



Gallery Guidelines

2020 (Rev. Nov. 2019)

About the Westbeth Gallery: The Westbeth Gallery is a nonprofit art gallery operating on the first floor of the Westbeth Artists Housing. It exhibits work of resident artists and independent curators outside Westbeth.

General Information:

Westbeth Art Gallery, 57 Bethune Street at Washington Street, New York, NY 10014
www.westbeth.org, westbethgallery@gmail.com

Hours:

Wednesday – Sunday: 1-6pm; Closed Monday & Tuesday.

The Westbeth Artists Residents Council (WARC) operates the Westbeth Gallery. 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. WARC is volunteer run. Westbeth Gallery also presents artists and curators from outside Westbeth through an annual call for proposals. During 2020, Westbeth will be celebrating its 50th anniversary.

Westbeth Gallery welcomes many artistic mediums and formats. Because of the short turnover between shows, we are unable to present work that requires extensive intalls/de-installs. This includes drilling into the walls for any reason, including attaching mounts. Artworks should be professionally presented. Works should be for sale (NFS works should be arranged prior with the Visual Arts Chair). Works with any completion date are accepted. Excluding retrospectives and works with long completion times, recent work that highlights Westbeth Gallery as a showcase for active and practicing artists are preferable. 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 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 year, the Visual Arts Chair assembles a proposal review panel to select the next season. If your proposal has been accepted you will be notified and receive a contract to sign along with a request for a 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. 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".

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. 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 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 requires approximately 70 pieces. The gallery is air-conditioned and heated.

Please keep in mind that presenter's/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's/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. Curators or artists are 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.

COMMISSION AND SALES

The gallery commission on sales is 25% of the list price of the work. Artists are not encouraged to discount their work from the list price. If work is sold for less, then it is 25% of that price. There is a registration book at the desk to enter each sale and each sold work should be marked with red dot sticker on the wall. Deposits, shipping and collecting final payment from the purchaser(s) are the responsibility of the artist/presenter. Checks from buyers are written to you. Full payment of the commission pay to WARC on the week of de-install. The 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.

ADVERTISING AND PUBLICITY SIGNAGE

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

- WARC places a free listing in the Blouin Gallery Guide
- Your show is featured on the WARC webpage, westbeth.org and on Westbeth social media, Facebook, Twitter and Instagram
- A building-wide e-blast is sent out to all residents of Westbeth
- A bi-weekly Westbeth Events e-blast is sent to over 1500 outside subscribers
- Large outdoor posters announcing your show

INSTALLATION

Each individual exhibition is responsible for its own installation. You should arrive with 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.

Eight Pedestals for sculptures at varying heights and widths are available. You will be responsible for preparing them to meet exhibition quality standards. We use Benjamin Moore Decorators White Semi-Gloss paint on the pedestals, which you have to provide. The gallery is lit with 90 LED track lights. You are encouraged to adjust the lights to highlight your work. Do not remove the fixtures from the track as they become lost or damaged.

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 gallery has no landline phone, curators and exhibitors use their cell 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, or floors are 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 is not 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.

Leave the phone number of the main contact for the show, the artist or curator, at the security desk in case of emergencies.

OPENING RECEPTION

The opening reception must be free to the public. Refreshments and snacks are at the cost of the presenter/artist. There can be no sales of alcohol. There is a refrigerator in the storage room to chill beverages 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.

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 not 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 during of the show and restock toilet paper and paper towels. 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 after closing. On the first day of your arrival, hand the guard a list of the artists/sitters who you want to have access to the key of the gallery during your exhibition. The list has to be signed by the curator or artist in charge.

Only those on your list will be given the key. Please do not leave the gallery unlocked and unattended at any 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. Turn of the Wall heaters at any time before you leave. The person responsible for locking up 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 regular gallery hours. 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 keep the desk clutter-free. If a sitter needs to eat in the gallery, please be sensitive to foods with strong odors. Make sure your sitters know how to complete sales, particularly during the opening reception.

