



GALLERY GUIDE FOR RENTERS

Welcome to the ArtSea Gallery

This gallery is a main source of revenue for the ArtSea Community Arts Council which is a not-for-profit society governed by a volunteer Board with one staff Administrative Assistant. ArtSea also depends on membership for its revenue. Members have the advantage of participating in members-only events and have the opportunity to rent the gallery space for individual shows or events.

Members can rent the gallery facilities in one-week blocks throughout the year, mid-January to mid-October. It is the responsibility of the renter to provide their own personnel to run their show during opening hours. Rental fees are \$300 for the week. These funds go directly to basic advertising for the individual shows provided by ArtSea and the operating costs of the gallery. The Town of Sidney maintains the exterior of the building.

Application Process

Administrative Assistant Brenda Milne handles the gallery rental requests. Artists who would like to book a one-week slot must contact Brenda for available dates. Artists are required to sign an Exhibitor's Agreement and complete an Application To Exhibit. A \$75 non-refundable deposit must accompany the application.

Application information can be found on line at www.artsea.ca.

Exhibitor's Agreement and Application To Exhibit can be found at the back of this document.

Planning Your Show

Renters are encouraged to plan how to design their show prior to arriving at the gallery to set up. Planning ahead will make setting up a lot easier in the short time allowed for artists to get their show ready to open.

Renters should visit the gallery ahead of time to view the space, lighting, layout, etc. It is helpful to see how others use the space to display their artwork. This may provide some ideas on the "dos and don'ts" of display and ideas of how to create a display more unique and attractive to show visitors.

Presentation Standards

Renters are responsible for presenting a professional show. The purpose of having a show is to present your work in a way that draws the gallery visitors in, encourages them to linger and, most importantly, encourages them to make a purchase.

Artwork must be properly framed and gallery ready. All artwork must have printed title cards for wall mounting or tags for non-hanging items identifying the artist, title, medium and price if applicable.

Plan how to arrange your artwork ahead of time. Decide how to group your pieces, what display aids to use and where to place them in the gallery space. Get some ideas by visiting professional galleries. Keep in mind the theory that "less is more". Do not bring every piece you have ever created. Do bring personal display items that will enhance your show, for example if your show has a "theme" or specific meaning. Remember to maintain a "flow" to the space so visitors feel they can take their time to see your work.

Engage visitors with demonstrations or opportunities to try their hand at something.

Rearrange artwork every couple of days. Surprisingly, this often increases sales.

As this is an "odor free" public space, please avoid using scented floral arrangements or personal perfumes.

The Gallery only allows assistance dogs on the premises.

Display Assistance

If renters would like assistance with designing their display, experienced gallery volunteers are available. Please request this service at least two weeks in advance of booking date.

Floor Plan

Use the floor plan for basic layout. Do not restrict your display to using only the walls. The floor space in the center of the long gallery can offer an interesting draw for visitors and invite them to move farther in.

Measurements:

- Front Window Wall - 12 ft.
- Front Side Wall (btw entrance door and front windows) - 13 ft.
- Long Display Wall - 36 ft.
- Floating Wall to storage room opening - 7 ft.
- Mid Wall (btw storage room & office door) - 6 ft.
- Short Wall (btw office door & display storage) - 4 ft.
- Back Wall (outside) - 19 1/2 ft.
- Back Wall (inside) - 13 ft.
- Display Storage Wall - 12 ft.

ArtSea Reception Area

ArtSea Community Arts Council has a permanent reception area at the front of the gallery to promote membership and other arts programs supported by ArtSea. This area is not available to renters. ArtSea may have volunteer receptionists on duty during opening hours to answer questions about programs and events. Renters should direct inquiries to the receptionist from visitors looking for specific information. See Floor Plan for designated ArtSea area.

Windows

All windows have applied treatment for security to prevent viewing from the outside. This still allows natural light to enter but cuts UV rays to prevent damage to artwork.

Floor Plan diagram can be found at the back of this document.

Hardware Basics

Hanging Click Rail System

Most of the gallery walls are fitted with a built-in hanging click rail system. Metal cables slot into the rails near the ceiling with a "T" head to lock the cable in place. Hooks slide onto the cable, fed through from the top of the hook mechanism. See Click Rail System diagram.



Click Rail system



with pictures hung



"T" head on cable



"T" head inserted into rail

There are two types of hook: plunger and screw. The plunger hook locks to the cable. The screw hook requires strength to tighten the screw well enough to hold the weight of some frames.

