



# **Gallery Guidelines**

Rev October 2013

## Guidelines For Your Exhibition

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## TO ARRANGE A SHOW

If you are a professional artist or curator and a resident of Westbeth interested in exhibiting your work or curating a show, please contact the Visual Arts Chair when a call for art is posted. Exhibitions are generally scheduled one to two years in advance. When there are available slots, a call for proposals is announced and proposals for new shows are accepted. Preference in scheduling is given to artists who are active volunteers in support of the Visual Arts Committee. If you are interested in volunteering, watch for announcements of Visual Arts Committee meetings. In order to serve the greatest number of artists, no artist may present their work, excluding group shows, more than once every three years.

If you are an outside artist, curator or nonprofit arts organization and are interested in exhibiting in the Westbeth Gallery, please contact the Visual Arts Chair to discuss the suitability of your proposal. If your exhibition is appropriate for the space, we encourage you to submit a proposal for further consideration and scheduling. The Westbeth Gallery is operated by the Westbeth Artists Residents Council (WARC) by the Visual Arts Chair, who is a member of the Council. WARC is committed to serving the arts community at large in addition to presenting the work of our residents and welcomes outside proposals.

If you are interested in renting the gallery for a film shoot or event, please contact the Visual Arts Chair (see SOURCES).

## THE WORK

Westbeth Gallery welcomes many artistic mediums and formats. It is assumed that all art will be of professional quality and made by professional artists for sale during the exhibition. Please speak to the Visual Arts Chair if you would like to present work outside of this description (i.e., works not for sale or price on request or work by a person not professionally active as an artist). Unless the exhibition is specifically a retrospective, all work must be less than five years old and not already exhibited in the Westbeth Gallery.

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. Installing into a beam is possible on some walls, but not on all and should be taken into consideration when planning placement of work.

## CONTRACT/FEES/DEPOSIT

The presenters/artist must sign a contract in order to exhibit. Exhibitors pay a \$200 non-refundable fee to cover gallery operating expenses. There is also a \$100 deposit that is returned to the presenter/artist once the show is taken down, assuming the space has been properly restored. This money is collected when the contract is signed, which is usually six to nine months in advance. Your dates are not guaranteed until your contract, deposit and exhibition fee is received. If you need to change your dates prior to signing your contract, please let the Visual Arts Chair know immediately. They will do their best to meet your needs, but if other arrangements cannot be made the show will be cancelled. If you are unable to exhibit after signing your contract, Westbeth Gallery will keep the exhibition fee and return the deposit. Make your \$300 check payable to "WARC".

## GALLERY SPACE

The total exhibition space of the Westbeth Gallery is approximately 2,900 square feet (see attached blueprint and photos for reference). A good number to aim for in a show is approximately 70 pieces. **You must fully utilize all four gallery rooms for your show.** Contact the Visual Arts Chair if you think this will be a problem and they can help you.

## ADVERTISING

WARC will place a free ad in the Gallery Guide for your show as a courtesy. You must provide a description of your show three months prior to your opening or we will be unable to place the ad. You will also be listed on Westbeth's website ([www.westbeth.org](http://www.westbeth.org)) as well as the Westbeth Facebook page.

For publicity purposes each presenter/artist should be prepared with:

- One 300dpi photo of the artist or work to be featured in the show
- Biographies of each artist participating
- A 200 word description of the exhibition which includes the title

These should be given to the Visual Arts Chair three months prior to your opening. A 300dpi photo can be added to the Gallery Guide ad for an additional fee, paid by the presenter/artist. Contact the Visual Arts Chair for additional information. A complete press list for you to contact is available in SOURCES.

Social media is a vital source for publicity. If you are presenting a show, it is expected that you will utilize Facebook, Twitter and your mailing lists and that you will include the Westbeth.org website link in your advertising.

