



## **TRAVELING ART EXHIBIT RESOURCES FOR HOST VENUES**

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# ART EXHIBIT CHECKLIST & TIMELINE

## 3+ Months Prior to the Exhibit Opening

- Return deposit & signed Rental Agreement to the Grünewald Guild
- Establish dates for an art reception & any other exhibit-related events
- Establish budget for publicity, art reception, etc.

## 2 Months Prior to the Exhibit Opening

- Communicate reception and other event dates & details to the Grünewald Guild so that we can help publicize the exhibit
- Connect with local arts and faith organizations to make them aware of the exhibit

## 1 Month Prior to the Exhibit Opening

- Review *Hosting an Art Reception and Publicizing Your Event*
- Distribute posters & other print publicity to your local community
- Create a Facebook event for the art reception
- Encourage congregants to invite their friends & family to the reception
- Enlist volunteers to assist with installing artwork & hosting the reception
- Ask your building maintenance person to recommend appropriate hardware for hanging the artwork

## 2 Weeks Prior to the Exhibit Opening

- E-mail press releases to local newspapers & other media
- Continue to promote the event on social media
- Gather materials for reception art project (optional)
- Finalize reception plans: menu, shopping list, volunteers, clean-up, etc.

## Week of the Exhibit Opening

- Gather tools & equipment for installing artwork: tape measure & pencil, hanging hardware, ladders, double-sided tape for labels, etc.
- Unpack & install the artwork (please use the *Handling & Installing Artwork* section of this booklet)
- Note any damage on the condition report; contact the Guild immediately regarding damaged or missing artwork. Do not attempt to fix art yourself

## Day of the Reception

- Prepare food in advance so that you can be available to greet guests
- Have fun!

## Day of Uninstalling the Exhibit

- Carefully remove artwork from walls & separate pieces by crate
- Repack artwork (detailed instructions are included with each crate)

## Following the Close of the Exhibit

- Connect with next venue for them to pick up the show
- Contact at the Grünewald Guild to debrief, make plans for next year, etc. [hospitality@grunewaldguild.com](mailto:hospitality@grunewaldguild.com)

## **PUBLICIZING YOUR EVENT**

*Publicity is important! The art exhibit can be a great opportunity to connect with and serve your local community. Reaching out in a variety of ways helps to ensure that you connect with as many different people as possible.*

### **Church Resources**

#### **Website, Newsletter, & Bulletins**

Feature the exhibit & encourage people to invite friends & family members

#### **Facebook & Other Social Media**

Create an event on your church's page; invite congregants & encourage them to share the invitation with others

#### **Groups Who Share Your Space**

Reach out to the leaders of groups who regularly use your space, such as 12-step meetings, scout troops, after-school programs, homeschoolers, seniors' circles, MOPS groups, soup kitchens or food pantries, support groups, etc.

#### **Sunday Morning Announcements**

Remind congregants of the exhibit & encourage them to bring friends

### **Community Organizations**

#### **Churches & Houses of Worship**

Reach out to other congregations & invite them to view the exhibit. You might even organize a community-wide Visio Divina service.

#### **Schools**

Contact the art department in your local schools and colleges to inform them of the exhibit & ask about including it in their calendar or newsletter. They may even wish to bring a group of students on a field trip!

#### **Arts & Cultural Organizations**

Contact these organizations early to inform them of the exhibit & ask about including it in their calendar or newsletter. They may have good suggestions about other ways to connect with local artists and art-lovers, as well.

## **Local Media**

### **Newspapers**

A sample press release is provided on the following page. Most newspapers prefer to receive press releases via e-mail; plan to send yours about two weeks before the event. You may also wish to invite a reporter over for a “sneak preview” prior to the exhibit reception.

### **Radio & Cable TV**

Many local radio stations and cable channels advertise community events for free. Space may be limited, so it’s helpful to call well in advance – up to six weeks - of your event.

### **NPR Stations**

Most stations maintain an online calendar of community events, and they may feature a limited number of events on the air, as well. To ensure your event gets on the air, submit your event six weeks in advance.

### **Hanging Posters**

Here are some general suggestions of where to hang posters for your event; however, each community is different and yours may include other locations not on this list.

