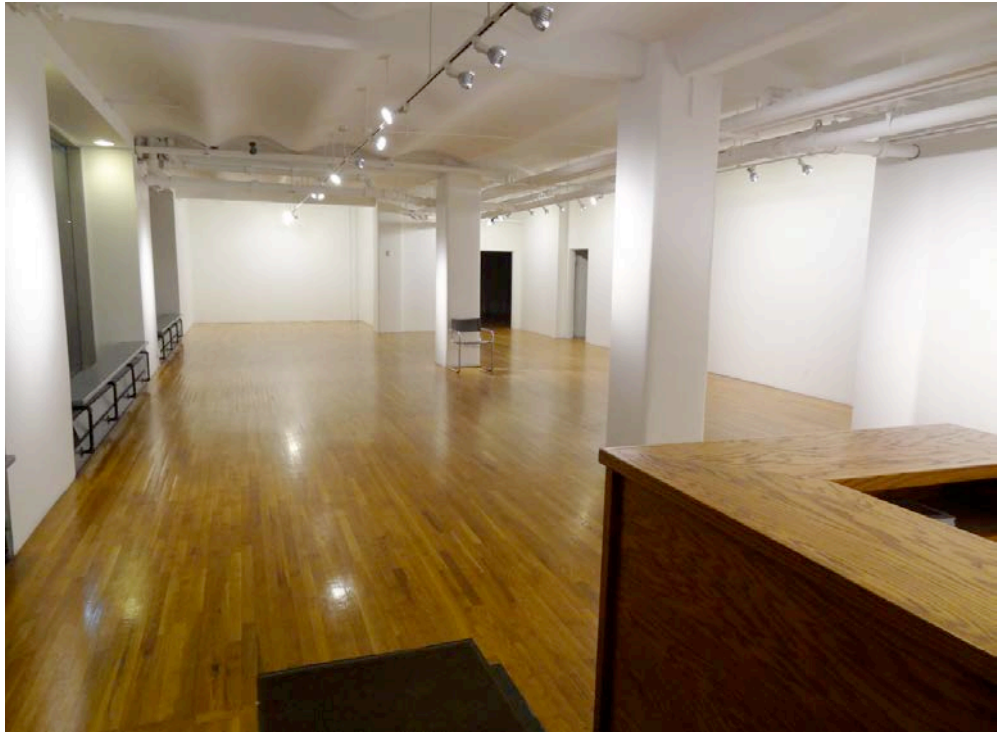
Gallery Phone Number: 212-989-4650
Westbeth Guard Station: 212-691-1503

Visual Arts Chair: Karin Batten – westbethgallery@gmail.com
Westbeth Website and Facebook Contact: Christina Maile - WARCSecretary@gmail.com
Westbeth Publicity Chair: Sam Hall – westbethpublicity@gmail.com

Westbeth Web Page: www.westbeth.org
Westbeth on Facebook: Westbeth Home for the Arts

Westbeth Gallery Floor Plan





Main Gallery



Side Gallery #1



Side Gallery #2



Side Gallery #3