



New Hampshire Art Association

Robert Lincoln Levy Gallery

2021 Body of Work Prospectus – *East, South and Frazier Galleries*

The New Hampshire Art Association is pleased to offer our artist members the opportunity exhibit and sell their work in a Body of Work exhibit in 2021. For these exhibits, artists can showcase their work on one of the gallery walls in the East, South and Frazier galleries located in the NHAA Robert Lincoln Levy Gallery, 136 State St., Portsmouth, NH as well as in the NHAA online gallery/store at nhartassociation.org.

EXHIBITION GUIDELINES:

EXHIBIT DATES:

Exhibit opportunities are available for one month periods during the months of April, June, July, and August. Dates of the exhibit along with other due dates are noted on the *2021 Body of Work Consignment Contract*.

SUBMISSIONS/SELECTION PROCESS:

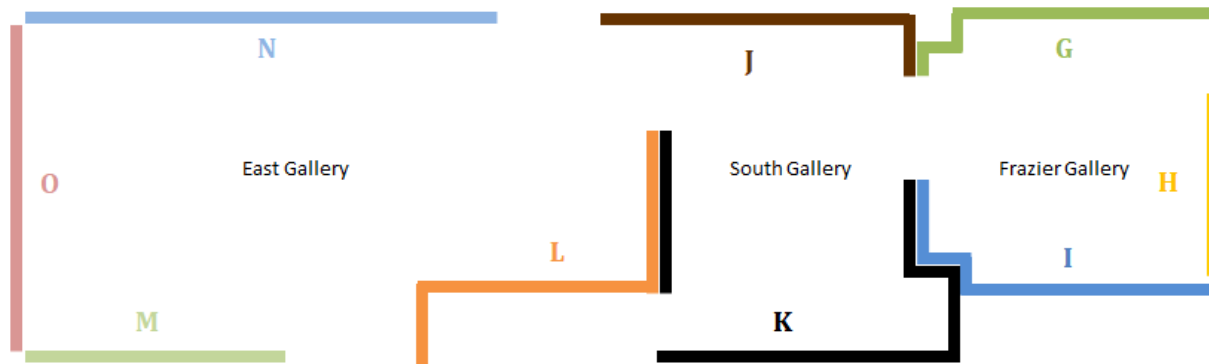
Gallery exhibit spaces are available to NHAA members only. All 2D and 3D mediums and artistic styles are accepted. As in previous years, we will be using a lottery drawing system to assign gallery space so we are fair to all members. Priority will be given to artists who have not had a Body of Work exhibit the prior year. Artists not selected will be added to a wait list for future exhibit opportunities. **Please see *How to Apply Section* for specific information on how to apply.**

FEE STRUCTURE AND LOCATIONS:

The list below outlines the available Body of Work wall locations and fees. Fees differ per gallery and time of year. For artists who are selected to exhibit in 2021, **payment is due in full by January 15, 2021.**

Gallery	Wall Locations	Shoulder Season Apr	High Season Jun, Jul, Aug
Frazier	G	\$155	\$180
Frazier	H	\$55	\$65
Frazier	I	\$155	\$180
South	J	\$120	\$135
South	K	\$185	\$210
East	L	\$135	n/a
East	M	\$115	n/a
East	N	\$165	n/a
East	O	\$180	n/a

Below is a rough layout of the available 2021 Body of Work wall locations within each of the three galleries. Please see the floor plans on the NHAA member portal (password iloveart) for more detailed layouts and dimensions. *Please note that wall "O" is the East Gallery window. Artists who select this location are expected to display work visible from the outside and the inside of the gallery.*



CANCELLATION POLICY:

Artists may cancel their contract up to ten weeks before the scheduled exhibition opening for an 80% refund. **No refund will be made for cancellations within ten weeks of the exhibit installation date.**

ARTWORK ACCEPTED:

- 2D and 3D artwork (2D framed dimensions preferably up to 48" in the longest dimension).
- Unframed matted work in plastic sleeves up to 24" (including mat) - 1 display rack per artist (NHAA will provide).
- For 2D work greater than 48" in the longest dimension and 3D work, please review with NHAA to discuss display options prior to installation.
- Giclees are permitted as unframed matted work only. Framed giclees are **not** permitted.