**Art Galleries & Museums**  
**Art Studios**  
**Art Supply Stores**  
**Christian Book & Gift Stores**  
**Churches & Houses of Worship**  
**Coffee Shops**  
**Community Bulletin Boards**  
**Community Centers**

**Cultural Centers**  
**Fabric & Craft Stores**  
**Laundromats**  
**Libraries**  
**Local Arts Organizations**  
**Music Venues**  
**Performing Arts Centers**  
**Schools, Colleges, & Universities**

Always ask before hanging a poster, as many popular locations have rules about what events they publicize or how far in advance a poster may be displayed. This is also a great opportunity to get folks in your community excited about the exhibit, so be prepared to talk about the artwork and the events you have planned. Bring your own tape and pushpins!

## SAMPLE PRESS RELEASE

*Update this sample press release with your venue's information to help publicize the exhibit through local media. Press releases should be e-mailed about two weeks before the event -- be sure to use a catchy subject line. You may follow up the e-mail with a phone call a few days prior to the event.*

FOR IMMEDIATE RELEASE

Art Exhibit: *River Flow*

St. Luke's Episcopal Church in Wenatchee is pleased to announce an upcoming art exhibit, *River Flow*. Attuned to both receiving and letting go, the River has been a quiet witness of grace and transformation, inspiring many an artist and calming many a sojourner. Come be inspired by the artwork in the Grunewald Guild's River Flow Traveling Art Exhibit.

The *River Flow* works of art are visually diverse, including paintings, ceramics, calligraphy, textiles, photography, and more. Exhibiting artists were chosen from among the faculty and resident artists at the Grunewald Guild, an arts education nonprofit retreat center nestled in the Plain Valley of Washington state.

All are invited to a public reception on Friday, December 8, from 5:00pm to 7:00 pm, in the church building at 428 King St. The exhibit will be on display through December 31 and may be viewed during the church's free community lunch from 11:30am – 12:30pm each Saturday, or at other times by special appointment.

Contact:

Mary Turner  
stlukes@nwi.net  
428 King St.  
Wenatchee, WA  
509-662-5635

## FAQs

### HANDLING & INSTALLING ARTWORK

#### **What are good practices for unpacking artwork?**

*This task works best with one or at most two people working at once. Work in a clean, open area where you can move freely around the crates. Take your time, don't rush the process. It helps to get to know the art somewhat before setting them on the walls if you want to create a flow between them.*

- Open one crate at a time, to ensure that all packing material is returned to the proper crate for ease of re-packing at the end of the exhibit.
- Lift pieces out one at a time. Completely unwrap each piece, inspect it for damage, and set it aside in a safe area until you finish.
- Note any damage on the condition report; contact the Guild immediately regarding damaged or missing artwork. Do not attempt to fix art yourself.

#### **How can we keep the art secure in our space?**

*You know your space best. Use good judgment to keep artwork secure while ensuring the greatest possible accessibility for viewers.*

- Place artwork in open, well-lit spaces, well away from areas where people eat or children engage in boisterous play.
- Encourage all staff and regulars to welcome visitors as they enter the space, and keep an eye on people as they move through the exhibit.
- Keep the exhibit space locked at any time the building is unattended.

#### **What are safe practices for handling delicate art?**

*Always work with clean, dry hands; move carefully; and take your time.*

- The frame is the sturdiest part of any two-dimensional artwork, so handle art by the frame whenever possible.
- When stacking several pieces together, order them face-to-face and back-to-back, with only the frames touching each other.
- Have an assistant help with lifting bulky pieces onto the wall, and check that the wire is firmly latched on the nail or hook before letting go.

#### **Where should we place each piece within the exhibit space?**

*Placement is always subjective, so play with different arrangements and trust your instincts about what works best. Some general guidelines:*

- Consider the traffic pattern through the space. In what order will viewers encounter the artworks, and what locations will naturally draw attention?
- Place small, highly-detailed pieces where viewers can draw close to explore them in depth; place large, dramatic pieces where viewers can step back to consider them from a distance.
- Create small groupings of artworks that “play well” together, due to similar colors, patterns, subjects, etc.

