

## GALLERY GUIDELINES Rev. January, 2018

Since 2014, The Framemakers, in downtown Waterville, ME, has dedicated wall and window space to celebrating creative works by local and regional artists. We are pleased that you're interested in displaying with us while contributing to the creative local community. Please read the following important information carefully.

1. Spaces are available in two month intervals. Shows and receptions for 2018 are as follows:

January 15 to	March 13	reception February 9
March 15 to	May 12	reception April 13
May 15 to	July 13	reception June 8
July 16 to	September 13	reception August 10
September 15 to	November 13	reception October 12
November 15 to	January 12	reception December 14

We have wall space, two storefront windows, and a display case.

- **Display Case** 69" x 19". Top and bottom shelf 69"x 19". Middle glass shelf 69" x 9.5"
- **Single Wall Space** approx. 4 feet x 4 feet
- **Double Wall Space** approx. 8 feet x 4 feet
- **Small Display Window** approx. 16 feet long x 8 feet tall x 4 feet wide
- **Large Display Window:** Same as small window but with large projections surrounding an alcove.

Wall spaces can roughly hold the equivalent of five 16" x 20" framed pieces. Relatively, the smaller the pieces, the more you can display (12-19 8" x 10" pieces); the bigger the pieces, the fewer. See photo examples of past displays for a better idea about amount of work.

Our display windows can hold a large amount of artwork; we recommend you stop by and see for yourself. Artists are encouraged to create dynamic window displays using both the wall and floor space, incorporating props and even showing work in progress. We have some easels and pedestals for use. Let's talk about what you need.

Framemakers will hang all 2D wall art.

The Framemakers typically exhibits 5 to 6 artists per rotation. Artists may reserve two spaces in a rotation.

2. If you are new to the Framemakers, please present samples of your work, a link to an online gallery, or email images to [shop@theframemakers.com](mailto:shop@theframemakers.com) for consideration. **The samples you present must represent the work you wish to display.** Please keep artwork at a tasteful level: no erotic or violent images. Tasteful nudes are acceptable. Final decisions about what is included lies with The Framemakers.

### 3. COSTS per two-month rotation

Display Case \$30

Wall Single Space \$30 (\$25 for members of the Waterville Area Art Society and Common Street Arts)

Wall Double Space \$60 (\$50 for members of the Waterville Area Art Society and Common Street Arts)

Small Window \$90

Large Window \$120

This fee goes toward promotion and helps fund the reception (food, drinks, live entertainment) for all the artists involved. For works that are sold, the split is 70% artist / 30% gallery. Artist checks are issued at the end of the rotation.

4. While on display, artists will be given a 10% professional discount on any custom framing of their artwork. (WAAS and CSA members will continue to get their usual discount).

5. Artwork must meet framing standards for hanging in a gallery. While we do not require artwork be framed by us, we do ask that artists adhere to our high quality standards on their framing. Frames and canvases must be wired and ready to hang (i.e. with two eye screws and steel wire). Saw-tooth hangers, “clip” frames, easel backs or unstable frames are not acceptable for installation. Metal frames must be like the Nielsen-style locking system. Mats must be clean. Works that fail to meet these specifications will not be accepted.

6. Pieces should be labeled on the back with the following information: **artist’s name, title, media** and **price** (remember to factor in the Framemakers 30% commission).

7. Insurance/inventory forms are required for all pieces of art and must be revised if an artist changes out artwork.

8. Framemakers will create wall labels from your insurance/inventory form. This must match the labels on the back of each piece.

9. Artists must deliver their work two or three days before the rotation start date. ALL artwork must be delivered at the same time. This enables us to hang your work **cohesively**, maximizes our curator’s time, and allows us to adhere to advertised exhibit dates. Artists may bring a couple of extra pieces to replace work that sells. These extra works will be placed in safe storage and will fill the space as needed.

When delivering artwork, you are encouraged to provide an artist statement and/or bio, printed on 8.5” x 11” paper (or email it to us before delivery) and business cards. Our customers love to take business cards!

10. We host an artist reception on the **second Friday of the month following installation** to promote the exhibit. Receptions are from 5:30–7:30 pm and include food, refreshments, and music. These events are excellent exposure for the displaying artists and usually draw a large crowd. We welcome you to invite your friends and family!

11. We will promote the artists’ work on local event pages, social media sites, as well as print media (when applicable) and encourage you to share the event with your own email and social media contacts!

To assist in our promotional designs, please send a short description of your work and one to two high resolution images to [shop@theframemakers.com](mailto:shop@theframemakers.com) preferably a week before show start.

**12. PICK UP** for artwork is the **end of day on the 13th of the month**. If you are unable to pick up at the appropriate time, call ahead to make short term storage arrangements at 207-872-8927. A storage fee may apply. If the 13th falls on a Sunday, then pickup will occur either Saturday or the following Monday.

## DISPLAY OPTIONS



Display Case



Large Display Window



Small Display Window



Single Wall Space



46 Main St., Waterville, ME 04901 • (207) 872-8727  
[shop@theframemakers.com](mailto:shop@theframemakers.com) • theframemakers.com

### Framemakers Insurance Form

*Please fill out and supply with your artwork.*

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Street Address: \_\_\_\_\_

Town: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Date of Show: \_\_\_\_\_

Medium(s): \_\_\_\_\_

How would you describe yourself as an artist? \_\_\_\_\_

*(ex.: wildlife photographer, plein air artist, illustrator)*

Please list each individual artwork you will be displaying. You may use the back of this sheet if you have more than 9 pieces.  
For insurance purposes, you must state the value of your painting, even if it is not for sale.

Title of Piece	Medium	Value
1 _____	_____	_____
2 _____	_____	_____
3 _____	_____	_____
4 _____	_____	_____
5 _____	_____	_____
6 _____	_____	_____
7 _____	_____	_____
8 _____	_____	_____
9 _____	_____	_____

Signature: \_\_\_\_\_ Date: \_\_\_\_\_