

Friends of the Arts -- Frequently Asked Questions (FAQ)

(last updated 1/30/12)

Artist's Responsibilities

1. Who is my contact person with FOA?

⇒ Your contact person is specified on the Exhibition Confirmation form. This person will contact you with respect to: reviewing your artwork; when your exhibit will take place; the dates/times for hanging and removing the exhibit as well as the reception; publicity; and any other pertinent issues.

2. How much does it cost to have an exhibit?

⇒ **The exhibition fee is \$25**, and is due with your entry materials (check made payable to "Swarthmore Friends of the Arts"). **All sales must be handled by FOA**; please direct all buyers to your FOA contact person (listed on Exhibition Confirmation Form). FOA will retain 10% of gross revenues for any sales (over and above the \$25 entry fee). This includes sales of any additional artwork not in the exhibit, if FOA assists in those sales. The balance of any sales will be returned to the artist after the show is over.

⇒ **NOTE:** This fee is considerably lower than that which would be paid at a typical gallery.

3. What materials do I need to provide to the FOA for advertising my exhibit?

⇒ Completed and signed Exhibition Confirmation Memo

⇒ Artist's Release Form

⇒ Bio for publishing in local newspapers (refer to Biographical Information Sheet [BIS] for more information)

⇒ Inventory of all pieces being displayed

⇒ FOA emails publicity information to area news media. Please provide one black-and-white and one color digital (.jpg) image (minimum resolution 200dpi) of one or more pieces you plan to display. If this is not possible, please provide one black and white and one color print (no smaller than 4" x 6" and no larger than 8.5" x 12") that we can scan for emailing. Please include title and medium of each piece.

4. How do I obtain posters advertising my exhibit, and where should I hang them?

⇒ Twelve (12) posters will be created by FOA, using the color sample of your artwork, to ensure a consistent "look" for FOA advertising. Your contact person will arrange how to get these posters to you 1-2 weeks prior to your exhibit.

⇒ Additional posters will cost \$1 each.

⇒ You are responsible for hanging your posters. Suggested locations in Swarthmore are: Borough Hall, glass case outside PNC (accessible from the back), CO-OP, The Creative Living Room, Hobbs, King Jewelers, Aria, Cheng Hing, Co-ed Hair Salon, Garnet Dry Cleaners, Executive Dry Cleaners, Paulson's Rug Company, Swarthmore Hardware, train station (inside bulletin board), and Renato's. Outside of Swarthmore, we suggest the Community Art Center in Wallingford, Kate Furness and/or Media libraries, and Trader Joe's.

⇒ FOA will mount posters in the plastic sleeve outside of the Borough Hall office and in the kiosk at Centennial Square.

⇒ You might also want to consider getting listed in *Art Matters*. The contact person is Joe Lindsay, 215-628-8330, ext. 226, for information on how to do this. The cost is \$45 for 15 lines and they need the information by the 1st of the month before the month of publication.

⇒ You are responsible for removing all posters after your show has ended.

5. How should I prepare my artwork for the exhibit?

⇒ All artwork should be framed or somehow finished off around the edges. Hanging wires should be attached horizontally, with not more than 2" slack, approximately one-fourth to one-third of the artwork's height from the top of the frame. We have found that this allows the frame to hang at an angle from the wall but not too severe an angle.

6. What are the guidelines for information cards hung next to my artwork?

⇒ You are responsible for creating and mounting information cards next to your artwork.

⇒ The cards should contain the following information:

- Name of artwork
- Medium (unless entire exhibit is same medium)
- Price (optional - artist can choose to publish prices only on separate sheet), or "NFS"
- Name of artist (only if you are sharing the show with another artist)

⇒ Cards should be of paper quality similar to business card stock or better, and business-to index card-sized.

⇒ Fun-tak, a sticky putty used for adhering paper to walls, should be used to mount cards. FOA has some available in the Borough office if you need it.

⇒ Text on cards should either be preprinted or legibly written.

