

## Application to become a HAL Exhibitor

Thank you for considering the Huntsville Art League Gallery as a venue to display and sell your art. HAL has been the “home Gallery” for many Tennessee Valley visual artists, for over 50 years. We hope you become a regular Exhibitor at HAL.

The process is fairly simple, but we feel it is important to provide some “orientation”. We want a good and lasting relationship with our artists. To do that, we need good communication. So please read this Application carefully.

There are two main ways to participate in HAL: 1) as a Member, and 2) as an Exhibitor.

**Members:** receive a monthly Newsletter which informs them of upcoming workshops, classes, and monthly events. Members can also participate in two special HAL shows each year: Christmas Boutique, and our juried show “Unique Views of Huntsville”. **The first step to become an Exhibitor is to become a Member of HAL.** This requires an annual Membership fee of \$20 for seniors and \$30 for Individuals. *If you are not already a member, please fill out the form at HAL and pay your fee.*

**Exhibitors:** (artists who regularly hang and sell their art) are the next level of participation. To do that, your art must pass a review by our Standards committee; a group of respected HAL artists, who meet each month. *You will be evaluated separately for EACH medium you want to exhibit in.* For example: oil, pastel, acrylic, mixed media, photography, calligraphy, pottery

*You must bring FIVE examples of your work, in EACH medium.*

You can go through the Standards process multiple times, for different media.  
Up to TWO media can be evaluated at one time, with five examples of each.

*You will prepare your art just as it will be shown in the Gallery:*

1. Hanging art is original; no mechanically reproduced work is accepted
2. Hanging art is to be in frames using wire hangers (no saw teeth)
3. Stretched canvas may be “Gallery Wrapped”
4. Mats should be a neutral color, preferably off-white
5. Frames should be relatively simple; not distracting, of good quality, and wired on the back.
6. Art should be signed by the artist.
7. You must be 19.
8. Work should have been completed in the last 3 years.
9. Art must be priced. One should sell in the price range of \$85.00
10. Each piece of art for review must have your name, phone number and email address attached.
11. You should also attach an information sheet to each piece, describing the process or materials and any aspect of the work that is not readily apparent. [see Page 4]
12. Attached to one piece of your work should be a bio and any other information that might help the committee in their evaluation. (See Page 4)

The Standards committee will review work when three or more artists have applied.

**When you are ready to bring in your art, contact Sherry Montez at [sherryweed@aol.com](mailto:sherryweed@aol.com)**

You will not be contacted otherwise. **You take the first step!**

- She will give you the date of the next Standards review, and tell you where to put your artwork when you bring it in.
- You will pick up your artwork the day after the Standards meeting, or within the week. You will be informed of the results by email.

NOTES:

- Artists are NOT to be present during judging
- Though HAL takes the utmost care of all artwork in our possession, we do not assume any liability for damage or loss while it is our keeping.

**If you are accepted... more orientation!**

1. HAL is not a Museum... You do not install your art and leave it indefinitely. As “working artists”, we change our offerings on a regular basis.

2. HAL does not buy art; it is left on a consignment basis; and sold with a commission fee of 35% (commercial galleries are 50%).

3. HAL is not a “commercial” Gallery. A commercial Gallery depends entirely on sales for its existence and has a paid staff. HAL is a “co-op” Gallery; a cooperative effort of 40+ Tennessee Valley artists. In order to keep costs low, each artist is expected to serve on at least one committee. These committees not only “do the work of HAL”, but teach the artist one aspect of carrying on the business of a working artist. **We are here to nurture and grow and display our local artists, many of who go on to have their own studios**, or hang in commercial Galleries. Our artists have won numerous awards and honors of every kind. We offer exposure for our Exhibitors in many venues; not just our own Gallery. We participate in the citywide “Gallery Tour”, and also offer workshops for artists in every medium and at every skill level. We advertise accomplishments of HAL artists in our newsletter and in other media outlets including newspaper, Internet, Facebook, radio, and TV.

The “co-op” system creates perhaps the best benefit of HAL; you get to display and sell your art, without being personally present 6 hours a day, 4 days a week!

We do not receive money from any city, state or Federal entity. We are a 501(C)3 nonprofit corporation, and solicit tax-deductible donations from area individuals and corporations.

We need *your participation* to carry all this off. We expect you to:

1. **Pay a \$20/month “Gallery Fee” for your space on the first of each month**
2. **Take a turn working the sales desk each month. (3 hours)**
3. **Pay a 35% commission on sales**
4. **Change your artwork every 2-3 months**
5. **Participate on a HAL committee**
6. **Pay your yearly membership fee**
7. **2-3 times a year, contribute some snacks at receptions**
8. **Donate one piece of art each year, for Collector’s Draw**

If you live over 50 miles from HAL, you are excused from working shifts. Also, if you are extremely time-pressed, you CAN “hire” someone (HAL trained) to work your shifts, at \$10/hr.

