

Prospectus for exhibiting artists



Limeadestand {Media|Art}Works The Preslar Gallery

Revised Feb. 17, 2019, version 1.3

Terms and conditions may be amended in the future without notice.

The Preslar Gallery is a program of Limeadestand Works with a mission to create a platform and professional learning opportunities for independent emerging artists in the Pacific Northwest, in particular, the Lower Columbia River Region and surrounding communities.

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The Preslar Gallery at Estancia Serenova
32180 Pittsburg Road, Saint Helens, Oregon 97051-9147

The Preslar Gallery at Shores Haven (virtual gallery)
Shores Haven #8
hypergrid address: tanglegrid.net:8002:Shores Haven

Introduction

The Preslar Gallery was founded in December 2017 and opened its doors on the first Saturday of February 2018 inside the Alice Tarbell Cultural Space at *Estancia Serenova*.

The gallery is an extension of Limeadestand Works' vision of culture-making and "creative liberation" through helping independent artists and makers become successful entrepreneurs while magnifying their creative voices to impact the community.

The Preslar Gallery is self-financing and is funded through commissions on art sales, artist fees, and incomes generated from gallery events such as art classes and workshops. Estancia Serenova Retreat Center, Inc. has generously contributed the use of the Alice Tarbell Cultural Space building to host our exhibits and artist events at our flagship gallery in Yankton, Oregon, since February 2018.

During the first season, monthly exhibits have been more or less centered around a specific theme for each month. We are however moving away from this model for the 2019 season.

In the summer of 2018, we have opened a virtual gallery to showcase "the best of the Preslar Gallery" to the whole world, which may be accessed by anyone using OpenSim compatible metaverse viewer software (similar to Linden Lab's Second Life virtual world).

In 2019, we envision to expand our artists' programs beyond the walls of the Alice Tarbell into places of business across south Columbia County by curating and managing art displays at participating restaurants, coffee houses, and other family-friendly businesses.

2018 exhibits

- February 2018: Art of Love, Love of Art (juried group show)
- March 2018: Spring Emergence! (juried group show)
- April 2018: Lew Jones and Emily Faye Thornton (duo show)
- May 2018: Andrea Vidrine (solo show)
- June 2018: M Prull (solo show)
- July 2018: Hampton Rodriguez and Olga Guse (duo show)
- August-Labor Day 2018: Danell Aerts Ellingson (solo show*)
- Late August-September 2018: Terika White (solo show*)

- October 2018: Mary Ann Antenucci + Day of the Dead community show (hybrid show)

2019 Exhibits

- March 2019: E. Massa-MacLeod
- April 2019: Sara Davis
- May 2019: HITO
- June 2019: "Outlaw Identities," the second annual LGBTQ+ Pride and History Month event (juried group show)
- July 2019: April Reason
- August 2019: Kayla Hunnicut
- September 2019: TBD
- October-November 2019 (6 weeks): TBD
- November-December 2019 (6 weeks): TBD

Artists' guidelines

(Revised Feb. 17, 2018)

The following guidelines are general rules and requirements for those who exhibit at the Preslar Gallery. There may be additional rules and requirements specific to a particular show, which, if any, will be provided as part of the call for art or show-specific prospectus.

1. Eligibility requirements for open-call group shows marked as "local artists" unless otherwise specified in call for art: Artists must reside or carry out a significant percentage of their artistic activities in Columbia County, Oregon or any of the adjoining counties reachable directly by land (i.e.: Clatsop, Cowlitz, Multnomah, Washington). All other shows: In general, we prioritize artists from Oregon and Washington (state). Keep in mind that in most shows, artists (or their representatives) must be able to travel to Yankton, Oregon, to drop off and pick up artwork.

2. Each artist may exhibit up to:

- three pieces if you are a non-headlining artist in a "hybrid" show
- six pieces if it is a group show
- eight pieces if it is a duo show or if you're the headliner artist in a "hybrid" show
- ten pieces if it is a solo show

(very small works and series works such as diptychs and triptychs may be exempt from this rule.)

- A "hybrid" show is when half of the gallery is dedicated to a pre-selected "headliner" artist and the remaining half is open-call.

3. All artwork must be two-dimensional, wired (please do not use sawtooth!) and ready to hang, and no larger than three feet (91.4 cm) in height and no more than four feet (121.92 cm) in width. We may be able to accept a limited number of small three-dimensional works that can be securely mounted to a wall, but please inquire first. No item, inclusive of framing materials if any, may exceed 5 pounds (2.26 kg). While not required, the Gallery strongly encourages artwork to be framed and protected from dusts, humidity, and other possible sources of damages. The Gallery is located inside a converted industrial-use building that is now a multipurpose event center used by a variety of people and for a variety of purposes. For safety reasons particular to a multipurpose event space, we do not allow frames with glass.