## POSTCARDS AND PUBLICITY SIGNAGE

The presenter/artist should be prepared to pay for, design and have printed postcards to announce your show as well as posters to display in the five Westbeth elevators, the lobby, the outside display case and at the guard's desk. Posters should be no larger than 8 ½ x 11 for the elevators. Two 11 x 17 frames are available for display in the lobby. Two 11 x 17 posters should also be printed to be hung in the windows of the gallery and the community room. A good rule of thumb is five 11 x 17 and ten 8 ½ x 11 total. See SOURCES below for printing companies with inexpensive rates. Postcards must use the Westbeth logo and list gallery hours and website information. Contact the Visual Arts Chair for approved logos. All your signage should be given to the Visual Arts Chair two weeks before your show opens. WARC will post it within the building.

## GALLERY INFORMATIONAL SIGNAGE

For your exhibition, the presenter/artist also must provide the following collateral for their show:

1. Multiple copies of a numbered list with name, medium, size, and sale price of all pieces in the exhibition. These should be available at the desk in appropriate quantity throughout the run of your show.
2. Numbers on the wall to correspond with your list or other means to identify each work for visitors.
3. Information about yourself/exhibitors for the public to see in a printed format.
4. A mailing list sign-up sheet will be provided by WARC and must be made available at the gallery desk during the run of your show.

## INSTALLATION AND DE-INSTALLATION OF THE SHOW

Installation of the exhibition is the responsibility of the presenter/artist. They are additionally responsible for providing the equipment necessary to the presentation of their work. In most cases, installation occurs in the three days prior to the opening. For Saturday openings, this means that Wednesday is the first day artwork can be brought into the gallery. Under no circumstances can artwork be placed in the gallery before this time without advance arrangement. Once the show is set up, no artwork can be removed until the show closes. After the gallery hours on the last day of the show, the artist is encouraged to begin to de-install.

It is expected that all exhibitions will be de-installed by noon on the day following the closing of the show. For shows closing on Sunday, this means the presenter/artist must remove all work, hardware, signage, numbers and tape, place pedestals back in the storage room, re-focus lighting to a general wash, and take all trash to the dumpster by noon on Monday. This timetable is necessary to allow us to prepare the gallery for the next show.

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.

### GALLERY INSURANCE

The Westbeth Gallery carries fine-art insurance with a high 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.

### HANGING AND DISPLAYING MATERIALS

We will patch and paint the walls in advance of your show to ensure you have a clean wall on which to hang. You will provide all materials for the hanging of your show. Please use OOKs or small nails whenever possible. Please return any hardware you use from the cart when your show is complete. Also restore tools to their proper location on the cart.

**The storage room contains the following to help with your installation/de-installation: 6' ladder, cart for paintings, 1 dolly.**

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 on the pedestals, which you will need to provide for your own show.

The gallery has four panels which can be installed to cover the bottom half of the two windows in Gallery Two and Three. They allow for more exhibition space, but should only be used if absolutely necessary since the additional lighting demands they require limit your coverage for the other walls. Please contact the Visual Arts Chair in advance if you would like the use of these panels.

The gallery is an historic space in a landmarked building. Please do not hang any art outside of the limits of the plasterboard walls. This includes window frames, brick walls, doors, the ceiling, the immediate area around the plate glass windows, the front desk, around 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 a general wash 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 refocus the lights to highlight your work. If you find that you must remove or rearrange lighting in order to present your show properly, please let us know ASAP, so that we can make arrangements to restore the lighting once your exhibition is done. If extensive time is required to restore the lighting you may be subject to losing your 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 as soon as any damage is apparent, so that it can be addressed prior to the next show. The gallery was professionally painted in 2012 and it is expected that all walls will be able to be restored to this condition. 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 the show opens. 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.

Westbeth has a tax-free account with Astor Wines (see SOURCES) who also deliver. Orders over \$99 qualify for free delivery. Usually, 3-4 cases of wine is appropriate for most receptions. 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 tenants available to bartend if needed. 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 only 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.

#### MAINTENANCE DURING THE EXHIBIT

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. Please do not leave the gallery 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. Artists are able to make a voicemail announcement on the gallery phone announcing their show during their exhibition. Contact the Visual Arts Chair if you are interested in this and need help.

