



Holland Gallery of Fine Art Exhibitor Information and General Guidelines

Would you like to exhibit your art?
We accept applications for individual,
group, invitational, league or organization
coordinated exhibits.

Contact Information

Gallery Co-Directors:

Cathy Ross: lesateliers1@me.com

Megan Somerville-Loomis:

Megancasa35@gmail.com

Gallery Manager

Betsy Anderson betsy@azfcf.org

480-488-1090 ext. 1003

Jennifer Rosvall - Executive Director

jennifer@azfcf.org

OFFICE: 480.488.1090

The Holland Gallery of Fine Art

The Holland Gallery of Fine Art is a non-traditional venue in the Holland Center building. All artists are juried. There are 2 ways to exhibit:

1. As an individual or a small group: the space is leased and one payment sent directly to the Holland Center.
2. As part of a League or Organization-led exhibit: typically self-juried, upon Holland Center approval, the managing entity issues a call to artists; jury/entry fees are paid directly to them, which in turn leases the space from the Holland Center.

NOTE: In *every* case potential artists/exhibitors must complete an Artists' Application to Exhibit.

For Leagues, Groups, and Individual exhibits: A \$300 lease fee is required per each 2-month exhibition; 50% at the time of approval, with the remainder due 1 calendar year prior to the show. Holland Center retains 20% of sales to support its community mission. All fees are non-refundable.

To ensure that only the finest work is represented, all exhibits are juried.

Exhibits rotate every two months. Receptions, artist-led and open to the public, are scheduled on a Saturday.

The Alley Gallery

The Alley Gallery is where all exhibits will take place.



The Sage Market Hallway Gift Cases

These cases showcase works by Sage Market artists on a rotating basis year round. 20% of sales go to the Holland Center.

If you would like your art in the Sage Market Gift Cases, and are a Sage Market Artist, please contact Betsy Anderson, Sage Market Coordinator:
Betsy@azfcf.org; 480-488-1090 ext. 1003

Please follow these steps to apply for *any* exhibition at the Holland Gallery of Fine Art:

1. Review the information here and on the "Gallery Information" pages, particularly "Exhibitor Application Directions and Information".
2. Complete your entry application: select the button labeled "ARTISTS' APPLICATION TO EXHIBIT" and follow directions.
3. Note that for some shows a jury fee is required by the Holland Center (e.g., group invitationals; this will be shown on the Call to Artists). Search for the name of the invitational and click to submit your payment online or call the Holland Center office at 480-488-1090 to pay by phone.
4. Follow through with next steps upon acceptance (e.g. jury fees, deposit, marketing materials submission, etc.)
5. Call the Holland Center administrative offices at 480-488-1090 with any questions.



Sales and payments - The Holland Center handles all sales. Payments for sold work are made by check. Payments to HGFA artists are made immediately upon the show closing; gift shop sales are paid monthly. FCF retains a 20% commission on all pieces sold.

Display dates - Each exhibit is transitioned on the last Friday every other month, unless otherwise noted.

Liability and safety - You will be asked to sign a Liability Release and Loan Agreement. This form outlines liability claim information and copyright licensing rules.

Gallery Hours - Hours of operation vary due to the hours at the Holland Center. We make every effort to accommodate visitors. Events being held in the Holland Center enable the Alley Gallery to reach a larger audience because there is always access to them and it's a great opportunity to introduce visitors to wonderful art.

Additional Artist Responsibilities - Printing and mailing your own exhibit/reception announcements and arranging pick up and delivery of purchased art, sharing publicity on social media.

Reception - Art receptions are held on the second Saturday after the show has been hung, from 4:30 PM to 6:30 PM during the active season. Each artist is responsible for inviting guests, and providing food, drink and/or desired music. The Holland Center will provide an art reception set-up of skirted tables with linens for food, a wireless mic, gallery viewing benches, a sign up table, sign in sheet to capture contact information from your guests, and staff to assist in processing sales.

You've been accepted into the gallery?
Congratulations!
Here's what you need to know.

Details - Upon acceptance, a \$300 lease fee must be paid. Artists accepted over two years before their exhibit will be asked to pay \$150 toward the lease agreement and the remaining amount one year prior. **All fees are non-refundable.**

Advertising - The Holland Center includes Holland Gallery of Fine Art schedules and exhibit names on our events listings, our calendar, website and email blasts. Exhibit information is included in monthly press releases to all local media and community organizations. Once you have been juried in, please send images of your art to betsy@azfcf.org as soon as possible for the above promotions.

Marketing - We build excitement for the exhibits as far in advance as possible. The copy you send to us should represent your show and include the following: exhibit dates, exhibit title, participating artists, reception date and time, Holland Center address, and a sample art piece. Please include all the above-mentioned information in **one** email including images of art *that will be included in the exhibit* to: betsy@azfcf.org. Copies of the flyer are available upon request for distribution and artists' promotion. Please request through the Holland Center office.



Installation Information and Labeling

Currently exhibiting artists have the space from 8 to 10 AM to remove and package their art for transport. Incoming artists arrive at 10 AM and the new installation should be completed by 1 PM. We encourage artists to come view the space before hanging. Commonly artists bring many pieces and display some. With this in mind, wait to make art work tags until your installation is complete. People are interested in learning more about the artist. You have the option of displaying **short** Biographies of the artists in a binder for each exhibit, and suggest adding a descriptive card with a sentence or two about each piece.

Installation and Hanging Guidelines

A Volunteer advisor will be onsite on installation day to review Gallery hanging requirements. "Gallery Format" hanging is standard: i.e. 60" on center vertically, with a minimum of 10"-12" between each piece and at least 12" from the end of each wall. "Salon format" hanging (stacked hanging) is not generally permitted. Please connect with Gallery Directors to discuss if this is a need. All pieces must be wired, appear professionally framed or be on Gallery wrap canvas at least 1.5" deep, (no sawtooth hangers etc. permitted). Works must be able to hang on our Gallery Hanging System. Multiple wires per piece may be used for larger items. Gallery hooks should not show. Final item approval rests with HGFA.

Gallery Hanging System Information

The Gallery System is stainless cable hangers and push button moveable hooks. Each hook holds 44 lbs. of weight. HGFA provides certain hanging aids, however we encourage Artists to bring extra supplies such as foam pads, mounting putty, measuring tapes, levels, ladders, etc.

PLEASE COIL WIRES NEATLY UPON
REMOVAL AND RE-USE STABILIZER TACK.