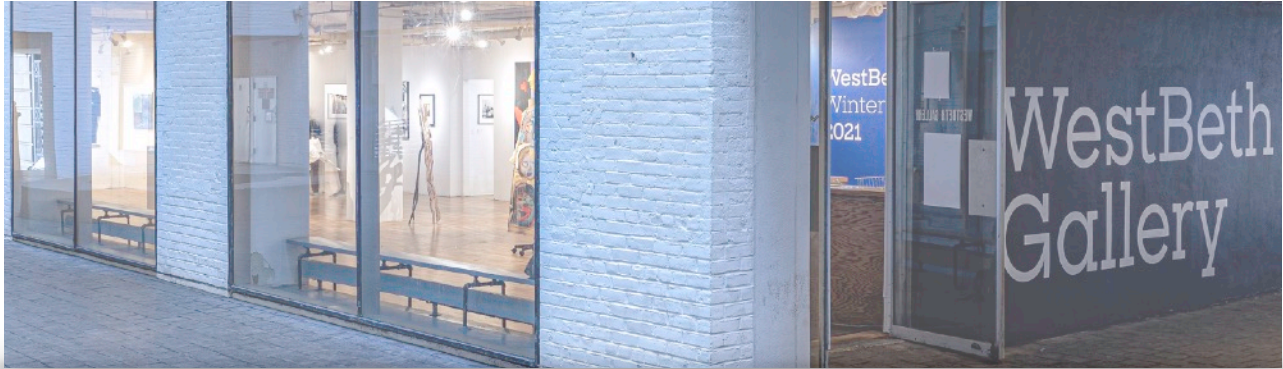




WESTBETH GALLERY 57 BETHUNE STREET NY NY 10014 westbeth.org



## 2022 WESTBETH GALLERY GUIDELINES

### About the Westbeth Gallery

The non-profit Westbeth Gallery showcases diverse work from visual artists at Westbeth Artists Housing and supports exhibitions via local partnerships and collaborations and artists throughout the world. The exhibitions space is appx. 2900 sf, and is located in the central courtyard of Westbeth Artists Housing.

**Gallery Address:** Westbeth Art Gallery, 57 Bethune Street at Washington Street, New York, NY 10014, [www.westbeth.org](http://www.westbeth.org), email: [westbethgallery@gmail.com](mailto:westbethgallery@gmail.com) (there is not phone for the gallery)

Gallery Hours (vary by curator) Wednesday – Sunday: 1-6pm; Closed Monday, Tuesday.

The Westbeth Artists Residents Council (WARC) operates the Westbeth Gallery. WARC is *volunteer run*. The *Gallery Director* serves on WARC as the Visual Arts Chair with the task of overseeing & communication of: in-gallery management, implementing public calls for art & a dynamic selections council/jury for incoming annual show scheduling, maintaining the annual show schedule, The @westbethgallery instagram, The Westbeth Gallery Youtube, Managing the gallery digital-historical archive HDD, gallery promotion and advertising, maintaining an active, attractive & transparent public optics for the gallery.

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. This includes drilling into the walls for any reason, including attaching mounts. All art is of professional quality and for sale during the exhibition. Unless the exhibition is specifically a retrospective, all work should feature recent works, and not previously 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 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 at:

<https://www.westbeth.org/>

under the “Venues/Westbeth Gallery” menu

<https://westbeth.org/wordpress/about/westbeth-gallery/>

### ACCEPTANCE/CONTRACT/FEE/DEPOSIT/INSURANCE

Each year, the gallery director 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 de-installed, 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. To avoid issues with deposit returns, WARC has instituted a walk-through with our Gallery Coordinator and your curator before your final turnover of the Gallery space.