### PUBLIC EVENTS

Readings, artist talks and other events are welcome in the gallery in coordination with or independent of the exhibition. Westbeth residents, non-profit organizations, working artists, writers and musicians are encouraged to submit proposals for an event. Proposals should be emailed to the Visual Arts Chair.

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 AV system or projection. Events with these requirements should consider renting the Westbeth Community Room.
3. The walls of the gallery usually have artwork installed on them. This 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. See ADVERTISING and PUBLICITY SIGNAGE above.
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 outside and/or public 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.
8. Occasionally, WARC provides grants to support an event. If you are interested in WARC sponsorship for your event, please present your proposal during the open forum at the WARC monthly meeting at 6:30pm on the second Monday of each month.

The gallery has 75 chairs, three plastic tables, one wooden conference table, a coat rack and a refrigerator for chilling beverages for special events.

The Westbeth Gallery is also available for private rentals. Fees for private events and film shoots are based on the type

of event and their needs. All arrangements are done through the Visual Arts Chair.

### 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. Make sure your sitters know how to complete sales, particularly during the opening reception. WARC has trained sitters that are available for hire. See SOURCES. 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 commission checks are made out directly to WARC from the presenter/artists.

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 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.

### 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 [WestbethG@gmail.com](mailto:WestbethG@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](http://www.gotprint.com)  
[www.4over4.com](http://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 23<sup>rd</sup> Street  
212-929-9571

Arties Hardware (Paint and Hardware Supplies)  
140 West 14<sup>th</sup> Street  
212-243-0381

Prince Lumber (Lumber and Hardware Supplies)  
404 W 15<sup>th</sup> Street @ Ninth Avenue  
212-777-1150

### **Art Supplies**

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

Utrecht  
237 W 23<sup>rd</sup> Street between 7<sup>th</sup> and 8<sup>th</sup> Avenue  
212-675-8699

**Sitters for Gallery Hours (\$15/hour)**

*(alphabetically)*

Lisa Bateman: lbateman@pratt.edu/646-641-8511

Maya Ciarrocchi: mayaciarrocchi@me.com/646-263-3111

Carrie Ellmore-Tallitsch: carrieellmore@gmail.com/609-635-1551

Arlene Gottfried: arlenegottfried@gmail.com/212-260-2599

Pia Harden: piaingela@aol.com/646-436-3331

Ann Carole Hoffman: hofdoggie@earthlink.net/212-647-0321

Ruby Ludwig: rcludwig1@verizon.net/347-426-8532

Andrea Piccolo: piccologr@aol.com/212-691-2543

**Bartender (\$20/hour)**

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

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

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

**Press Advice**

<http://thepracticalartworld.com>



### **Important Contact Information**

Gallery Phone Number: 212-989-4650

Westbeth Guard Station: 212-691-1503

Visual Arts Chair: Ken Golden - WestbethG@gmail.com

Visual Arts Assistant Chair: Emile Mare - WestbethG@gmail.com

WARC Vice President: Deb Travis - WARCVP@gmail.com

Westbeth Website and Facebook Contact: Christina Maile - WARCSecretary@gmail.com

Westbeth Web Page: [www.westbeth.org](http://www.westbeth.org)

Westbeth on Facebook: Westbeth Home for the Arts

### **SAMPLE BUDGET**

Exhibition Fee: \$200

Deposit: \$100 (Returnable)

Postcards: \$60

Posters: Three 21" x 13.75" posters mounted on foam core: \$125 for the lobby and gallery

Posters: Six 21" x 13.75" posters unmounted: \$120 for elevators and outside display case