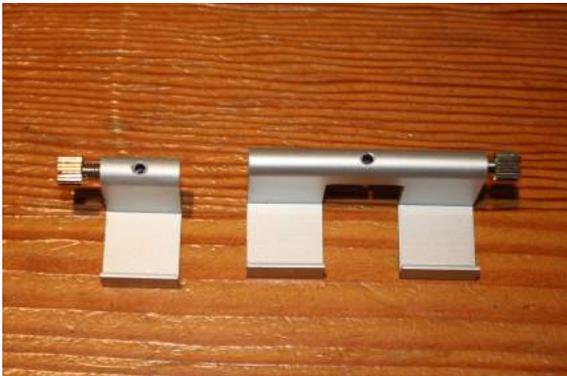


Plunger hook



Screw hook

There are also wide flat hooks that can be used for wide frames.



For heavier frames or large canvases it is recommended to use at least 2 cables and hooks to hold the weight. This will also balance the picture and hold it evenly on the wall.

Cables and hooks are kept in a clear plastic container in the Display Storage room. Renters may use as many as they need to safely hang their artwork. Please keep the unused cables coiled to avoid tangling.

Moveable Walls

These walls can be used to block off areas of the gallery not in use, to add some interest to the display area or as feature walls.

They are on wheels and can be easily rolled. There are nails in the top of each wall to attach monofilament line. Hanging rail system hooks can be attached to the monofilament. Do not put nails, pushpins or other hooks into these walls.

4 walls measure 2 ft. x 5 ft.

3 walls measure 4 ft. x 5 1/2 ft.



2 ft. x 5 ft.



4 ft. x 5 1/2 ft.

Plinths

Plinths can be used to add interest to the display space. They are useful for 3-dimensional art or feature displays. Plinths are painted white. If renters want to create a different look, plinths can be draped with fabric or other materials.

These plinths are used a lot and can damage easily. Please take care when using them. If damage occurs such as chips or stains, please let the Gallery Liaison know.

If renters do not want to use plinths, they have to be stored in the back area of the gallery behind a moveable wall. There are 12 plinths of various heights and widths



Low-rise Cubes

These can be used for grouping smaller objects. They are in three different sizes and match in colour. If renters do not want to use the cubes, they have to be stored in the back area of the gallery behind a moveable wall.



Glass Cases

These are for jewelry display or other small objects that require some security. These cases are on wheels and can be rolled into position. If renters do not want to use the glass cases, they have to be stored in the back area of the gallery behind a moveable wall.

One large case measures 36"/w x 18"/d x 72"/h, 4 glass shelves, open faced, no door.

Two smaller cases measure 16"/w x 12"/d x 64"/h, with glass doors.



Large



Small

Shelving Units

Ladder Shelving

Adjustable wooden "ladder" shelving is easy to assemble in a variety of configurations. There are 6 "ladder" ends - 1 short, 2 medium and 3 tall with 15 shelves. All shelves measure 36" long x 11" deep.



Tall Purple Bookshelf

Book shelf unit with back can be placed against a wall. It has 3 adjustable painted shelves, middle shelf is permanent.



Slat Wall Panels

These panels are permanently affixed to the Front side wall next to the front door and the back wall.



Front wall



Back wall

The gallery provides a variety of shelving accessories that attach into the slats such as hooks for hanging articles, brackets and glass shelving.



Small Wooden Box Risers

These can be used for varying heights for displaying items and creating visual interest. These boxes are all painted white. Please take care when using them as the paint can chip. If damage occurs while in use, please let the Gallery Liaison know. There are 14 in a variety of sizes.

Small Display Aids

These include plate stands, a variety of plexiglass holders, small shims, etc.

Tools and Supplies

Basic tools are provided: Step ladder, step stool (also tool box), screw driver with multiple heads, monofilament line, pliers, etc.

Bench

This is generally used for visitors to sit on if they wish to rest. It may also be used for display.

Sales or Display Table

Wooden table 4 1/2 ft x 3 1/2 ft that can be placed anywhere in the gallery the renter chooses. It can be used for display or for the exclusive use of the renter to handle sales and personal information.

Setting Your Show

Lighting

There are two types of lighting in the gallery: directional track lighting and overhead fluorescent fixtures.

The directional track lighting is the best for displaying artwork. Each light head is adjustable so it can be set to light a specific area. Extra light bulbs are provided should a light burn out. For Work Safe standards, it is mandatory to use the step ladder provided to reach and adjust the lights.

The fluorescent light fixtures spread a bright white light that is not meant for gallery lighting. Renters are encouraged not to use this overhead lighting if possible and add their own indirect lighting such as lamps, string lights, etc.

Title Cards

Title cards must be printed. Handwritten cards are not permitted.

Design one style of title card to maintain consistency if the show has multiple artists.

Title cards can be the same size as standard business cards, 2" x 3 1/2". These can be easily prepared on a computer using Avery business card stock and the corresponding Avery template downloaded from their website.

