



55 BETHUNE STREET, NYC 10014

westbeth.org

WESTBETH GALLERY GUIDELINES

CONTENT OVERVIEW

Westbeth & the Westbeth Gallery_____	P.2
General Information	
Exhibition Proposals_____	P.3
Accepted Proposals, Contracts, Exhibition Fees & Security Deposit	
Gallery Insurance_____	P.4
Scheduling 2 Gallery Walkthroughs_____	P.5
Installation, Wall Maintenance & Storage	
Commissions and Sales _____	P.6
Gallery Sitters_____	P.7
Postcards	
Opening & Closing Reception	
Cleaning during your show_____	P.8
Opening & Closing the Gallery	
Public Events_____	P.9
If You Need Help	
Advertising & Publicity Signage	
Print & Digital Guidelines for Promotion Materials_____	P.10
Press Release, Digital & Printed Flyers/ Website/Email Blasts, Outdoor posters	
Sources and Resources_____	P.11
Print resources, Reception, Hardware & Paint, Sitters for gallery hours, Bartender, In-house Assistance with Installation	
Important Contact Information_____	P.12
Westbeth Gallery Floor Plan_____	P.13
Photos_____	P.14-15
Covid19 Protocols_____	P.16



55 BETHUNE STREET, NY NY 10014 - westbeth.org

Westbeth & the Westbeth Gallery

Westbeth was established in 1970 at the former Bell Laboratories as a non-profit artists housing corporation featuring residential live/work and commercial spaces and later a Community Room and Art Gallery. **Westbeth Artists-Residents Council** (aka WARC) was established in 1980 as a non-profit volunteer-run tenant corporation that oversees The Westbeth Community Room as well as **The Westbeth Gallery**.

The gallery features diverse visual arts exhibitions on a monthly basis from Westbeth resident artists, local partnerships (The Whitney, Rutgers Mason Gross School of the Arts, etc...), and a juried selection of international curators and artists. All proceeds collected from exhibition fees and sales commissions help fund gallery maintenance as well as other cultural and artistic programming throughout the year that is **free to the public**.

The Visual Arts Chair (Valérie Hallier, westbethgallery@gmail.com) is one of the resident-elected members of WARC and manages all aspects of gallery operations including: yearly exhibition selections and schedules, facility maintenance and staffing, exhibition archives, program communications, community outreach, and social media oversight including [@westbethgallery](https://www.instagram.com/westbethgallery) on Instagram.

General Information

Gallery space: Located in the inner courtyard of Westbeth, The Gallery has approx. 2900sf of exhibition space, divided in 4 galleries (1 main and 3 smaller) as well as a restroom/sink and storage area for packing materials. (See attached blueprint) The gallery is air-conditioned and heated.

Location: 55 Bethune Street, at Washington Street, NY, NY 10014.
(The Gallery is accessible via 55 Bethune Street, Washington Street, 463 West Street and 155 Bank Street, with the closest access point via stairs mid-way down Bethune Street (between Washington and West St.)

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

Contact: westbethgallery@gmail.com

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

*Each exhibition sets its hours of operation, with the minimum of the above days/hours

Gallery Wifi: Free upon registration. "Westbeth - Wireless WIFI"



WESTBETH GALLERY

55 BETHUNE STREET, NY NY 10014 - westbeth.org

Exhibition Proposals

Proposals are accepted once a year when the call for proposals is active, usually in the Spring. The call for proposal lists the requirements of the proposals and gives all deadlines. It can be found at: <https://westbeth.org/wordpress/about/westbeth-gallery/>

Restrictions: 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, creating large holes/attaching mounts. Art should not be mounted on any non-drywall surface, i.e. windows, doorframes, etc... All art should be 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.

During a show, all rooms must be used, which requires approximately 70 pieces on average. The gallery is air-conditioned and heated.

Accepted Proposals, Contracts, Exhibition Fees & Security Deposit

Each year, the Visual Arts Chair assembles a proposal review panel to select the lineup for 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. Every exhibitor is responsible for paying a \$100 security deposit, which is returned after your show is de-installed, with the gallery properly restored and any commissions have been paid. WARC reserves the right to keep the security deposit in the event there is physical damage to the gallery. To avoid issues with security deposit returns, WARC has instituted a walk-through with our **Visual Arts Chair** and your curator before your final turnover of the Gallery space.

Exhibition Fees (non-refundable) are split into three categories:

- 1) If the show is curated from within Westbeth: \$400 fee
- 2) If the show is curated by an individual or group from outside Westbeth: \$800 fee
- 3) If the show is curated by an Institution (i.e. The Whitney): amount may vary.



55 BETHUNE STREET, NY NY 10014 - westbeth.org

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 **"Westbeth Artists Residents Council"**. You may also pay by **PayPal** to warctreasurer@gmail.com.

