GALLERY

102

CURATOR

INFORMATION PACKET

THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON, DC
Dear Curator(s),

The Gallery 102 Committee looks forward to working with you on your upcoming exhibition. This packet serves as a resource for the planning and execution of all areas of the exhibition.

Within this packet you will find the following items:

1. Contact and General Information
2. Gallery 102 General Guidelines
3. Exhibition Proposals and Selection
4. Budget & Catalogues
5. Installation/De-installation & Gallery Closet Etiquette
6. Public Relations/Social Media & Communications
7. Opening/Closing Receptions
8. Gallery Dimensions
9. Exhibition Planning Checklist

All curators must both attend the Gallery 102 meetings where there will be an introduction to the committee and an in-person orientation to go over this packet. We will go over important information and set important deadlines as well as assign duties and tasks to the appropriate teams. Please contact me to set up a time to meet.

Andy Johnson
Director, Gallery 102

gallery102@gwu.edu

Last Updated: 10/10/16
CONTACT AND GENERAL INFORMATION

Address:
Gallery 102
801 22nd Street, NW
Smith Hall of Art
Washington, DC 20052
202-994-6085

Hours:
Open Monday-Friday 9:00 am - 5:00 pm
Open after hours during scheduled exhibition receptions.

Email: gallery102@gwu.edu
Facebook: www.facebook.com/gallery102
Instagram: @gallery_102
Twitter: @gallery102

2016-2017 Gallery 102 Executive Board:
Co-Chair: Leighah Scully (gallery102@gwu.edu)
Co-Chair: Mimi Grassi (gallery102@gwu.edu)
Secretary: Addie Weingard (addiew@gwu.edu)
Treasurer: Samantha Niese (sniese@gwu.edu)
Public Programming: Kalyn Daude (kmdaude@gwu.edu)
Public Programming: Brigit O’Malley (briquitellen@gwu.edu)
Lead Preparator: Greg Jallat (gregjallat88@gwu.edu)
Lead Preparator: MichaelAngelo Rodriguez (mrodriguez2016@gwu.edu)

Public Relations Team:
Communications & Social Media: Luciana Cheung (lucianaskcheung@gwu.edu)
Publications Editor: Mo Johnson (mojohnson@gwu.edu)
Photo & Video Editor: Weixun Qu (weixunqu@gwu.edu)
Graphic Design: Nicole Osborne (osbornenicole24@gwu.edu)
Graphic Design: Layla Saad (layla@gwu.edu)
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Gallery Director: Andy Johnson (gallery102@gwu.edu)
GALLERY 102 CURATOR INFORMATION PACKET

GALLERY 102 GENERAL GUIDELINES

Exhibitions in Gallery 102 are scheduled by the Department of Fine Arts and Art History and through the Gallery 102 Student Committee. Exhibitions scheduled directly by the Department include MFA Thesis shows, the Annual Awards Show, the Presidential Scholars in the Arts exhibition, and occasionally faculty and alumni exhibitions. All other exhibitions are selected and run by students through the Gallery 102 Student Committee.

Exhibitions are planned one semester in advance. Over the course of each semester, the committee meets every two weeks, hears and discusses proposals, and selects the exhibitions for the next semester and works with the Department to assign exhibition slots on the schedule. Current-semester proposals are not considered unless there are open exhibition slots unfilled from the previous semester’s planning. The upcoming exhibition schedule is announced at the end of each semester and curators are notified of their selection and slot for the upcoming semester.

If you would like to propose a show, please develop your concept, meet with artists, visit studios and create a working exhibition proposal. Please send it to gallery102@gwu.edu and plan to attend committee meetings to share your idea. Curators need not be members of the committee, but many curators are also active participants in the Gallery and on the committee. It is strongly preferred that you physically attend the meeting(s) in which your exhibition proposal will be discussed for the sake of clarity and as a show of commitment.
EXHIBITION PROPOSALS AND SELECTION

Curators may select and arrange art for their exhibitions as they see fit; sometimes this will be through open calls, other times it will not. It is encouraged that the art shown in Gallery 102 is created by GW and Corcoran student artists, but exhibitions may feature art and artists from outside the GW/Corcoran community. The Committee strongly recommends that curators select work through studio and site visits, while occasionally having an open call so that GW/Corcoran students have the opportunity to submit art to exhibitions. For shows that are curated without an open call, curators might consider alternative ways to make the curating process accessible to additional GW/Corcoran artists - whether it’s through going to classes, critiques, inviting students to submit, or making open studio visits.

N.B. The Gallery 102 Committee is comprised of a well-selected group of team members. We encourage any external curators to work as closely as possible with our committee to ensure that the show meets both curatorial and gallery expectations. Advertising/press/graphic design etc. will be done through Gallery 102.

Art Submission Tips

Ways to seek art submissions: schedule studio visit with artists. Make a “Call for Art” outlining the working title, show concept, dates of the show, deadline for art submissions, your contact information, and how to submit art (an example is provided at the end of this packet). Put the call in the Department office, on bulletin boards, in classrooms, and have the Departmental Assistant and G102 committee send emails, Facebook announcements, etc. Also seek Faculty Assistance and speak with the fine arts professors, and/or leave a copy of the call for art in their mailboxes, and request that they share it with their classes. Please consult with the G102 committee for ideas, tips, and questions about finding and/or submitting art.