Installation: 2 days x 8 hours/day: \$400

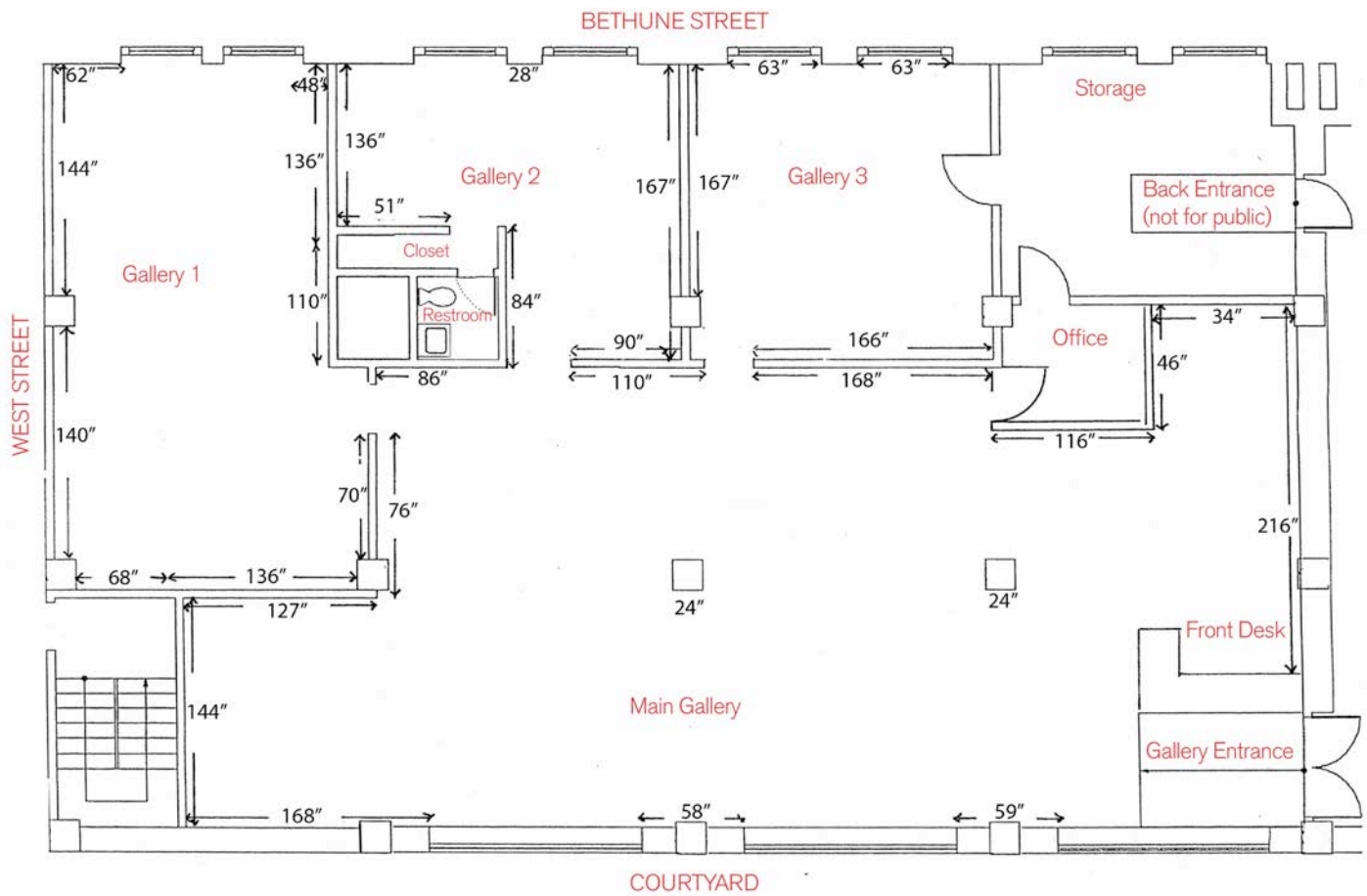
Gallery Sitters (2 weeks/3 weekends): 11 days (excluding Saturday of reception) x 5 hours/day: \$825