Gallery Insurance

The Westbeth Gallery carries fine art insurance up to \$500,000 per incident for artwork.

Curators for each exhibition are expected to take professional care and precautions in artwork transport to and from Westbeth Gallery including packing , shipping and handling. Additionally, curators should use professional care and consideration regarding the installation of exhibits, including use of proper hardware and handling.

All work in the gallery must be presented/displayed/exhibited in a professional manner. This includes (but is not limited to) wall art, art displayed on the floor / pedestals, and any multi-media installation (i.e. monitors, displays, etc.).

You are responsible for providing appropriate hooks and wires for the weight and sizes of your pieces. The gallery is not responsible for the loss of personal property.

Curators and 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. During each show's OFF hours, only the curator(s) can have access to the gallery key, obtained at the front security desk. Artists and gallery sitters have access to the key during ON hours of the show. Curators must provide a list of the gallery sitters and their phone numbers to Visual Arts Chair to provide for security access. If a person is not on the list, they will not have access to the gallery under any condition. Under no circumstances can artwork be placed in the gallery before the show contract date without advance arrangement. On occasion, the gallery is used by WARC for meetings and receptions during non-gallery hours during the year. Exhibition curators (who signed the contracts) are notified of any scheduled events, during on and off hours. If an artist is planning activities outside of normal gallery hours, the curator should let the Visual Arts Chair know during the planning stage.



55 BETHUNE STREET, NY NY 10014 - westbeth.org

Scheduling 2 Gallery Walk-throughs

Every curator must arrange for a walk-through 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. Two gallery walk-throughs will be arranged with the Visual Arts Chair: once prior to the artwork display and secondly after the artwork has been removed from the gallery.

Installation, Wall Maintenance & Storage

Each individual exhibition is responsible for its own installation. Curators/designated installers should arrive with tools and hardware needed to present your work professionally. The gallery has two ladders, a cart for paintings and one dolly to assist you. Westbeth will patch and paint the walls in advance of your show. Please use picture hanging "OOKS" kits or small nails to minimize degradation of 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.

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, 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 artists/sitters use their cell phone. Free WIFI is provided

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



55 BETHUNE STREET, NY NY 10014 - westbeth.org

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, paper, crates, etc... used to transport your artwork. Do not store any artwork, tools or other personal items in the storage room during the run of your show. 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.

Commissions and Sales

A list of all artwork and their prices should be provided to the Visual Arts Chair prior to opening of the show.

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 curator(s) and artist(s) of each show. Checks from buyers are written to the artist(s) directly. Full payment of the commission is paid to WARC on the week of de-installation. The check (or PayPal payment) is made out directly to "Westbeth Artists Residents Council".

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 sanctions including being refused future exhibitions.



55 BETHUNE STREET, NY NY 10014 - westbeth.org

Gallery Sitters

You must sit or provide sitters for your show during regular gallery hours. See SOURCES section 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. Make sure your sitters know how to complete sales, particularly during the opening/closing reception. Eating in the gallery should be restrained to the necessary minimum for sitters with consideration with odor and sanitation. Any food or packaging remaining should be disposed off, outside of the gallery, daily.

Postcards

The Westbeth Gallery recently added postcards for sale in the gallery on a display rack. The postcards are of Westbeth artists work as a way to represent the vibrant Westbeth artistic community and give context to the historical relevance of the gallery. If you choose to keep the postcards for sale during your show, the sitters will therefore collect the \$4 per postcard cash in a box on the main desk (or via Venmo: @Valerie-Hallier). The cash will be collected daily by the Visual Arts Chair. You can also choose not to have postcards for sale during your show. Only postcards of Westbeth resident artists can be sold in the gallery unless discussed ahead of time with the Visual Arts Chair.

Opening & Closing Reception

The opening and closing receptions must be free to the public. Refreshments and snacks are at the cost of the curator(s)/artist(s). 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.

Alcohol: We recommend *Astor Wines* or *Imperial Vintner* 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 Wines* 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***



55 BETHUNE STREET, NY NY 10014 - westbeth.org

your installation period. See SOURCES for a list of experienced residents available to bartend.

Cleaning: The curator(s)/artist(s) is responsible for cleaning the gallery after any reception. This includes removing all trash, light-mopping spills on floor and desk surfaces in gallery and in the bathroom. Westbeth Gallery accepts donations of unopened wine left over after the reception. Please leave these bottles on top of the refrigerator.

Dogs: 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 provides toilet paper and paper towels in the bathroom and cleans the bathroom and gallery floors prior to your opening reception. It is the responsibility of the curator(s)/artist(s) to empty trash and maintain the cleanliness of the bathroom and gallery during the show. Contact the Visual Arts Chair if you need to restock toilet paper and/or paper towels. Trash should be removed from the gallery every day, safely bagged and placed by the black door in the corner of the outer courtyard. It's the door to your right as you pass the community room. Arrangements can be made with the Visual Arts Chair for supplies.

