

## Guidelines for Artists Exhibiting in the Georgetown Public Library



Welcome to the Georgetown Public Library's art exhibit program! Thank you for choosing our library as a place to show your creative work. Having art in the library is very important to us, and we've adopted these guidelines in the interests of both the artists and the many people who come through the library doors every day—on a typical day, our gate count shows about 1,000 people coming through our doors, making the library a wonderful place to reach new audiences with your work. The library received the Silver award several years running for the "Best Place to View Art" category in the Best of Georgetown competition, and then in 2018 and 2019 we've taken the Gold award! We work hard to make this a good place to view art, and also a good place to show art.

Please read over this document and then let's discuss any questions, ideas, or concerns that you have. I'm looking forward to working with you!

Dana Hendrix, Fine Arts Librarian  
dana.hendrix@georgetown.org  
512-930-3624

The artists who exhibit work in our library provide a service by bringing art into the lives of those who visit the building, so we do not ask for a percentage of sales made during exhibits. If you sell a piece, it's best for it to remain in place until the end of the exhibit, but this is flexible—just check with me before making any changes.

Before your exhibit begins, I ask that you:

- **Be aware** that all items are displayed at the artist's risk.
- **Plan for the day of the installation.** It will be your responsibility to hang the exhibit, though I will be available for questions and support. Coordinate arrival times for your artists and any helpers and, to the degree you can, plan out beforehand where each piece will hang. If you are exhibiting upstairs I can reserve a meeting room for you to help you gather and organize the exhibit and keep from blocking the library hall, aisles and seats with packing materials as you hang the exhibit. (This is especially helpful for

groups, but is a good approach for solo exhibits as well if the library is open during your installation time.) When you arrive to install, I will meet you and answer any questions you have; I can provide you with a flatbed dolly or book carts that you can use to bring your work inside, and a rolling stepladder with a handrail hang can use in hanging your work. You may want to bring a pair of pliers to loosen the thumbscrews on the hanging hardware.

- **Frame, mat, and wire every piece in the exhibit.** Unframed canvases are OK, but they should be wired, and no tacks or staples should be visible along the canvas edges. Please note, too, that our hanging system has weight limits: no more than 50 pounds of weight per hanging rod and hook; no more than 150 pounds of weight per 8' segment of horizontal molding; and for highly dimensional work, the rods need to hang straight down along the wall; the work cannot pull the rod out away from the wall.
- **Bring enough artwork.** About 30 framed pieces are needed to fill the second floor Bridge Gallery; the West Hallway can accommodate an additional 30 pieces. The downstairs Café Gallery can accommodate about 20 pieces. If your pieces are larger than 16x20" matted and framed, fewer will be needed. If you realize you won't have enough pieces to fill the space, please alert me right away so we can discuss a solution. *Please do not show any artwork that has hung in the Georgetown Public Library in a previous exhibit.*
- **Create polished and informative labels.** Every piece should be labeled with Artist's Name, Title, and Medium on a small piece of cardstock. If your work is for sale, please include Price and Contact Information on every label (the library staff does not assist with sales). If your work is not for sale, please note NFS or Not for Sale on each label.

Labels can be attached either to the pieces themselves or next to them on the wall. If you attach the labels to the walls, please use green or blue painter's tape; putty-like adhesives are not allowed (especially not on the brick walls upstairs), and Scotch tape does not always work well.

All labels for work in an exhibit should be printed in the same font, type size, and on the same size and color cardstock. For group exhibits, it is best to select one person to make all the labels, or choose a common font and size such as Arial 12 so all labels will match.

Below is a sample label in Arial 12.

Sylvia Smith  
*The Glad Black Cat*  
Oil on canvas  
\$250  
Contact: sylvia@gmail.com or 512-333-4444

- **Help me publicize your exhibit.** At least 6 months in advance, confirm with me the title of your exhibit and give me some text about you and your work. Also as early as possible, please provide a digital photo of one of the exhibit pieces that I can use for print and online publicity. Please provide at least a 180 dpi image. Generally, a photo as close to 1MB (or larger) is good—the larger the better. For help creating a good digital image of your artwork, view Tyler Stalman’s “How to photograph your art” video on YouTube at <https://youtu.be/Vpj28da03JQ>.

Here is a list of publicity avenues that I take care of for library exhibits:

- Create an 11x17” poster and put it up in the library
- Create a Facebook event for the reception (if you are having one)
- List the exhibit and reception on the library’s website, both on the events calendar at [library.georgetown.org/events-calendar](http://library.georgetown.org/events-calendar) and on the art exhibits page at [library.georgetown.org/art](http://library.georgetown.org/art)
- List the exhibit and reception in the library’s weekly emailed newsletter
- List the exhibit and reception in our printed Adult event calendar for the month
- Mention the exhibit and reception in my twice-monthly column in the Sun
- Sometimes I can list the exhibit and reception with an image in the City Reporter that goes out with utility bills, but that is not true for every exhibit—this is variable

If there are publicity efforts that you want to take on in addition to what I do, I enthusiastically welcome that. Some artists have created and sent out reception invitations, press releases, worked with graphic designers to create and print rack cards, printed extra copies of the 11x17” poster I create and distributed them around town, etc. I do ask that you let me review your materials before you print or send them out, because the exhibit and reception are City of Georgetown-sponsored events that you

will be representing, and because coordinating our efforts will help us present a more polished image.

- **Celebrate!** Exhibiting your work is a great accomplishment. If you would like to hold an artist's reception during your exhibit, let me know as soon as possible so I can reserve the library space for that purpose and let you know what the guidelines are for receptions. I will do the basic publicity, but attendance will primarily depend on your efforts to invite people in your networks to attend the reception. For receptions, the library provides lemonade and a fruit and cheese tray that serves about 30 people; you can add to that through our Red Poppy Café if you want to, and you can provide wine as well if you'd like—just check with me first so we can go over some restrictions. Please discuss with me in advance any ideas you might have for giving an artist talk, arranging a demonstration, providing music, or other extras that might make your reception unique and fun, since the library will likely be open during your reception.

Welcome to the library's family of artists! I'm glad you're here and I want to make your exhibit experience a positive one. Please don't hesitate to contact me anytime.

Dana Hendrix  
Fine Arts Librarian  
Georgetown Public Library  
402 W. 8<sup>th</sup> Street  
Georgetown, Texas 78626  
512-930-3624  
Dana.hendrix@georgetown.org

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