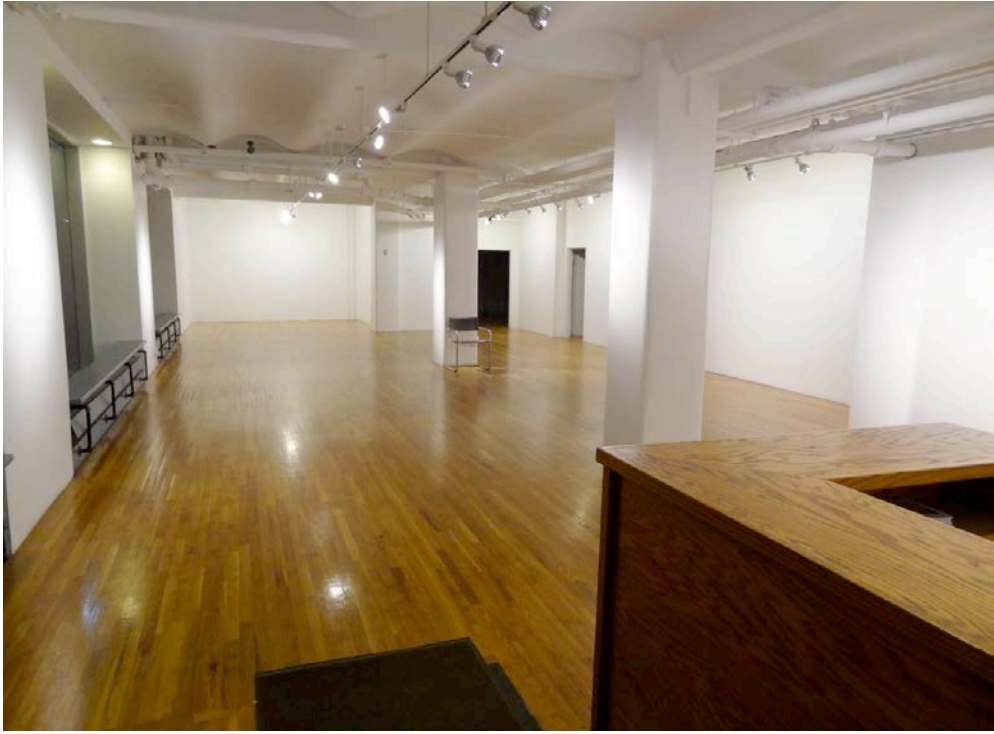
Opening Reception: Wine, napkins, seltzer, bartender, sitter: \$500

**Total estimated exhibition expenses: \$2,330 (\$100 returnable)**

**(In addition to costs for mounting, framing, shipping, packaging and other prep for artwork)**

## Westbeth Gallery Floor Plan





Main Gallery



Side Gallery #1



Side Gallery #2



Side Gallery #3



## PRESS RELEASE INFORMATION

### **Email Press Release:**

Art Critical	editorial@artcritical.com (editorial) listings@artcritical.com (listings)
Art Info/ Gallery Guide	northamericapress@artinfo.com (listings) Ben Davis (Executive Editor): bdavis@artinfo.com (editorial)
Art News	editorial@artnews.com
Bomb	Monica de la Torre (Senior Editor): monica@bombsite.com (editorial)
Hyperallergic.com	pr@hyperallergic.com
New York Art Beat	event@nyartbeat.com (listings) contact@nyartbeat.com (editorial)
New York Times	www.thearts@nytimes.com (editorial)
TimeoutNY	Howard Halle (Arts Editor): art@timeoutny.com (editorial) www.timeout.com/newyork/get-listed (listings)
Westview	George Capsis (editorial) 69 Charles Street, New York, N.Y. 10014, Telephone: 212-924-5718
Zing Magazine	www.zingmagazine.com/submissions.html (editorial)

Chelsea Now, Downtown Express, East Villager, Gay City News, Lower East Sider, The Villager share an editorial staff. Contact: Scott Stiffler (arts editor), scott@thevillager.com, 646-452-2507.