4. Due to the nature of the building as a multipurpose event center, and due to a wide variety of groups and people utilizing this space throughout the year, we request that your

art be appropriate for an all-ages setting. Controversial and thought-provoking art are welcome, however, they must be tasteful and presented not just for a shock value. If you have any doubt or question on this matter, contact the curator first. The gallery reserves rights to reject any artwork that is deemed inappropriate. The decision of the curator is final in this regard.

In some rare occasions, parties renting the Alice Tarbell Cultural Space for their private events may request removal of artwork. In such cases, the gallery will assess renters a daily service charge of \$200 with a per-event maximum of \$500 to cover the potential loss of sales and for extra labor required. If this occurs, up to 25 percent of the service fees assessed (= \$50 per day, \$125 maximum) will be paid out to you as a compensation [note: in a duo, group, or hybrid show, the payout will be split equally among the exhibiting artists].

5. There is a nominal administrative fee as shown below, payable upon drop-off in cash only, in order to defray some of the expenses inherent in organizing and promoting shows. Fees are waived for artists under the age of 18. We also request all participating artists to promote their shows through their contacts, social media accounts, websites, mailing lists, and so forth. We provide digital promotional materials you can use for this purpose.

Administration fee per artist:

Solo show: \$40 per artist (also for headlining artist in a “hybrid” show)

Duo show: \$30 per artist

Group show: \$20 per artist (also for non-headlining artist in a “hybrid” show)

(A “hybrid” show is when half of the gallery is dedicated to a pre-selected “headliner” artist and the remaining half is open-call.)

About the administrative fee: Some artists who are new to showing in galleries had asked us why they have to pay to show their artwork. So here’s our quick answer. As an independent gallery that is primarily focused on emerging artists who are yet to be “discovered,” we do not have the leverage of more commercialized art galleries that exhibit established artists and cater to art collectors. They can reliably count on hundreds or even thousands of dollars in art sale commissions each month because they and their artists already have a large following. Such is usually not the case with most emerging artists who are relatively new in their artistic careers. Some other galleries are “co-op galleries,” in which artists must buy a membership and pay a portion of the gallery’s overhead expenses (usually \$100 or more every month, with a commitment of a year or longer) in exchange for being able to show their artwork. And many art festivals and shows require artists to pay a “jury fee” just to have their artwork on consideration, whether or not the artists are selected—and once the jury selects the artists, they are often required to rent a booth or table for a hefty fee (this is in addition to the commission the art festival organizers take). The reality is that every art exhibit costs organizers money. At the Preslar Gallery, we keep the expenses low but still there are expenses such as supplies, refreshments,

advertising, administrative costs, etc. Therefore, a modest administrative fee is the only way to keep the gallery operation sustainable.

6. In order to participate in an exhibition at the Preslar Gallery, you (or any other person you may designate for this purpose) must be able to physically drop off and pick up your artwork at the Preslar Gallery, which is located at 32180 Pittsburg Road, Saint Helens, Oregon. This is approximately six miles northwest of the city of Saint Helens proper. There is no direct public transit access to the gallery (the nearest Columbia County Rider bus stop is 5.3 miles away, and the buses run on weekdays during commute hours only).

7. Artworks left past the designated pick-up day (usually the Tuesday after the last Sunday of the month) will incur a storage fee of \$20 per week per item until the accrued storage fee equals the sales price of the artwork left unclaimed (or, \$80 maximum for NFS pieces). Any artwork that is left unclaimed for over 30 days from the official end of the show (usually the last Sunday of the month) will be considered abandoned and become property of the gallery, and may be disposed of at the sole discretion of the gallery curator.

8. The gallery is an exhibition platform for artists and is not an art dealership. The gallery does not process art sales. Artists must make a direct arrangement with buyers. *Optionally*, artists may opt to authorize the gallery to hold buyers' payments (in check or money order only, made out to the artists) until the art pick-up date. All artwork must remain on display in the gallery until the official end of the show. Artists whose work are sold agree to remit 30 percent of the sales prices to the curator within 15 days of the official end of the show.

9. All participating artists are encouraged to attend the opening reception. As we are always working to enhance our visitor experience and to make their trip to the Preslar Gallery worth their time and money, we try to offer artist talks, workshops, and other experiences along with the opening reception. You are encouraged to teach a workshop (you may charge a fee for this from participants to cover the material costs and labor) on the opening day, which will be a great contribution to the local community.

10. **Copyright and publicity release:** Artist grants non-exclusive, irrevocable, non-transferable permission for the Preslar Gallery to reproduce their name, information describing their work, representations of their work, and any other information they have provided for the purpose of display, promotion, historical records, and publicity either now

or in the future. This includes, but not limited to, the Preslar Gallery Website and newsletters, printed promotional materials, social media presence, and virtual gallery experience.

