

GALLERY POLICIES & ARTIST CONTRACT

2019-20

revised 1/10/19

ABOUT THE IVY TECH JOHN WALDRON ARTS CENTER

The Ivy Tech John Waldron Arts Center houses a unique blend of artists, performers, and educators. The building was originally built in 1915, and used as Bloomington's first City Hall. In the late 1980's the Bloomington Area Arts Council purchased it to create a center for the arts that ran for nearly 20 years. Ivy Tech Community College purchased the building in May 2010, and now provides a variety of course offerings, as well as space for local and regional visual artists and performing artists.

CONTACT INFO

Ivy Tech John Waldron Arts Center
122 S Walnut St
Bloomington IN 47404
Front Desk: 812-330-4400
Galleries: 812-330-6225
Performance Spaces: 812-330-6240

HOURS

Regular gallery hours: Mon-Fri 9-7, Sat 9-5.
Open later on theatre performance nights.
Open on Sundays during theatre performances.
Closed most major holidays. Please call ahead.

HOW TO GET INTO THE GALLERIES

THE JURIED SELECTION PROCESS _____

Art for the galleries is selected through a juried process. Each jury consists of four art professionals representing three or more studio areas, with three of the four jurors based outside of Bloomington.

A call for submissions is held once or twice a year, generally during the spring or fall academic semester. Portfolios must be submitted online. The fee to apply is \$30. To receive notifications of calls, send a request to: jroberts51@ivytech.edu. We are currently scheduling from August 2019 onward.

GALLERY ASSIGNMENT & SHOW MONTHS _____

Gallery assignment and show months are based on the needs of Ivy Tech and its educational partners, the nature of each exhibit, the gallery director's assessment of what makes a balanced group of shows, and the scores received by an artist during juried selection.

ARTISTS WHO HAVE SHOWN HERE IN THE LAST 3 YEARS _____

Artists who have shown here in the last 8 years must submit a portfolio containing at least 80% work that has not been shown here. The gallery director will determine if the new art is different enough from the previous art to qualify for consideration. If the portfolio is not considered, the application fee will be refunded.

SALES

0% COMMISSION _____

The Ivy Tech John Waldron Arts Center charges 0% commission. You keep 100% of your sales.

PRICING AGREEMENT _____

Because we charge 0% commission, we ask that exhibitors agree not to change their prices for at least 6 months after showing here to avoid unfair competition with Bloomington's retail art galleries. This pertains to sales in the Bloomington area only.

SALES _____

All sales must be made between the artist and the client. We do not transact any sales. We do not hold payments from clients for artists. We do not transfer art to clients for artists. We can place red dots on items that have sold. ***No art may be removed from display until the exhibit has ended.***

SECURITY & INSURANCE

SECURITY _____

Ivy Tech Bloomington is an educational institution rather than a museum or a for-profit gallery. There are no security guards assigned solely to gallery spaces. Artists must weigh the value of exposure for their work versus the risk they assume for insurance deductibles.

There are thirteen video cameras recording 24 hours a day at the Ivy Tech Waldron. Every gallery space is covered by at least one camera. One security person is on duty at all times when the building is open. That person staffs the camera monitoring station at the front desk, and makes rounds of all three floors, the entrances, and the outside of the property. When unoccupied, the building is fully alarmed.

INSURANCE _____

“Responsibility to Insure. The College has insurance in force to cover Loaned Works and will provide coverage for Loaned Works based on the estimated value provided in Exhibit A (price list with titles, dimensions, dates, and media of Loaned Works) as long as Exhibit A is submitted **BEFORE** the Loaned Works enter the building. Prior sales records may be requested to establish a fair market value for the Artist's work. The College's insurance carries a \$0 deductible per incident with a maximum limit of \$100,000 per policy year. This maximum limit may be decreased by the amount of other claims incurred in a policy year. The Artist agrees that the College shall have no liability for all or any portion of any repair, replacement cost or other expense, loss or damage not covered or paid for by said insurance policy, except to the extent said damage is caused by the negligence or intentional acts of the College or its agents.”