Our Town, The West Side Spirit, City Hall, The Capitol, Chelsea Clinton News, Our Town Downtown, The Westsider share an editorial staff. Contact: Mark Perkert (arts editor), mperkert@manhattanmedia.com, 212-268-8600.

### **Online Submissions for Listings:**

ArtCards	<a href="http://www.artcards.cc/submit/">www.artcards.cc/submit/</a>
ArtSlant NY	<a href="http://www.artslant.com/ny/events/new">http://www.artslant.com/ny/events/new</a>
City Limits	<a href="http://www.citylimits.org/membercenter/login.cfm?path">www.citylimits.org/membercenter/login.cfm?path</a>
Flavorpill Gel	<a href="http://gel.flavorpill.com/events/new">http://gel.flavorpill.com/events/new</a>
NY1.com	<a href="http://www.ny1.com/content/ny1_community_calendar">www.ny1.com/content/ny1_community_calendar</a>
The Village Voice	<a href="http://www.villagevoice.com/feedback/SubmitAnEvent/">www.villagevoice.com/feedback/SubmitAnEvent/</a>
WBAI	<a href="http://www.wbai.org/calendarsubmit.php">www.wbai.org/calendarsubmit.php</a>



SAMPLE PRESS RELEASE

Contact: Alyson Cluck Tel: 212/998-6782 or greygallery@nyu.edu

***Toxic Beauty: The Art of Frank Moore***

**At NYU's Grey Art Gallery and Fales Library September 6 – December 8, 2012**

**First New York museum solo exhibition of artist Frank Moore**

**Retrospective explores themes of the environment, the AIDS crisis, and the 1980s Downtown New York scene**

New York City (May 2, 2012)—On view from September 6 through December 8, 2012, at **New York University's Grey Art Gallery** and **Fales Library**, ***Toxic Beauty: The Art of Frank Moore*** is the most comprehensive presentation to date of work by this remarkable artist whose life was cut short by AIDS. Curated by independent scholar **Susan Harris** with Grey Art Gallery director **Lynn Gumpert**, the exhibition features approximately 35 major paintings and over 50 gouaches, prints, and drawings, as well as numerous sketchbooks, films, maquettes, source materials, and ephemera.

Spanning Frank Moore's entire career, the retrospective will be on view at both the Grey Art Gallery and the **Tracey/Barry Gallery** at Fales Library, which houses NYU's special collections and renowned **Downtown Collection**, the world's most extensive archive of books, journals, posters, and ephemera relating to lower Manhattan's artistic scene since 1970. "We are pleased to host this first major survey of Frank Moore's remarkable work," notes Lynn Gumpert. "The Grey Art Gallery and Fales Library are ideal locations for this scholarly assessment. NYU's lower Manhattan location was also the former stomping grounds of Moore and his artist friends active in the Downtown scene."

Born in New York City, Frank Moore (1953–2002) was raised on Long Island and spent his childhood summers in the Adirondacks, sparking a lifelong interest in the natural environment. He went on to study art and psychology at Yale University and spent a year in Paris from 1977–78 at the Cité des Arts. Returning to Manhattan in 1979, Moore enthusiastically participated in the burgeoning art scene.

Moore is best known for his figurative and highly detailed large-scale paintings filled with fantastic and symbolic images. The works' intricate, polished surfaces and allegorical content create compelling windows into provocative alternate universes. Moore's paintings allude to American culture and presciently address ecological concerns and the dangers of genetically modified foods. Often autobiographical, many of the paintings also reference Moore's personal life and his HIV-positive status. His focus on AIDS and the state of the health care industry culminate in paintings such as *Wizard* (1994), which features pharmaceutical containers embedded in the frame. "The vast array of themes Frank Moore addresses in his paintings reveals a Renaissance-like approach to making art," observes Susan Harris, guest curator of the exhibition. "He meticulously researched these themes and invented a complex and stunning visual vocabulary with which to explore them."

WESTBETH GALLERY TEXT FOR PRESS RELEASE

**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](http://www.westbeth.org), email: [westbethg@gmail.com](mailto:westbethg@gmail.com)

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