Costs are split into two categories:

- 1) If your show is curated from within Westbeth: \$400 + \$100
- 2) If your show is curated by an individual or group from outside Westbeth: \$800 + \$100

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, provided it is more than 3 months prior to your install date. Make your check payable to “WARC”. You may also pay by PayPal to westbethtreasurer@gmail.com

### GALLERY INSURANCE

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 on average. The gallery is air-conditioned and heated. Exhibitors/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 exhibitors /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. Exhibition contacts (who signed the contracts) are notified of any scheduled events. If an artist is planning activities outside of normal gallery hours, they should let the gallery director know during the planning stage.



### SCHEDULING A GALLERY & LIGHTING WALKTHROUGH

Every curator must arrange for a walkthrough of the gallery for their exhibition to get information on basic installations and lighting. Westbeth provides this service to reduce any issues with installation and damages. The new lighting system was recently installed at a great cost, and thorough operational knowledge is required for proper maintenance. Gallery walkthroughs will be arranged with the Visual Arts Chair and the Gallery Maintenance person, and will be done twice: once prior to the artwork display and once after the artwork has been removed.

### 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 the artist. Full payment of the commission is paid to WARC on the week of de-install. The check (or PayPal payment) 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. 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.

- Your show is featured on the WARC webpage, westbeth.org and on Westbeth social media, Facebook (@westbethartistshousing), Twitter (@westbeth) and Instagram (The Westbeth Gallery @westbeth\_artists\_housing)
- 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 a 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.

### 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. 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.

### 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 off 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.**

### 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 (35 max. during Covid protocols if in place)
- 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 your source for all gallery policies and activities.



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## SOURCES and RESOURCES

### **Postcards, Fliers and Posters**

John Moodie is our print contact - they are WARC's printer, contact John Moodie, [jmoodielink@gmail.com](mailto:jmoodielink@gmail.com). Please mention you are exhibiting with Westbeth Gallery and cc: [westbethgallery@gmail.com](mailto:westbethgallery@gmail.com). You should use Westbeth logo and website for materials (see Promotional Guidelines attached)

### **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 23<sup>rd</sup> Street  
212-929-9571

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

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

Camilla Harden: [piaingela@aol.com](mailto:piaingela@aol.com) / 646-436-3331  
Lisa Bateman: [lbateman@pratt.edu](mailto:lbateman@pratt.edu) / 646-641-8511  
Ruby Ludwig: [rludwig1@gmail.com](mailto:rludwig1@gmail.com) / 347-426-8532  
Josef Krebs: [josefjunnkrebs@yahoo.com](mailto:josefjunnkrebs@yahoo.com) / 917-576-7141

**Bartender (\$20/hour) Paul Muranyi: 646-320-7902, [dmuranyi@nyc.rr.com](mailto:dmuranyi@nyc.rr.com)**

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

Paul Muranyi: 646-320-7902, [dmuranyi@nyc.rr.com](mailto:dmuranyi@nyc.rr.com)

### **Important Contact Information**

Westbeth Security Front Desk Station: 212-691-1503  
Westbeth Visual Arts Chair / Gallery Dir: Mourrice Papi – [westbethgallery@gmail.com](mailto:westbethgallery@gmail.com)  
Westbeth Website / Social Media: Christina Maile - [westbethwebsite@gmail.com](mailto:westbethwebsite@gmail.com)  
Westbeth Publicity Chair: Samantha Hall – [westbethpublicity@gmail.com](mailto:westbethpublicity@gmail.com)

Westbeth Web Page: [www.westbeth.org](http://www.westbeth.org)  
Westbeth on Facebook: Westbeth Home for the Arts  
Westbeth on Instagram: @Westbeth\_Artists\_Housing,  
Westbeth Gallery @Westbeth\_Artists\_Housing  
Westbeth on Twitter: @Westbeth





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Main Gallery



Side Gallery #1





Side Gallery #2



Side Gallery #3



## PRINT AND DIGITAL GUIDELINES

### PRESS RELEASE

Our Publicity Chair sends a press release to local newspapers and media outlets.

