

Prospectus for exhibiting artists



The Preslar Gallery

Effective 21 August 2018

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.

<http://gallery.creativeliberation.space>
fpgallery@limeadestandworks.com (until Aug. 31, 2018)
galleryartpro@limeadestandworks.com (effective Sept. 1, 2018)
(503) 825-2891
Instagram + Twitter @preslargallery

Willow Morrigan, curator and gallery/artist programs director
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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)

- November-December 2018 combined: tbd**
- February 2019: April Reason (solo show)

* Danell Ellingson and Terika White shows overlap between Aug. 25 and Sept. 3, 2018.

** The November-December combined show will be Nov. 3 through Dec. 16. The gallery will take a winter break from Dec. 17, 2018 through Feb. 1, 2019.

Artists' guidelines

(Revised Aug. 20, 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 and ready to hang. The maximum size for artwork is 3 feet (91.4 cm or 36 inches) in either dimension. We may be able to accept a limited number of small three-dimensional works that can be mounted on a wall, but please inquire first. While not required, the gallery strongly recommends artwork to be framed and protected from dusts, humidity, and other possible sources of damages. The gallery is located inside a converted industrial building that is now used as a multipurpose event facility.

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 per-day service charge of \$200 with a per-event maximum of \$600 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, \$150 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)

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).

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 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.

The Preslar Gallery on the go

fine art in the marketplace

2019 preliminary programming information for artists

The Preslar Gallery on the Go (provisional name for the program) is an extension of the Preslar Gallery programs of Limeadestand Works, which seeks to connect emerging artists of the Pacific Northwest with the south Columbia County community by bringing art exhibits to local businesses.

The Preslar Gallery provides recruitment and selection of artists, curation, and management of art shows at no cost to hosting businesses, generally in the central business districts of Saint Helens and Scappoose, Oregon. Each show may run for a month to three months, depending on our schedule and capacity, as well as the wishes of the hosting businesses.

Hosting businesses must be a family-friendly, all-ages location that is accessible to general public on a typical business day. This program is not intended for places that have a restricted access, drinking establishments (i.e. “no minors”), “adult” businesses, private residences (including bed & breakfasts or Airbnb), national or multinational chain or franchise businesses, schools, churches*, political party or campaign offices**, membership-based social clubs, fraternal lodges, or government facilities.

[* Churches or other religious facilities are considered if they are open to general public (i.e., non-adherents) in a non-worship, non-proselytizing, and non-religious context. For example, churches with a parish hall that functions as a neighborhood community center or cultural space on weekdays are not excluded from this program.]

[** Political parties and electoral campaign offices that are regulated by the Federal Elections Commission and Oregon elections regulations. 501(c)(3) and 501(c)(4) community organizations that advocate for public interest causes or conduct public affairs education are not excluded from this program.]

Information for artists

(Revised Aug. 20, 2018)

- Depending on the space availability at hosting business, you may be able to exhibit between 3 to 7 pieces, each of which subject to size limit specific to location.
- Show schedules and lengths vary by location and will be determined in consultation with hosting business.

- Hosting business may reject any of the artwork they deem inappropriate.
- Artists must deliver and pick up artwork directly at the hosting business at predetermined time and date.
- Standard disclaimers and indemnification apply. Neither the gallery nor the hosting business shall be liable for losses to artists caused by any damage, loss, disasters, or theft. Please keep in mind that these hosting businesses are places open to general public, including children and possibly high customer traffic, and may include restaurants.
- Neither the gallery nor the hosting business handles art sales. Buyers are requested to contact the artist directly and make necessary arrangements.
- Due to the nature of locations as places of business, they may or may not be willing to host an artist's reception, which will be a decision left up to the business owners and at their own convenience.
- Administrative fees and sales commissions will apply – rates will be determined in the future.
- We hope to begin enlisting local businesses in Saint Helens and Scappoose areas this fall and begin rolling out this program in the spring of 2019.

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 the summer of 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.