--Excerpted from Ivy Tech Community College's Art on Loan – Exhibition Agreement, a copy of which will be given to you at your scheduling interview if you are juried in.

No insurance coverage will be in effect unless the artist submits a fully completed digital or paper manifest form, of the College's chosen format, upon (or preceding) delivery of art and the gallery director inspects each piece and verifies it is in good shape and accounted for.

Artists are welcome to acquire their own additional insurance if so desired.

ART REPAIR _____

Art that requires repair due to technical failures during the run of an exhibit will be removed from display until the artist can make repairs. Artists must make their own repairs. Staff will not alter or amend the art in any way, per insurance guidelines.

SHOW CONTENT

PORTFOLIO CONTENT vs. SHOW CONTENT _____

The Ivy Tech John Waldron Arts Center stands by its juried selection process. **WE DO NOT AWARD SPACE ON A SPECULATIVE BASIS.** We do not give space on a speculative basis--at least 50% of the art that is installed must be art that was submitted for judging. New work is allowed--and even encouraged--but the gallery director must determine that it is of the same quality and stylistically complementary to what was in the application. Also, artists who were not a part of the original application may not be included in a show. Types of media that were not represented in the original application may not be included in a show unless reviewed and approved by the gallery director.

30 DAYS PRIOR REVIEW _____

We understand that due to sales and other factors, some of the art in the original application may not be available for the applicant's show. To satisfy our commitment to the juried selection process, a jpeg of each additional, new, revised, and/or substitute artwork must be submitted to the gallery director 30 days prior to the date of the show for approval. The gallery director reserves the right to refuse individual pieces, or the entire show. In the event that a show is refused, any gallery fees that have been paid will be refunded.

OPTIONAL STUDIO VISIT FOR ANY JURIED ARTIST _____

As a professional service to any juried artist whose studio is located within the Ivy Tech Bloomington service area, a studio visit and consultation with the Ivy Tech Waldron gallery director may be scheduled at no cost. A portfolio review can be held, or a business model can be examined. Artists can request the gallery director's help with show layout, technical difficulties, advice on new professional contacts, vendors, clients, markets, etc.

Please be specific about the nature of the feedback you are requesting when scheduling a visit.

REQUIRED STUDIO VISIT FOR STUDENTS _____

Degree-seeking art students are at a crucial moment in their creative lives. We recognize that experimentation and innovation are at the core of their process, but have found that this can prevent the successful installation of a proposed exhibit.

All students must complete their 30 days prior review with the gallery director in their own studios. At that time, the services offered any juried artist will be available to them. All the work that will be in the student artist's Ivy Tech Waldron show must be completed and may not be revised before the show.

The gallery director reserves the right to refuse a show. In the event that a show is refused, any gallery fees that have been paid will be refunded.

CONTENT APPROPRIATENESS _____

The Ivy Tech John Waldron Arts Center is an extension of the Ivy Tech Bloomington campus and as such it is committed to the showing of art which:

- (a) Keeps within our educational mission
- (b) Is consistent with our image in the community
- (c) Is not disruptive to our educational environment

ARTIST SUPPORT

ADVERTISING _____

There are ads for the Ivy Tech Waldron galleries in periodic issues of: *Bloom* magazine and a yearly ad that runs in all of the Visit Bloomington visitors' guides. Hundreds of exhibit season brochures are passed out at Ivy Tech Waldron events, at a dozen local high-traffic literature racks throughout Bloomington, and at off-campus presentations made by the gallery director and other Waldron staff.

The Ivy Tech Waldron galleries are also a part of the Gallery Walk of downtown Bloomington. The Gallery Walk has a group ad in the Visit Bloomington visitors' guide and distributes thousands of brochures every year at locations that include many Indiana area visitors' centers and welcome centers along the interstates. Twelve times a year, the Gallery Walk runs ads in *The Herald-Times* newspaper.