*(Handling & Installing Artwork, continued)*

**How do we arrange the artwork on the wall?**

*An ordered, formal arrangement holds the exhibit together visually, and smoothly transitions the viewers' eyes from one artwork to the next.*

- Begin with the artwork/s that will hang in the center of the wall, and hang outwards from there, keeping a consistent distance between each piece.
- Hang each artwork at eye level, with the center point 60" from the floor.
- When possible, avoid placing art in tight corners or next to possible visual distractions such as fire extinguishers or dominant architectural elements.

**Where should wall labels & text panels go?**

*Labeling should be easy to locate & read, without visually cluttering the wall or competing with the artwork on display.*

- Consistent placement of text panels & labels makes them easy for viewers to find, and creates a clean, professional feel for the exhibit.
- Make sure text panels are accessible to viewers as they enter the space.
- Labels are generally placed below the right-hand corner of the artwork, or on the right-hand side of the artwork at 60" from the floor (eye level).

**How should we safely repack artwork?**

*The packing materials have been carefully designed to best protect the artwork in transit. Please do not substitute packing material or rearrange artwork in the crates.*

- Pack one crate at a time, following the included packing lists to ensure that each artwork is properly packed and arranged within the crate.
- Pack pieces one at a time. Inspect each piece for damage, then completely wrap it and place it in its proper space within the crate before moving on.
- Note any damage on the condition report; contact the Guild immediately regarding damaged or missing artwork. Do not attempt to fix art yourself

## HOSTING AN ART RECEPTION

### **Scheduling**

While art receptions are traditionally held on Friday evening, we've found that weeknights or Sunday afternoons can be a better time for people with busy schedules. You may also wish to coordinate with your community's scheduled gallery walk or other art event in order to draw in local artists and art-lovers.

### **Duration**

Two hours is a good length for a drop-in reception. Latecomers may want to linger at the end; I like to mentally plan on the event lasting a bit longer than advertised.

### **Welcome**

First-time visitors may be unfamiliar with where to park or which entrance to use. You may want to post signs outside, or schedule volunteers to welcome people and direct them towards the exhibit. Another volunteer just inside the exhibit space can invite visitors to pick up some coffee and an Art & Reflection Book as they enter.

### **Refreshments**

Most receptions feature light refreshments that can be eaten while wandering through the space looking at the artwork. You can make this as fancy as you want, but a very simple menu (coffee & baked goods or wine & cheese) is just fine.

### **Music**

Pleasant background music can help to make visitors feel more comfortable moving through the space and making conversation. I prefer instrumental music, and it's best to keep the volume low enough that visitors can comfortably chat over it.

### **Art Project**

Optional, but recommended. Set up a table out of the way but still in the mix, cover with paper if you like, and set out the instruction sheet provided. Folks are pretty independent! You could assign a volunteer to be Craft Master for the night, as well.

### **Optional Extras**

While not necessary, these are nice touches to make your event extra special:

- Fresh flowers, either at the entrance or arranged throughout the exhibit space
- Live music playing for all or part of the reception time
- A guest book at the door where visitors can leave comments for the artists

## WANT MORE ART?

*Perhaps you're wondering how to incorporate more artwork into your church once the River Flow exhibit is over. These ideas will help you get started!*

### RESOURCES FOR SCHEDULING TEMPORARY EXHIBITS

- Plan ahead to make the Grünewald Guild's annual traveling art exhibit a regular event for your congregation! The exhibit theme is typically selected in the spring, with the exhibit making its debut the following winter. You can contact us at [office@grunewaldguild.com](mailto:office@grunewaldguild.com) to receive information about upcoming exhibits.
- Many churches also offer exhibit space to local or regional artists. Your church may choose to invite artists from within your own congregation, or connect with outside artists through a local arts organization or the Grünewald Guild.
- **Christians in the Visual Arts** ([www.civa.org](http://www.civa.org)) is an international arts organization that offers curated traveling exhibits for rental to museums, galleries, colleges, churches, and other institutions.

### RESOURCES FOR PURCHASING OR COMMISSIONING PERMANENT ARTWORK

- Is there a piece in this exhibit that you really love? Many artworks in the exhibit are available for sale, and can be delivered to your church when the exhibit finishes its travels in December 2019. Contact information for the artists is available through the Guild.
- Your church can also commission an artist to create a new artwork designed just for you. Many artists (including most of the artists featured in this exhibit) accept commissions, which allow a work of art to be created specifically for your congregation and worship space.