ARTWORK REQUIREMENTS/PRESENTATION GUIDELINES:

- All work must comply with *NHAA Presentation and Framing Policies* (attached).
- All work must be properly labeled on the back with artist's name, title, medium and price.
- In addition, NHAA Inventory Labels must accompany each piece. Inventory Labels are located on the NHAA Member Portal (password iloveart).

PUBLICITY:

- NHAA will promote the exhibition through the NHAA website, social media and PR.
- For publicity purposes we ask that artists decide on a title/theme for the show (with a brief description if possible), submit bio/artist statement and 1-2 images of work that will be on display.
- It is strongly recommended that artists also publicize the exhibit using their own vehicles.
- Please see *Exhibiting Artist Responsibilities* section for more information.

SALES/CONSIGNMENT AGREEMENT:

- All work must be for sale. NHAA will retain a 20% commission on sales of all items in the exhibit with balance paid to the artist.
 - Buyers often allow purchased art to remain up for the duration of the exhibit. If they prefer to take their purchased art immediately, the artist will be asked to replace it with comparable work.
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HOW TO APPLY:

- Fill out the *2021 Body of Work Request Form* and email by close of business **December 11, 2020** to Lynn Krumholz at nhaa.lynnkrumholz@gmail.com and indicate '2021 Body of Work Request' in the subject of your email.
 - Note: If you only provide one choice, and that is already taken when your name is picked, we will assume you are not interested in any other option.
 - The requests will be filled promptly to give artists maximum amount of time to prepare, so it is critical that you submit your requests by the deadline.
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EXHIBITING ARTIST RESPONSIBILITIES:

Upon notification of acceptance to exhibit in a Body of Work exhibit:

- Complete and sign *Body of Work Consignment Contract*. **The contract is due within 1 week of notification.**
- Make payment to NHAA. **Payment is due in full by January 15, 2021.**

Eight weeks prior to the exhibition:

- Prepare your Marketing Materials:
 - Artist bios, artist statements, exhibition cards, business cards, and other publicity materials may be made available for patrons in the gallery during your exhibit. A floor standing pedestal will be available for to display these materials.
 - Please include NHAA name/logo on all print media and digital media that you produce and distribute.
- Prepare for your Exhibit:
 - It is highly recommended that you visit the gallery space to plan the layout for your exhibit, review your plans with NHAA and discuss display options.
 - The NHAA and the hanging committee have oversight for maintaining the quality and look of the entire Gallery. Their job is to make the artists' work look as good as possible in the exhibition space. Each exhibiting artist's collection of work will hang in relation to other artist's collections and will, in essence, be part of a larger exhibit. The Hanging committee will work with exhibiting to artists to spot and hang individual artist walls in a way that enhances all the work being shown during the exhibit. This is not a salon style presentation. The number of artworks to hang should leave space for the art to breathe. Once spotting is complete, the hanging committee will hang work for the

artists. In cases of disagreement, the NHAA and Hanging Committee have final oversight on the hanging of all work.

Five weeks prior to the exhibition:

- Provide PR Information to NHAA:
 - Please send the following information to Suzanne Laurent at nhaa.pr@gmail.com
 - A current bio and/or artist statement.
 - Title and description of your exhibit including media.
 - 1-2 jpeg images of the work you plan to include in the exhibit (sized at 200 dpi and 10 inches on the longest side). Please identify each image file with your name, title and medium.
- Please note, that all Body of Work artists will be submitted for local PR, but due to space limitations not all artists will be featured.

Four weeks prior to the exhibition:

- As part of this exhibit, the NHAA will order vinyl signage stating your name above your wall. Four weeks prior to the exhibit please confirm how you want your name to be shown above your space.