KEEP PAGE ONE AND TWO

**BRING PAGE 3 & 4 TO HAL, WITH YOUR ART SUBMISSIONS**

**(FILL OUT A MEMBERSHIP FORM AT THE DESK  
IF YOU ARE NOT ALREADY A MEMBER.)**

We DO take Visa/MasterCard, credit or debit

FOR STANDARDS REVIEW (you must be 19) -----

Artist's Name \_\_\_\_\_

Phone # \_\_\_\_\_

Email Address \_\_\_\_\_

Media to be Evaluated (2 max):

Medium 1 (with 5 examples) \_\_\_\_\_

Medium 2 (with 5 examples) \_\_\_\_\_

If accepted, you agree to:

1. Pay a \$20-25/month "Gallery Fee" for your space on the first of each month
2. Take a turn working the sales desk each month. (3 hours)
3. Pay a 35% commission on sales
4. Change your artwork every 2-3 months
5. Participate on a HAL committee
6. Pay your yearly membership fee
7. 2-3 times a year, contribute some snacks at receptions
8. Donate one piece of art each year, for Collector's Draw

Signature \_\_\_\_\_ Date \_\_\_\_\_

Attach this form to one piece of Art

You have been informed when to bring your art, and where to put it

Our hours are 12PM-6PM, Wednesday thru Saturday  
**THIS PAGE IS TO BE FILLED OUT COMPLETELY**

# ONE PAGE FOR EACH MEDIUM

Attach to your Art

Artist's Name \_\_\_\_\_

Phone # \_\_\_\_\_

Medium to be Evaluated \_\_\_\_\_

Criteria for evaluation will be: Creativity, Expressiveness, Craftsmanship, Quality, Composition, Appeal, Design, use of Archival materials, and evidence of a Body of work.

*Please review the Guidelines for preparing your art for review, on Page 1.*

***Reminder:***

**Each piece of art must have your name and phone number attached**

An artist must not only be able to produce art, but also be able to talk about him/her self, and his/her art. So, please fill in the information, below.

- If you are accepted, this info will go into the HAL newsletter.
- If you have a typed copy, please attach it to this sheet.

**BIO-----**

## **Q & A For New Artists**

**When will I start?** Before you can show your art, you must go thru a training program. You will be contacted to arrange a convenient time. (This will answer most of the questions below, too!)

**When do I pay my Gallery fees?** About the first of each month (after you start). You will not be billed for this; from time to time we will email a list showing your payments.

**If I sell something, how/when do I get paid?** Your check will be in an envelope in the cash drawer by the 15<sup>th</sup> of the month following the month you sell it. Example: you sell something on Jan. 20. You will get a check on Feb. 15. HAL's (35%) commission will already be deducted.

**Can I have my Gallery fees deducted from my sales?** No, transactions need to be kept separate, for the sanity of the bookkeeper!

**Do I need to give HAL my SS#?** If you sell over \$900 in one year, HAL is required to report this to the IRS. Your SSN will only be on your Contract, and kept in a locked drawer.

**When do I schedule shifts?** Try to do this at least a month ahead. Most people schedule a whole year at a time. The Desk Calendar is next to the desk.

**The Desk Calendar is full... what do I do?** Schedule yourself anyway, and paint! We encourage you to bring unfinished artwork that you are working, on to HAL. Customers love to see artists at work!

**Can I “drop out” of Exhibiting and come back, without going thru Standards again?** Yes, we understand that there are times when you have to take a “leave of absence”. You can come back within two years and not go thru Standards again. *IF you decide to drop out for a time, email the President, AND neatly remove your name from any shifts scheduled at the Desk Calendar.*

**Can I show at other Galleries and Venues?** Yes, HAL does not hold an exclusive contract with you. BUT, do keep your prices consistent from place to place, in fairness to your customers. Also, avoid showing a piece at another gallery within 30 days of taking it down at HAL. Sometimes people see the art at HAL and track it to the other gallery and buy it there. HAL should get the regular 35% of that sale, since it was HAL's promotion of the piece that led the customer to you!

Someone contacted me at home about a piece they saw at HAL. **Can I sell it to them later, and skip paying the Commission to HAL?** Well, HAL is advertising and providing facilities to promote YOU. It is only fair for HAL to collect the usual commission. If we find out, you may be dropped from the Gallery!! (In the nicest way possible)

**When do I change my Art?** You are encouraged to change your display as often as possible. This is up to you. Just be sure to put TWO Post-It notes on each piece with the following information: Your Name, Title, Medium, and Price. (We need two, so we can remove one and type up the official Card.) Every three months, we have the option of exchanging spots. You will be given more instructions on this as it comes up.