⇒ Information can also be printed on 2" x 4" Avery Easy Peel Clear Mailing Labels (#8663) and mounted directly on the wall. Information can be entered on the blank templates provided in Microsoft Word (under Tools/Envelopes and Mailings). Instruction for using other software is provided in the label package.

What FOA does for you / Other information

1. **In which publications do we place advertisements for the exhibit?**
 - ⇒ Swarthmorean, Town Talk, Philadelphia Inquirer (Friday Weekend Section as well as Neighbors Section "Art Exhibits" on Sunday), Delaware County Daily Times, Phoenix (Swarthmore College paper), Main Line News, Chester Spirit, Delco Times, Town Talk, Springfield Press, and Delco News Network. Advertising in any other publication is the responsibility of the artist.
2. **What does the exhibition cost cover?**
 - ⇒ This cost covers the following FOA expenses:
 - Posters used for publicity around town.
 - Purchase of hanging equipment and supplies.
 - Improved lighting for hallway (an ongoing project).
3. **What are the limits of Swarthmore's insurance policy with respect to my artwork?**
 - ⇒ **Swarthmore Borough is not liable for damage to, or theft of, the artwork. Please be advised that homeowner's insurance policies will most likely NOT cover your artwork in a public place. The artist agrees to exhibit their work with the knowledge that Borough Hall is a public place that is unguarded.**
 - ⇒ We have been informed of one insurance company that will insure art in Borough Hall. This company provided a policy for a prior exhibitor, for the duration of the exhibit (one month); the policy was actually written by Penn Mutual. **We are not recommending this company;** we are simply passing along their name as one source:
 - Roehrs and Company, Inc.
 - 736 Springdale Dr.
 - P.O. Box 100
 - Exton, PA 19341
 - (610) 363-7999
4. **When is my show open for viewing and when can my opening reception be held?**
 - ⇒ Shows can only be held when Borough Hall is open.
 - ⇒ Sunday shows are only allowed when the library is open. September through June the building is open on Sundays from 1 to 5 PM for people using the library. The building is closed Sundays in July and August, but a reception can be held by special arrangement. However, more people are likely to attend a reception on a Friday or Saturday simply because they happen to be passing through on their way to the library or other places around town.
 - ⇒ Friday evening shows now have to close at 7 when the library closes.
5. **Is alcohol permitted at FOA events (e.g., receptions)?**
 - ⇒ The only alcoholic beverages that are permitted are wine and beer.
 - ⇒ The serving of alcohol is solely the exhibitor's responsibility.
 - ⇒ Alcoholic beverages must be provided at a separate table from the food and non-alcoholic beverages, and must be monitored and poured by a responsible adult at all times.
6. **How can I sell individual postcards or packets of cards?**

⇒ Individual postcards can be sold on the honor system. A box containing the cards can be placed on the glass-top table near the office, along with a box in which to deposit money and the cost per card. Cards can be sold at your opening reception. Larger packets of cards should be ordered by placing a sign-up sheet or contact info for the artist on the table. Neither the Borough office nor the library can be responsible for selling these cards.

⇒ You can order cards and send them to people on your personal mailing list. One source of cards we suggest is www.vistaprint.com.

7. Where can I purchase clear plastic envelopes to protect cards that I wish to sell?

⇒ We suggest that you check the internet, but one source is "Bags Unlimited": (800) 767-BAGS, or online at www.bagsunlimited.com.

8. How can I reach Borough Hall and what hours are the exhibits open?

⇒ Office hours are 8:30AM-4:30PM, Monday-Thursday (the Borough Office is currently closed on Fridays). The hours during which Borough Hall itself is **usually** open for guests to visit the exhibit are: 8:30AM-9PM Monday-Thursday, 8:30AM-7PM Friday, and 9AM-5PM Saturday (closed Sunday except if the artist's opening reception is held on Sunday). **We suggest that patrons call the office during office hours to verify these times if they plan to come very early or late in the day at: (610) 543-4599.**

9. How often can I have a solo (or shared) exhibit?

⇒ There is a minimum of four (4) years between repeat solo or shared exhibits by a particular artist. However, an artist may exhibit sooner if a timeslot becomes available.