PUBLICITY _____

Every month, Ivy Tech sends show announcements to at least a dozen local media. This includes print and broadcast media, the Bloomington Entertainment and Arts District newsletter, and many online community calendars. Email announcements are sent to a large list of subscribers every month. Banners in front of the Ivy Tech Waldron announce every art opening, and there is a feather flag on display during each First Friday in the Waldron landscaping plot on the corner of 4th & Walnut.

ARTIST-GENERATED PUBLICITY _____

Artist-generated publicity is an excellent addition to Ivy Tech publicity. We encourage you to use any contacts you have and to send materials as early as possible to anyone you wish. However, we request that you send us an advance copy so we can double-check for errors in dates, times, etc. This is for your protection as well as for our awareness of what has our name attached to it.

In addition, our marketing guidelines require that you use the wording "**Ivy Tech John Waldron Arts Center**" or "**Ivy Tech Waldron**". It is not necessary to use an Ivy Tech logo, but incorrect wordings are not acceptable. Materials that contain errors—show cards, flyers, etc.— will not be allowed in the galleries.

IMAGES _____

Once an artist is juried into the galleries, the images uploaded during the submission process can be used by Ivy Tech for advertising and publicity purposes as we see fit. The same holds true for images

submitted to us after jurying. When images are used electronically or in print, an individual artist credit will be given for one-person shows. For group shows, individual artist credits will be given when space and formatting allow.

RECEPTIONS _____

Receptions are provided by Ivy Tech and are held on the First Friday of every month. The Ivy Tech Culinary students and staff prepare baked goods that are served from 5:00 pm until 8:00 pm. Staff is on hand to host. Artists are expected to be here to greet the public. Please be aware that classes, theatre and music performances, or other events, may be going on simultaneously.

WEB PRESENCE _____

Our website <http://ivytech.edu/waldron> maintains a list of current exhibits and general information about the galleries.

FRACTURED ATLAS _____

Ivy Tech Community College's Bloomington campus is partnering with Fractured Atlas, a non-profit organization to provide free support services to artists in the Bloomington community.

Fractured Atlas is a national organization which gives artists access to affordable liability insurance, online courses, special offers and discounts and the opportunity to share events with others. Associate membership with Fractured Atlas is free for constituents of the Ivy Tech John Waldron Arts Center. Artists selected through the juried process qualify as constituents. For more information about associate membership with Fractured Atlas, visit www.fracturedatlas.org/ivytech.

INSTALLATION & DE-INSTALLATION

INSTALLATION BY THE GALLERY DIRECTOR _____

If an artist prefers to have a show installed by the gallery director, there is no fee for the service. However, the artist may have to deliver artwork, hardware, labels, and signage at an earlier date.

HARDWARE, TOOLS & CREW _____

You must purchase your own hardware. We recommend that you wait to buy hardware until after your installation consultation. Because we frequently have multiple artists installing in multiple galleries, it is not possible for us to provide tools and crew. If you choose to decline the gallery director's installation service, then you must bring your own tools and crew.

INSTALLATION CONSULTATION _____

The Ivy Tech Waldron is a historical building with many idiosyncrasies, especially in its walls. Each artist must bring in one physical example of each of the largest and heaviest pieces that they plan to install. The gallery director personnel will consult with you and then recommend appropriate hardware. If you already have a hardware system, please bring examples of all of its components. If the chief engineer of the College or other facilities staff determine that an artwork cannot be displayed safely it will not be exhibited.

CHARGES FOR ASSISTANCE BY FACILITIES PERSONNEL _____

Artists are expected to have art, hardware, tools, and crew ready for installation on the date assigned, if they decide to waive the gallery director's installation service. If facilities personnel assistance is required due to any type of technical failure, a rate of \$25/hour will be charged.

LABELS, ARTIST STATEMENTS, AND OTHER SIGNAGE _____

Artists must generate their own labels, artist statements, price lists, contact information, and other signage. No adhesives other than masking tape may be used to mount signage on the gallery walls. Press on/peel off vinyl signage is allowed, but artists must order, pay for, install and remove it. There is too much variety in product quality for the gallery director to guarantee that vinyl signage can be handled successfully.