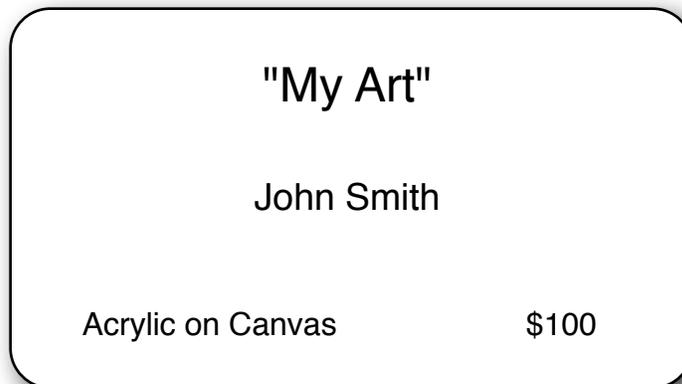
Content should only include: Title of piece, Artist Name, Medium, Price

Title cards are generally mounted on the wall to the right of the work by the bottom right corner. Put cards up with adhesive putty only (UHU Tac). Do **not** use masking tape, cello tape or pushpins.

Additional information that may be important to the artwork (such as back story, where photo taken, awards, etc.) should be printed on quality paper stock in a larger font size easily readable from a distance and placed near the artwork. Keep this information succinct and quick to read.

Descriptive signs may add to your presentation. These should be printed on quality paper stock.

Title Card Sample (actual size):



Tags for Non-hanging Artwork

Some artwork such as jewelry, fibre arts, sculpture, pottery, woodwork, etc. may require a tag attached to the piece rather than a title card. Tags should be easy to read and should show the Artist's name or company name, contact information and price. Tags should be firmly attached to the product. Price may be indicated on back of tag.

Tag Samples:



Group Shows (Multiple Artists)

Only one Renter representing a group can book the gallery for a group show and sign the Exhibit Agreement and Application to Exhibit contracts (the signatory). This person is the main contact for ArtSea administration. It is the responsibility of the signatory renter to notify all other artists participating in the show of the information in this guide including presentation standards and schedules for set up and take down. Names of all participating artists must be included on the Application to Exhibit.

ArtSea administration promotes Group Shows on the ArtSea Gallery Schedule by Show Title only. The brochure does not include individual names of participating artists.

Group Shows participating in ArtSea's annual Preview Show "Taste of Tulista" that opens the gallery's season can provide only a small selection of artwork as space is limited.

Group Shows can set their show by designated areas for artists or as a mixed presentation. Mixed presentations give each artist a choice of exhibit area in the gallery rather than being assigned for the duration to one area. This concept is more attractive to design, presents artists' work in complementary positions and increases visitor's interest. Designated areas tend to limit display ideas and interfere with "flow".

Show Management

Opening hours

The ArtSea Gallery has mandatory opening hours, every day 10:00 am - 4:00 pm. Renters are welcome to increase their opening hours if they wish but may not open later or close earlier than the mandatory hours.

Staffing/Attendants

It is the responsibility of the renter to schedule personnel to staff the show during opening hours. At least one or two attendants must be present in the gallery when it is open to the public. Exhibiting artists should be present most of the time as this is your opportunity to promote your work, engage with the public and make potential sales.

ArtSea Administrator

The ArtSea administrator is on site Tuesday - Friday during regular office hours but works independently from the gallery renters. This person is the employee of the ArtSea Community Arts Council and is not available to assist renters.

Security

The gallery is monitored by Price Alarms. Renters will receive the alarm code when they arrive to set up their show. It is the responsibility of the signatory renter to operate the alarm system on Saturday, Sunday and Monday. The ArtSea administrator will operate the alarm Tuesday to Friday.

The alarm must be deactivated immediately upon entering the building in the morning when the renter arrives to open the gallery and reactivated at closing when everyone has left the building.

It is very important to learn how to operate the alarm system properly. The Gallery Liaison will provide orientation training to renters at the time of show set up. If the alarm is accidentally triggered during a renter's booking, it is the renter's responsibility to follow the instructions provided to disarm the alarm and contact the Gallery liaison. If the RCMP responds to an alarm, there is a cost to the ArtSea Community Arts Council. Please be vigilant.

Orientation and Training

The Gallery Liaison will provide orientation training for renters at the time of show set up. For group shows, the signatory renter must ensure all artists participating in the show are on site for set up and training. Training will consist of instructions on operating the alarm system as outlined in "Security", where the light switches are located, how to change the LED light bulbs, demonstration of the hanging click rail system, location of tool box, step ladder and small display items.

Sales

Renters must handle their own sales. Renters must provide their own credit/debit payment options such as a Square Reader or similar, for non-cash sales.

A cash float is recommended to have on hand to handle small cash sales.

It is important to track contact information for buyers who will be returning at the end of the show (Thursdays) to pick up their artwork purchase. If they fail to return to collect their purchase, it is the renter's responsibility to contact the purchaser to make arrangements. No artwork is to be left at the gallery once the show has closed.