Two weeks prior to the exhibition:

- Prepare/Submit Inventory List:
 - Artists must provide a printed and/or electronic inventory of the pieces that will be in the exhibit prior to installation. The inventory sheet must include: artist name, title, medium, size and price for all work.
 - Please use the format included in the **Gallery and Body of Work Rentals** section of the NHAA member portal (password iloveart), click on **Inventory Sheet** to download the file in either word or excel.
- Virtual Gallery Store Submissions: If you are interested in selling your work in NHAA's online gallery store, please do the following:
 - In the **Gallery and Body of Work Rentals** section of the NHAA member portal, click on **Image Submissions** to submit a digital picture of your entry as a JPG and information such as title, medium, size, and price. Entries will be submitted through Artcall.org, an online call-for-entry software management system. If you have not already registered with Artcall.org, you will be asked to register in order to enter your images.
 - Please do not include the mat and frame when submitting the image.
 - Submission image attachments must be under 4mb, with a minimum of 1920 pixels and a maximum of 4600 pixels on the longest side.
 - If you need help submitting your image, please contact the gallery.

Installation and De-installation Days:

- Installation:
 - Artists must drop off and pick up on the dates indicated on the *Consignment Contract* unless otherwise notified.
 - Please deliver artwork by 9:00 am on the scheduled hanging day.
 - All artwork will be exhibited using the gallery hanging system. We encourage artists to participate in hanging their own work. In the event this is not feasible, please let us

know ahead of time and provide a layout of the exhibit or lay the work out at the time of drop off for the exhibit committee to install it for you.

- De-installation:
 - Artists are responsible for picking up unsold artwork at the end of the exhibit as outlined in the *NHAA Exhibitor Agreement* (attached).

Exhibition Dates and Opening Reception:

- Gallery Exhibit Opening/Reception:
 - We are a covid responsible gallery and are limiting receptions inside the gallery at this time. However, we do plan to be open during Art 'Round Town on the First Friday of every month.
 - If you would like to invite a limited number of visitors to the gallery for a specific date/time (not during Art 'Round Town) please discuss with the gallery manager at least 4 weeks in advance of the desired reception date to ensure there are no conflicts with other gallery activities.
 - Because artwork is often sold to customers familiar with the artist's work, inviting your previous customers, as well as friends and family to the gallery helps you sell your artwork. Please be sure you actively publicize your exhibit.
- Virtual Exhibit Opening/Reception:
 - In addition to being open for Art 'Round Town, we will be hosting virtual receptions for our monthly exhibits. Please contact the gallery manager for details.

During the Exhibition:

- Exhibitors are required to gallery sit during their exhibition for at least 2-4 hours. Gallery sitting is an important opportunity for you to interact with potential customers. Not only does the artist's presence enhance the experience for visitors to the gallery, it also increases the opportunity to sell your artwork.
- NHAA relies on volunteers to help keep the gallery open. If you have not been trained to gallery sit, or if you have a restriction that prevents you from gallery sitting, please contact the gallery manager.
- **Sign up to gallery sit online using SignUp Genius via the Member Portal on the NHAA website.**

NHAA PRESENTATION & FRAMING POLICIES:

NHAA exhibits only original works of art by the artist or professional quality prints (giclees) of original works by the artist, when allowed in the *Exhibit Prospectus*. Customers who purchase art from a professional art association, such as the NHAA, should receive Artwork that is professionally framed, finished, and labeled as described in the *NHAA Exhibit Prospectus*. NHAA presentation and framing policies apply to all NHAA exhibitions whether offered for sale in a Gallery or for sale online.

Artists must be the original creator and sole owner of all Artworks listed in the *Consignment Contract* and/or *Artist Inventory Sheets* for each exhibit. It is the sole responsibility of the artist to abide by current trademark and copyright laws. Copyright infringement will result in the loss of NHAA membership status and the right to exhibit in the future at NHAA.

Works on Paper:

- Artist must indicate edition size and number on any and all edition work. The NHAA exhibits only original works of art. If it is an open edition, please state that clearly.
- All works on paper should be framed and matted or lifted away from the glass with archival matting or spacers.
- Frames and mats must be clean, professionally cut/constructed, and undamaged.
- At delivery, all works must be wired and ready to hang. Saw tooth hangers, Pop-in frames, free standing frames NOT accepted.