PEDESTAL ALLOCATION _____

Each gallery space is allocated a base number of pedestals. Allocations are different in the months of Ivy Tech Fine Arts student shows because we are an academic institution and our students needs come first. Artists who want pedestals may request specific sizes and shapes from the pedestal inventory, although it is unlikely that all requests will be met exactly.

PEDESTAL ALLOCATIONS & INVENTORY

There are 38 conventional pedestals and 2 table toppers in our inventory as of this writing.

Qty	Surface	Height	Details
2	30 x 18	39	<i>heavy</i>
1	30 x 14	40	
3	24 x 24	36	
1	24 x 18	30	
2	24 x 12	40	
2	24 x 12	36	
5	16 x 16	36	
1	16 x 13	36	
2	14 x 14	48	
6	14 x 14	40	
3	14 x 14	36	
1	14 x 10	46	
2	12 x 12	60	<i>unusually tall; in loft behind flats</i>
4	12 x 12	48	<i>heavy</i>
1	12 x 12	40	
1	12 x 12	30	
1	12 x 12	16	<i>unusually short; in loft or W209</i>

38 TOTAL

Qty	Surface	Height	Details
2	18 X 48	2 ½	<i>Each needs two regular pedestals as legs</i>

GALLERY FEE PAYMENT _____

The gallery fee helps cover the cost of gallery changeovers: plaster repair, painting, lighting, facilities personnel costs, etc. Gallery fees must be paid before the installation of the artist's show. Installation may not begin until payment has been made and has cleared. Fees are due no later than 30 days prior to installation.

Ivy Tech instructors, students and staff who are juried into the Ivy Tech Waldron galleries through the call for submissions will have their gallery fees waived.

DE-INSTALLATION _____

When you pick up your art, Ivy Tech security staff must see at least one photo ID and feel confident that you are who you say you are. You will then sign for the removal of your work. This is for your protection and that of the College.

If you are sending anyone other than yourself to de-install, you must let the gallery director know their names and their relationship to you in advance. They, too, must present photo ID to the satisfaction of staff and sign for the removal of the art. ***Ivy Tech will not ship art under any circumstances.***

UNCLAIMED ART _____

The Ivy Tech John Waldron Arts Center has limited storage space. Art must be removed from the building by closing time on the artist's scheduled date of de-installation or **a storage fee of \$10/day** will be charged. Art will be released when storage fees have been paid in full. Any art unclaimed for 60 days becomes the property of the College and may be added to the College's permanent art collection or disposed of in any manner we see fit.

RIGHT TO REVISE

RIGHT TO REVISE GALLERY POLICIES _____

Ivy Tech Bloomington and the Ivy Tech John Waldron Arts Center reserve the right to revise the gallery policies at any time and in accordance with the needs of the institution.

GALLERY DESCRIPTIONS

GALLERY FLOOR AND WALL PLANS _____

Gallery floor and wall plans are posted on the Waldron website.

See next page for gallery fees & artist contract.

**GALLERY FEES & CONTRACT SIGNATURES:
2019-20 EXHIBIT SEASON**

ARTIST/S _____

SHOW DATES _____

GALLERY FEES

The gallery fee covers the cost of gallery changeovers: plaster and drywall repair, painting, light bulb replacement, the labor cost of facilities and maintenance personnel, etc. Due to changes in policy at the state level, sales tax is now being collected on gallery fees.

**GALLERY FEES WITH SALES TAX
November 2019 through December 2020**

- | | |
|--|--------|
| <input type="checkbox"/> Rosemary P. Miller Gallery: | 230.00 |
| <input type="checkbox"/> Treasurer's Gallery | 205.00 |
| <input type="checkbox"/> Education Gallery: | 185.00 |
| <input type="checkbox"/> Flashlight Gallery: | 175.00 |
| <input type="checkbox"/> Vault Gallery: | 95.00 |

AGREED CONSENT

I/we, _____, have read and do agree to the policies in pages 1-8 of this document.

Signature _____
Exhibiting Artist

Date _____

Signature _____
Gallery Director

Date _____

Signature _____
Executive Director of Finance

Date _____