PUBLIC EVENTS

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

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

- The legal maximum attendance allowed for the gallery is 75 people.
- The gallery does not have a food preparation area, an A/V system or projection.
- 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.
- Presenters will be responsible for advertising and posters for public events.
- Due to funding restrictions, the Westbeth Gallery is unable to host events that encourage a specific political agenda or candidate.
- Events that are open to the public must be free to Westbeth residents.

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

mc² - they are WARC's printer, contact John Moodie, jmoodie@mcsquarednyc.com

Reception

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

Hardware and Paint

Garber's 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

Sitters for Gallery Hours (\$15/hour)

Camilla Harden: piaingela@aol.com / 646-436-3331
Lisa Bateman: lbateman@pratt.edu / 646-641-8511
Ruby Ludwig: rcludwig1@gmail.com / 347-426-8532
Josef Krebs: josefjunnkrebs@yahoo.com / 917-576-7141

Bartender (\$20/hour)

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

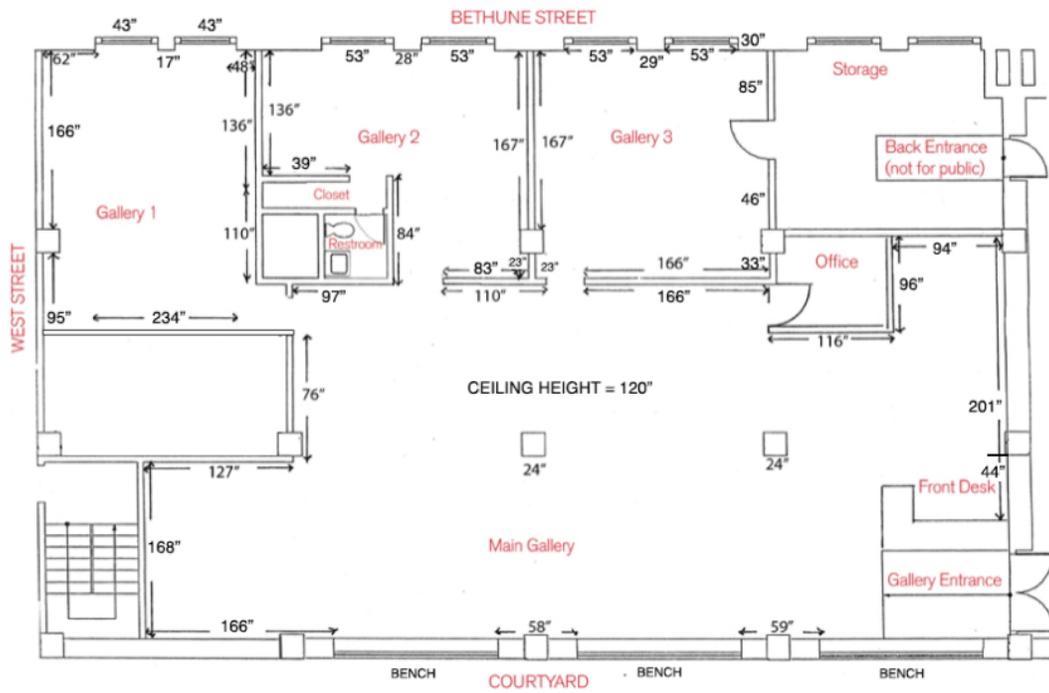
In-house Assistance with Installation (\$25/hour):

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

Important Contact Information

Westbeth Security Front Desk Station: 212-691-1503
Westbeth Visual Arts Chair: Mourrice Papi – westbethgallery@gmail.com
Westbeth Website and Social Media Contact: Christina Maile - westbethwebsite@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 on Instagram: [@westbethgallery](https://www.instagram.com/westbethgallery)

Westbeth Gallery Floor Plan





Main Gallery



Side Gallery #1



Side Gallery #2



Side Gallery #3