

# Exhibition Information and Guidelines for the Madison Public Library, Central Branch

## **Deadlines:**

All deadlines for publicity images, exhibition titles and descriptions, labels, etc. are listed at the end of this document, and will be communicated to the main contact person for the exhibition within 8 weeks of the exhibition.

## **Publicity:**

The Art Coordinator at the Central Madison Public Library will send out a press release before the exhibit opens. The library will not be providing print postcards for the exhibitions, however the artist is welcome to make their own. If the artist chooses to do so, the postcards need to have the Madison Public Library logo, as well as the Bubbler logo. These logos can be downloaded from the *Exhibitor Information* page.

## **Signage:**

The Central Madison Public Library will make signage for the exhibit. Due to the differing options for exhibition space, the signage for each area of the gallery will differ.

Third Floor Diane Endres Ballweg Gallery :

- Artist Name and Exhibition Title: Vinyl Lettering
- Artist or Exhibition Statement: 8 ½" x 11" label
- Artwork labels: this information will be provided by the main contact person through the insurance form. A separate list will not be necessary
- Artist Binder: placed on small desks below Title and Statement
  - Artist Resume
  - Pricing List
  - optional: Artist Pic and Artist Bio

First and Second Floors, including Video Art Screen:

- Artist Name, Exhibition Title, and Artist or Exhibition Statement: 8 ½" x 11" label
- Artwork labels: this information will be provided by the insurance form. A separate list will not be necessary
- Artist Binder: placed on small desks by the artwork
  - Exhibition Title and Artist Name
  - optional: Artist Pic and Artist Bio
  - Artist or Exhibition Statement
  - Artist Resume
  - Price List

Installation Art: due to the many unknown factors involved in this area, signage will be handled on an exhibit to exhibit basis.

**Installation & Deinstallation:**

The exhibitor should plan their exhibition in advance. Measurements of the spaces are provided on the Bubbler website in the *Exhibitor Information* page.

The gallery spaces within the library are heavily trafficked public spaces. Please consider the fact that young children and families will see the work on display. The Art Coordinator reserves the right to determine what work is appropriate for each space.

The Central Madison Public Library can accommodate various mediums for artwork, however this varies throughout the spaces of the library. The first and second floor Display Walls can only accommodate wall-mounted works. If there is 3-dimensional work, it must be on a shelf attached to the wall. The artwork and/or shelf may not project past 12" from the wall. The Third Floor Diane Endres Ballweg Gallery can accommodate wall-mounted work as well as 3-dimensional work, keeping in mind that there needs to be a five foot walking space, or continuous path of travel. The back nook by the restrooms and staff doors however can only accommodate wall-mounted work. The video art screen can accommodate Blu-ray and USB thumb drives. For installation art within the library, communication with the Art Coordinator will be necessary to understand the possibilities and limits of the space.

The exhibitor is responsible for installing and deinstalling the exhibit, with the assistance of the Art Coordinator. There will be a utility cart available for installation that will provide the exhibitor with tools and hardware. All artwork should be prepped for a quick installation. At deinstallation, the exhibitor is not required to remove any nails, pins, etc. from the wall.

All artwork is required to be up for the intended length of the exhibition. If artwork needs to be repaired and removed temporarily, the exhibitor must contact the Art Coordinator.

**Security & Insurance:**

The galleries are not under constant supervision, however there are Library Staff and Security throughout the building.

The exhibition work will be insured by the city once the exhibitor returns the completed insurance form.

**Opening Reception:**

For each gallery cycle, there will be an opening reception generally on the first friday of the month. As part of the Central Madison Public Library's after hours series Night Light, there will be live entertainment on the third floor and drinks will be provided by Forequarter. The first and second floors will be partially opened from 8 to 9:30 for the exhibitors on these floors to showcase their work as well. The exhibitor for the video art screen is welcome to have their art shown on a transportable video screen on the third floor.

**Sales:**

The Madison Public Library does not take a commission for any sales. Therefore all sales must be arranged and processed through the exhibitor. The exhibitor should provide the Art Coordinator with their phone number, and email so that this can be provided in the Artist/Pricing Binder.

**Dimensions:**

All dimensions and specifics of each space are provided as either Google SketchUp downloads, or PDF files. They can be found in the *Exhibitor Information* page.

**Timeline for Exhibitions:**

Deadline:	Required From Exhibitor:
6 weeks:	For website and Press: <ul style="list-style-type: none"> <li><input type="checkbox"/> Exhibition Title</li> <li><input type="checkbox"/> Exhibition Description</li> </ul>
5 weeks:	For Press Release: <ul style="list-style-type: none"> <li><input type="checkbox"/> Artist or Updated Exhibition Statement</li> <li><input type="checkbox"/> 2 high quality photos (JPEGs) of work</li> <li><input type="checkbox"/> (optional) Artist Biography and Artist Picture</li> </ul>
2 weeks	For Artist Binder: <ul style="list-style-type: none"> <li><input type="checkbox"/> Resume</li> </ul> For City and Labeling <ul style="list-style-type: none"> <li><input type="checkbox"/> Completed Insurance Form (this form works as a pricing sheet with label specifics)</li> </ul> Scheduling <ul style="list-style-type: none"> <li><input type="checkbox"/> Set install dates</li> </ul>
1 week	For Labeling <ul style="list-style-type: none"> <li><input type="checkbox"/> Finalize labeling template</li> </ul>
Install	<ul style="list-style-type: none"> <li><input type="checkbox"/> Hang Work</li> <li><input type="checkbox"/> (optional) Additional info for Artist Binder</li> </ul>