Works on Canvas:

- Works on canvas do not need to be framed as long as sides of canvas are clean, or finished with a strip frame.
- Surface and corners should be taut, wrinkle-free, and free of visible threads or staples.
- At delivery, all works must be wired and ready to hang.
- All work must be completely dry.

Works on other:

- Works on Artboard, Masonite, wood, acrylic, glass, metal, etc. must follow the above requirements.

****Presentation must be clean and professionally presented. Artwork that does not meet these requirements will not be displayed. The NHAA Gallery Manager reserves the curatorial right to remove any artwork that does not meet gallery standards.****

NHAA EXHIBITOR AGREEMENT:

As an artist submitting and exhibiting your work through New Hampshire Art Association (NHAA), you agree to the following:

1. The NHAA will exhibit your Artwork(s) for sale to the public at an exhibition at the Robert Lincoln Levy Gallery, 136 State Street, Portsmouth, NH 03801 (NHAA Gallery), or at one of its satellite exhibition locations in the state of New Hampshire and/ or on the NHAA website (<https://www.nhartassociation.org/>). NHAA may use or publish images of your Artwork to promote the art exhibits, future call for entries, videos, or the gallery. Selected Artwork may be included in the NHAA online gallery, press releases, on the NHAA Facebook Page, Instagram, or other social media sites. You retain the copyright to all consigned Artwork in perpetuity, as governed by law. You also agree to fulfill your artist responsibilities as set forth in this prospectus.
2. The Artwork(s) you submit to be exhibited by NHAA refers to artworks that NHAA has agreed to present to the public for sale through an NHAA exhibition, online at the NHAA website, or both. You set the retail sales price for each Artwork. If a buyer has a question regarding price, NHAA will contact the artist and obtain the artist's agreement before agreeing to any price adjustment. NHAA will make reasonable efforts to sell your Artwork. If any additional information or

documentation is requested by NHAA to facilitate a sale, you agree to provide it in a timely fashion. The percentage commission paid to the NHAA and the percentage paid to you after a sale is listed in this prospectus. The NHAA will pay you the net proceeds of a sale of your Artwork within forty- five (45) days of the date of sale.

3. NHAA exhibits only professional quality work. As an exhibitor, you agree to the NHAA Presentation and Framing Policies outlined in this prospectus.
4. You agree that NHAA is the exclusive agent for the exhibition and sales of Artworks listed in the *Consignment Contract* and/or *Artist Inventory Sheets* for the duration of the exhibition. NHAA has the right to represent submitted Artwork in the subsequent sale of the Artwork by the NHAA. If a buyer expressed an interest in that Artwork during its NHAA exhibition or online offering by the NHAA and the sale is completed within six months after the end of the NHAA exhibition or online offer for sale, NHAA is entitled to its commission in paragraph 2. You agree to either have NHAA process the sale, or you are required to promptly remit payment of the commission to the NHAA along with documentation of sale.
5. Buyers of Artwork are responsible for payment of any shipping charges and sales taxes. NHAA will determine the terms of payment by the buyer. The Artwork will not be released by the NHAA to the buyer until full payment is received.
6. You are responsible for picking up unsold Artwork at the end of the exhibition at the place and time designated by NHAA on the NHAA website or in this prospectus. If you are unable to pick up your unsold Artwork at the designated place and time, you must notify the NHAA on or before the pickup date and make alternative arrangements to pick up your Artwork within seven (7) days of the designated pick up date. Any Artwork left with NHAA eight (8) or more days after the designated pick up date will be subject to a \$10.00 per day storage fee per piece. Any Artwork left with NHAA for more than 15 days after the designated pick up date becomes the property of the NHAA. You retain ownership of your Artwork until the Artwork is sold or abandoned.
7. The NHAA is not liable for any injury, loss, damage, theft or disappearance of your Artwork and does not maintain insurance for your Artwork on consignment with the NHAA. If you choose to do so, it is your responsibility to maintain insurance for your Artwork while it is in the NHAA's possession.
8. The term of this Agreement begins when you submit Artwork to NHAA for exhibition. This Agreement is governed by the laws of the State of NH.