Renters may want to consider providing sale items that buyers can take with them, such as art cards, unframed prints, jewelry, pottery, etc.

Determining price points for selling artwork is at the discretion of the artist(s).

ArtSea Community Arts Council does not take any commission on renters' sales.

Advertising

ArtSea provides basic advertising on their website www.artsea.ca for all shows booked for the season. ArtSea also publishes the ArtSea Gallery Schedule listing all the upcoming shows as a rack card for local distribution.

Renters are encouraged to do their own promotion:

Print: local newspaper community calendars, posters, rack cards, postcards, novelty ideas.

Social media: Facebook, Twitter, Instagram, etc.

Signs

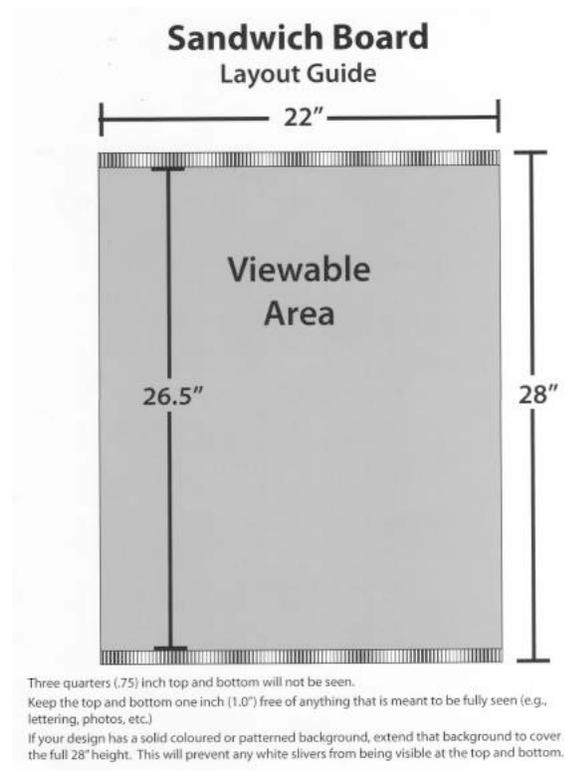
Sandwich Boards

The Town of Sidney has bylaws pertaining to signage that is allowed near the ArtSea Gallery. ArtSea Council has permission to place only one general information sandwich board on the boulevard on 5th Street.

Renters are permitted to place two (2) Show Title sandwich boards near the Gallery: one on the sea walk and one near the entrance. The board frames are provided by ArtSea and fit standard sandwich board signs measuring 22" x 28".

Renters should design their sign so it is easy to read, eye catching and encourages passers-by to come in to see the show. These signs are generally printed on weather resistant material such as coroplast.

Sandwich board Layout Guide
from Island Blue Print



Sandwich Boards must be brought indoors at closing each day.

Other attention-getting devices attached to the sandwich boards such as whirly gigs, pompoms, streamers also work to entice passers-by to come in. We discourage the use of balloons for environmental reasons.



Porch Signs

The two wood pillars on the front porch (playground side) and the back porch (waterfront side) have large hooks available to use for signage. Renters may devise their own signage to hang from these hooks. No signs are to be mounted on the porch railings (Town bylaw). Signs in these locations attract attention from visitors using the playground and walkers using the sea walk. The more the public knows of the changing shows in the Gallery, the more people will want to visit.



Open/Closed Sign

Renters must hang the OPEN/CLOSED sign on the exterior of the building on the hooks to the left of the front entrance. Put the OPEN sign up at 10 am (or at earlier opening) and ensure the CLOSED sign is put up at 4 pm (or at later closing). This is one sign with OPEN on one side and CLOSED on the other.

Kitchen

Renters may use the kitchen facilities. Please keep it clean and tidy, wash your dishes and remove any garbage regularly. Replacement garbage bags are stored in the Gallery restroom.

Gallery Cleaning

Renters are responsible for the general daily cleanliness of the gallery during their booking. Please sweep the floor, replace "tired" floral arrangements, tidy displays as needed, etc. Glass display units may need to be dusted or polished. Cleaning supplies, vacuum, broom, toilet paper, paper towels, replacement light bulbs, etc. are stored on the shelf in the Gallery restroom.

Show Take-Down

Renters must remove all artwork and other personal belongings immediately following show closing (4 PM) on the last day of the rental agreement. Remove all adhesive putty residue from walls and make sure wall surfaces are clean. Cables for the click system may remain for the use of the next renter. Sweep the floor and remove garbage. Please be courteous and leave the gallery ready for the next renter.

Renters must be completely out of the premises by 5:30 PM on the final day of the rental.

Thank you for renting the ArtSea Gallery for your show.



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