Requirements:

- Single Page, black & white image
- It should include the days and time you are open. You can do longer hours or additional days but the minimum is Wed to Sun 1 to 6 pm.
- Due 6 weeks prior to exhibition opening
- Contact: [westbethbuplicity@gmail.com](mailto:westbethbuplicity@gmail.com), [westbethwebsite@gmail.com](mailto:westbethwebsite@gmail.com)

### DIGITAL & PRINTED FLYER FOR ELEVATOR/ WEBSITE/EMAIL BLASTS

Westbeth displays exhibitions posters in the elevators and throughout the Westbeth campus. We also promote exhibitions on our Website and email blast appx. Every 2 weeks. Additionally, we email our residents notices of Gallery exhibitions (400 have signed up on our eblast list)

- 8.5" wide x 11" high
- MUST use Westbeth logo & website (Westbeth.org)
- 300dpi .jpg
- Should include high-res eye-catching visual and uncluttered copy
- Send digital files to: [WestbethWebsite@gmail.com](mailto:WestbethWebsite@gmail.com) and [WestbethPublicity@gmail.com](mailto:WestbethPublicity@gmail.com)
- 2 weeks prior to exhibition, send 15 printed color copies to (or hand deliver): WARC ATTN: Publicity Chair 55 Bethune Street, NY NY, 10014

### LARGE FORMAT FLYERS

These go in special high-traffic areas in the Westbeth complex

- 11" wide x 17" high
- Send 3 printed color copies to (or hand deliver): WARC ATTN: Publicity Chair 55 Bethune Street, NY NY, 10014

### OUTDOOR POSTERS

4 large outdoor posters (weatherproof Cloroplast prints) are placed throughout the Westbeth Complex on the walls.

- 34" wide x 44" high
- add .5" bleed on all sides PLUS crops
- final image size: 35" x 45"
- 300 dpi actual size for artwork
- pdf file format
- MUST use Westbeth Logo & website
- Send digital file (with crops) to [warcpresident@gmail.com](mailto:warcpresident@gmail.com)



## COVID19 PROTOCOLS HAVE BEEN PAUSED

THIS PAGE HAS BEEN INCLUDED AS REFERENCE OR GUIDE. WARC RESERVES THE RIGHT TO RE-INSTATE UPDATED SAFETY GUIDELINES & PROTOCOL AS NEEDED. THANK YOU!  
(APRIL 2022)

## WESTBETH COMMUNITY ROOM RENTAL RIDER WESTBETH GALLERY PROTOCOL FOR COVID-19 PROTOCOL - (2021-09-27)

For Gallery Use, An additional contract rider is required to be signed by all entities who rent the Community Room and the Westbeth Gallery. The entities are those that emailed contracts and entered into agreement via email correspondence with:

[westbethcr@gmail.com](mailto:westbethcr@gmail.com) & [westbethgallery@gmail.com](mailto:westbethgallery@gmail.com)

Entities are known herein as “**Renter.**”

**Renter** is responsible for ensuring renter, renter’s staff/rebs, and CR/Gallery rental participants/attendees follow all federal, state and local laws/regulations/rules concerning COVID-19 as they pertain to: vaccinations, masking, social distancing, etc.

**Renter** releases and indemnifies WARC (Westbeth Artists-Residents Council, Inc.) and Westbeth Corp. for any and all claims arising out of renters’ or participants’ failure to abide by above regulations.

### **RENTER must:**

- Ensure all visitors show proof of Covid-19 vaccination (at least 1 dose) for those who qualify and photo id.
- Encourage the wearing of face coverings
- Keep occupancy at 50% capacity or 35 people max
- Wipe down all surfaces, chairs and tables that are used with sanitizing wipes (\$20.00 service charge added to ALL rentals for cleaning supplies and staffing)
- Follow all relevant Covid-19 protocols

### **WARC (Westbeth Artists-Residents Council) is responsible for:**

- Daily cleaning
- Providing Sanitizing Wipes

WARC reserves the right to cancel any reservation that does not adhere to Covid-19 protocols. Renter shall forfeit any payments used for rental.

Note: above is for protocol reference only. Sign and return the additional attached Contract Rider.