11. **Release of Liability:** Neither the Preslar Gallery nor the venue shall be liable for any injury to artist, their personnel, agents or employees or for any damage or loss of artist's work, equipment or other personal property arising out of the above exhibit, the mounting and/or any other activities involved in the preparation and/or presentation of the exhibit. Artist agrees to assume all risk of damage to or loss of their own art from whatever cause. Artist further agrees to release and to hold harmless the Preslar Gallery, the venue, their officers, directors, employees, volunteers, contractors, vendors, and agents from any and all liabilities and damages to artwork and/or persons as a result of any part of artist's participation in this exhibit. Artist is solely responsible for any tax liabilities, including the Washington State sales tax if applicable, arising from the sales of any artwork sold through this exhibit. (e.g.: If you are a Washington resident and if a buyer is also a Washington resident and you either ship the artwork or personally deliver it, you may be liable for the applicable state and local sales taxes.) The Preslar Gallery does not handle any tax-related paperwork on behalf of artist.

12. **Indemnification:** Artist shall indemnify, save and hold harmless the Preslar Gallery, the venue, their officers, directors, employees, volunteers, contractors, vendors, and agents from any and all claims, demands, causes of action and judgments, losses, costs and expenses, including but not limited to reasonable attorney's fees, arising due to the negligence of artist, their employees, agents or other personnel hereunder, including but not limited to any representation, warranty, term and/or condition of this agreement.

13. **Insurance:** Artist shall be solely and exclusively responsible to insure properly and adequately their work and property.

14. **No guarantee:** The Preslar Gallery does not guarantee or promise that any of your artwork will be sold, nor guarantees any minimum size of audience, nor makes any other claims of financial or material benefits to artist in any way.

The terms and conditions provided herein are for general informational purposes only and may differ from the actual texts of the Artists' Agreement due to later revisions or show-

specific conditions. We reserve rights to modify the terms and conditions at any time in the future without notice, and the signed Artists' Agreement is the authoritative version.

Big changes to this year's arts programming

Based on the lessons learned from the 2018 season, and to better align the gallery and arts programming to the core mission of [Limeadestand Works](#), the Preslar Gallery is now an integral part of the *Limeadestand ArtWorks* programs, with emphasis on delivering quality learning experiences and on supporting emerging artists to become entrepreneurial working artists.

While the monthly exhibitions will remain an important part of Limeadestand Works' commitment to celebrating emerging artistic talents, a greater emphasis will be given to educational programs and networking events.

We encourage artists who will be exhibiting at the Preslar Gallery to offer art classes or other educational experiences for visitors. Since many people travel a long way to see the shows, it would only be fair to them that they will have something more to do than just looking at paintings for five minutes and leave.

Artists are free to collect fees for their workshops and set their own prices.

If you need any assistance or inspiration regarding this, let Willow (willow@limeadestandworks.com) know as soon as possible.

The gallery will continue to operate under the Preslar Gallery banner at least until the end of this season.

Curator-in-training program

As part of Limeadestand ArtWorks' commitment to emerging artists and expanding artist career opportunities, we will be offering a quarterly curator-in-training program.

In this program, a trainee will volunteer as a curatorial assistant for two months experiencing a variety of tasks related to the operation of a small art gallery, and for the third month, will be invited to plan and curate a mini-exhibit in our "gallery within a gallery."

Additional training will also be provided.

More details will be announced in the spring of this year.

Ways to support the Preslar Gallery

You can be a Friend of the Preslar Gallery by becoming a contributing supporter of the gallery. (Note: The Preslar Gallery is not a non-profit entity, and is not soliciting a charitable donation. Rather, we are inviting community members to take an active part in the

development of a Northwest Oregon art scene by defraying some of the expenses related to the operation of this gallery.)

- Sponsor a First Saturday reception** by bringing refreshment. As a First Saturday sponsor, you will be entitled to a table to display or vend. The First Saturday sponsors will also be mentioned (with a hyperlink to your web site or social media profile) in our promotional materials.

- Organize a carpool** between the gallery and Portland. Due to our location and recent decisions by Columbia County Rider Transportation (CC Rider) to end weekend services, many people will no longer be able to visit us on First Saturdays.

- Tell your friends** about this gallery.

- Contribute LTC** to [LTDvfPAp6YWtScwg16ZFrg7k6N8z5RiL7V](https://blockchain.com/address/LTDvfPAp6YWtScwg16ZFrg7k6N8z5RiL7V) (Use [Changelly](https://changelly.com/) to convert BTC, ETH, etc. to LTC or to use your MasterCard).

Other opportunities for artists

One of the key objectives of the Preslar Gallery programs is to create economic opportunities for emerging artists and makers. As such, we hope to host events and workshops through which artists can earn income.

Art workshops

The Preslar Gallery is located in a country woodland that inspires creativity. Teaching or facilitating art workshops can be a great way to establish yourself and to earn extra income. During the 2019 season we hope to have at least one educational event every month in addition to the First Saturday events. Proposals are currently accepted.

Write to willow@limeadestandworks.com with a proposal.

Artists' retreats

The Preslar Gallery is currently in process of planning for a multi-day (4 or 5 days) artists' retreat in 2019. We are looking for instructors, facilitators, and presenters - as well as volunteers who are willing to serve on the retreat steering committee. This will be a large undertaking and will require a lot of participation to make it a success!

Write to willow@limeadestandworks.com if you'd like to get involved.