

**Halle Cultural Arts Center  
Apex, NC**

**Info for Visual Arts Exhibits**

**We are excited to assist you in sharing your art with our community. The following information is provided to help the exhibit run smoothly.**

**Please call or email Tina Maloch at 323-2215 or [Tina.Maloch@apexnc.org](mailto:Tina.Maloch@apexnc.org) if you have any questions.**

**Please Check the Attached Calendar of Events for detailed info.**

### **Artist Responsibilities**

#### **PR Info:**

It is imperative that you provide requested PR information as soon as possible. This info is what we use to notify newspapers, websites, etc... about the exhibition. Sometimes this info is needed as much as 4-6 weeks in advance of the show. Delay in providing this info may cause media outlets to provide incorrect or incomplete information – thereby decreasing the number of visitors to the exhibit.

Please provide:

**Your Full Name** – As you would like it printed in media outlets.

**Synopses of your work**- A brief description of your work or your artist mission. (Just 1 or 2 sentences is all that's needed)

**Three Images** – Provide images of 3 of your pieces in digital format- jpeg is preferable.

#### **Label Info:**

Please provide the following information for each piece that you are hanging in the exhibit. We make every effort to accurately display your information on labels with your work. However, since mistakes can be made, please visually check the info on the labels and the label location with the correct piece once the work is hung.

**Title of Work**

**Medium/Media**

**Artist Name**

**Price**

Please be sure to price your work – or indicate NFS for items that are Not For Sale - A 30% commission is withheld for any piece that is sold.

Label Info can be sent via email to [Tina.Maloch@apexnc.org](mailto:Tina.Maloch@apexnc.org) or dropped off at the Halle if in written form – please put in an envelope with Tina Maloch written on the front

#### **Artist Bios:**

Please provide a one page (or less) biography of the artist. Digital format is preferred either in Word or Publisher. If digital format is not possible please provide in written format in an envelope to the Halle with Tina Maloch's name on the envelope.

#### **Signage Info:**

If your exhibit requires display of info on an organization or requires signage of some type – this info should be provided at the same time as the label info.

**Mail List:**

We will send out various marketing pieces to advertise the show. Please provide a list of people/contacts that you would like to us to send emails or postcard announcements to. Email and snail mail addresses are appreciated.

\*\*In addition to sending info to our contacts and the ones you provide for us – please remember that you can assist in making the exhibit a success by using your website – and that of others that you know to advertise the exhibit. We will email you an image of the postcard and email blast so that you can forward it or upload it to your website to further the success of the exhibit.

**Art Preparation:**

All art should be ready to hang with either wire or hangers of some sort at the time of drop off. Sculptural pieces should be installed by the artist to ensure accurate depiction of the work.

**Reception:**

Depending on the funding for your particular show, many times the artists are asked to bring a food item for the reception. More info will be provided regarding the reception as it gets closer. It is the expectation of the Halle Cultural Arts Center that all artists exhibiting their work should be present at the opening reception. People attend openings to meet the artists and learn more about the artwork. It is to your advantage to “meet and greet” at this event. If you are unable to attend for some reason please let David, Renee or Tina know of your absence.

**Sold Work:**

Please be advised that any work sold via the exhibit will be marked with a red dot on the label. Work will remain on display through the end of the show and will then be released to the artist. Payment will be handled between the buyer and the artist. A 30% commission will be expected as a donation to the Halle Cultural Arts Center from the artist.

**Art Pickup:**

As with most galleries, exhibits are taken down and new exhibits hung within just a few days. Please be attentive to the dates on the event calendar and be sure to make arrangements to pick up your work as indicated. Since our storage space is very limited, there will be a \$5 per day fee per piece for each day we store your art beyond the date of pickup.

Thank you for displaying your art at the Halle Cultural Arts Center and sharing your talents with our community. We look forward to seeing you at future exhibitions and openings for other shows throughout the year.