Opening & Closing the Gallery

Keys for the gallery must be signed out at the Westbeth guard's desk in the main entrance's lobby 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(s) or artist(s) 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, lock the gallery entrance's glass doors from the inside. (A metal hook is provided by the door to help close the door from the top latch.) Turn off the lights of the main gallery and then in the side galleries. Turn off the Wall heaters at any time before you leave. The person responsible for locking up must exit through the storage room, locking only the top Medeco lock behind them. **Do not use the deadbolt at any time, as it sticks.**



55 BETHUNE STREET, NY NY 10014 - westbeth.org

Public Events

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

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, candidate or any lobbying activities.
- 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.

Advertising & Publicity Signage

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

- Your show is featured on westbeth.org, Youtube and on Instagram (The Westbeth Gallery @westbeth_artists_housing, @westbeth_gallery, Facebook: #westbeth artists housing and center for the arts)
- A building-wide e-blast is sent out to all residents of Westbeth who subscribed on the e-blast list (approximately 400). The view rate is over 60%.
- A bi-weekly Westbeth Events e-blast is sent to over 2100 outside subscribers
- 4 Large outdoor posters announcing your show



55 BETHUNE STREET, NY NY 10014 - westbeth.org

Print & Digital Guidelines for Promotion Materials

You, the curator(s)/artist(s) are responsible for producing a press release and a design for posters and flyers of diverse sizes regarding your exhibition.

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
- Email finish Press release (6 weeks before the show) to: westbethbuplicity@gmail.com, westbethwebsite@gmail.com and westbethgallery@gmail.com

Digital & Printed Flyer For elevator/ Website/Email Blasts

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

Printed Flyers

Requirements:

- 8.5" wide x 11" high
- MUST use Westbeth logo & website (Westbeth.org) (ask westbethgallery@gmail.com)
- 300dpi .jpg
- Should include high-res eye-catching visual and uncluttered copy
- Send digital files to: westbethbuplicity@gmail.com, westbethwebsite@gmail.com and westbethgallery@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**

Digital Flyers

These go on the website, in Westbeth newsletters and on social media.

Requirements:

- 1080 x 1080 pixels
- 72 to 300 dpi. Jpg or png



WESTBETH GALLERY

55 BETHUNE STREET, NY NY 10014 - westbeth.org

- **Send digital files (4 weeks before the show) to:** westbethbuplicity@gmail.com, westbethwebsite@gmail.com and westbethgallery@gmail.com

Large Format Flyers

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

Requirements:

- 11" wide x 17" high
- Must use Westbeth logo (ask westbethgallery@gmail.com)
- **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.

Requirements:

- 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 (ask westbethgallery@gmail.com)
- **Send digital file (with crops) to** rbraimon@gmail.com, warcpresident@gmail.com and westbethgallery@gmail.com

Sources and Resources

Print Resources:

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

Alcohol For Reception:

Astor Wines: 399 Lafayette Street, New York, NY 10003

Phone: 212- 674-7500

Website: <https://www.astorwines.com/>

Imperial Vintner: 579 Hudson St. New York, NY, 10014

Phone: 212-929-6222



WESTBETH GALLERY

55 BETHUNE STREET, NY NY 10014 - westbeth.org

Hardware & Paint:

Garber's Hardware (Hardware Supplies) 708 Greenwich Street 212-929-3030

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

Sitters For Gallery Hours

Lisa Bateman: lisaabateman@gmail.com / 646-641-8511

Camilla Harden: piacamillaharden@gmail.com / 646-436-3331

Josef Krebs: josefjunnkrebs@yahoo.com / 917-576-7141

Ruby Ludwig: rcludwig1@gmail.com / 347-426-8532

Bartender

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

In-house Assistance with Installation

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

Important Contact Information

Westbeth Security Front Desk Station: 212-691-1503

Westbeth Visual Arts Chair: Valérie Hallier - westbethgallery@gmail.com

Westbeth Website / Social Media: Christina Maile - westbethwebsite@gmail.com

Westbeth Publicity Chair: Samantha Hall - westbethpublicity@gmail.com

Westbeth Web Page: www.westbeth.org

Westbeth on Instagram: @Westbeth_Artists_Housing

Westbeth Gallery on Instagram: @Westbeth_Artists_Housing



Westbeth Gallery Floor Plan





WESTBETH GALLERY

55 BETHUNE STREET, NY NY 10014 - westbeth.org



Main Gallery



Side Gallery #1



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55 BETHUNE STREET, NY NY 10014 - westbeth.org



Side Gallery #2



Side Gallery #3



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55 BETHUNE STREET, NY NY 10014 - westbeth.org

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 & westbethgallery@gmail.com

Entities are known herein as **"Renter."**

Renter is responsible for ensuring renter, renter's staff/ reps, 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.