Loan Waivers

Every artist that you include in your exhibition must complete and sign a loan waiver with the Gallery. You can retrieve the form from the Secretary and return the form to them. The form must be signed and returned before the start of the exhibition or else the work of art will not be installed.
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BUDGET:

Please contact gallery102@gwu.edu, and cc art@gwu.edu on all budget-related questions. Additionally, budget related questions can be directed to the Treasurer of Gallery 102. Each show is given a budget of $170.

The breakdown of items and costs is as follows (prices and amounts are approximate):

<table>
<thead>
<tr>
<th>Item</th>
<th>Allotment</th>
<th>Approx. #</th>
</tr>
</thead>
<tbody>
<tr>
<td>Posters*</td>
<td>$20</td>
<td>12 - 15 posters</td>
</tr>
<tr>
<td>Reception Food/Drinks*</td>
<td>$100</td>
<td>20-40 attendees</td>
</tr>
<tr>
<td>Misc. Supplies</td>
<td>$50</td>
<td>TBD by curator</td>
</tr>
<tr>
<td>*required</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Budget Allocations
Curators are responsible for documenting and keeping track of their spending and staying within budget. Curators determine how to spend their budget, except posters and the reception food/drinks are required.

Purchases
Do not purchase any of the items on your own; the Department does not reimburse for money spent. All payments and purchases are to be arranged through the Office Manager and the Department Assistant well in advance. Please work with them in purchasing your items. Any expenditure over budget becomes the personal responsibility of the curator, and will not be paid for or reimbursed by the Gallery or the Department.

Special Funding Requests
Additional funds may be granted for exhibitions on occasion. Curators must prepare a written proposal outlining how the original $170 will be spent, how much extra funding is being requested, the purpose of the funding, and a breakdown of the costs and usage of the additional funding. The proposal should be submitted to the Treasurer at least one month prior to the opening day of the show. The proposal will be reviewed by the Treasurer, Department Office Manager or Department Chair, and
the request will be granted or denied within one week of receipt. Late requests for additional funding will not be accepted.

Outside Funding
You may fund your exhibition from other sources, including personal funds, other university Departments and student orgs, and other private or public sources, such as grants, individual donations, non-profit organizations, businesses, fundraisers, fundraising and crowd sourcing websites.

Catalogues
Curators have the option of making a 16-page pre-formatted print catalogue for. The Gallery has set aside funding for catalogues, which is separate from the individual exhibition budgets. Catalogues are for curator(s) and the Department, and artists if budget allows. Due to limited budget, we cannot create catalogues for distribution to the public. Steps to make a catalogue:

- You must make it known that you would like to create a catalogue for the show ahead of time. Please notify the Public Relations Team, the Co-Chairs, the Gallery Director, and the Departmental Assistant.
- You can retrieve catalogue templates from the Department: there are two InDesign templates for the body and cover, and one Photoshop template for the cover image. The computers in the Visual Resources Center (VRC) have the full Adobe CC Suite installed on them, and may be used to create your catalogue. Contact Paul Reuther (reuther@gwu.edu) in order to gain access to the VRC.
- Catalogues can be formatted and created in any way the curator sees fit.
- Request the department to print the catalogue. Save the InDesign file as a high resolution PDF, at least 300dpi with full size JPEG images. Leave either a flash drive with the file or send via DropBox to the Departmental Assistant. A mock up will be created. At which point the curator(s) will be required to review it and give the final approval for printing.
INSTALLATION / DE-INSTALLATION & GALLERY CLOSET ETIQUETTE

Keys
The Gallery is locked after business hours and on weekends. Lead Preparators have access to keys, and can let you into the Gallery. If you need additional access, the keys are kept in a locker on the 3rd floor. You may have the combination to the lock. Please plan to get the combination prior to your install from the lead preparators or the Department.

IMPORTANT: You are the ONLY person allowed to have the keys in your possession. You may NOT give the keys or combination to the key locker to anyone else. You must sign the sign-out sheet in the locker when borrowing/returning the keys. The keys should not ever leave the building. Return keys to the locker when you are done. The Gallery should never be left unattended and unlocked.

Closing the Gallery
If you are the last person to leave the Gallery, please:
- Walk the space and remove any trash.
- Sweep the floor.
- Check and close any windows.
- Lock and close the black box.
- Return any unused chairs to the closet.
- Lock and close the Gallery closet.
- Turn off all of the lights.
- Lock and close the main door.

After Hours
If you are working in the Gallery after regular business hours, please keep the main door locked for your safety. If there is an emergency, issue, or injury, please call the University Police Department at 202-994-6111 (emergency) or 202-994-6110 (non-emergency). Additionally, you can always call 911.

Scheduling - Installation is always the Sunday prior to show opening, usually around 11am. De-installation is always the Saturday following the show’s close, usually around 11am. You may decide on the final install/de-install time, but you must make sure to coordinate with the Gallery 102 committee and lead preparators and notify them of the time you choose, so any committee helpers may be notified. You may also work with curators of the exhibitions before and after yours to adjust installation
days/times if agreed upon - for example requesting a Friday evening de-install to allow a 2-day installation, if need be.

**Gallery Closet**
KEEP IT CLEAN AND ORGANIZED. Please respect the space. All equipment, tools, supplies, etc., are the property of the Department and must remain in the Gallery at all times. Do not remove them. You may temporarily store art in the closet 1 week before and 2 weeks after your exhibition, as well any supplies directly related to the exhibition. Please make sure they are labeled with your name so they are not thrown out during regular closet cleanings throughout the semester. Do not leave ANY personal belongings in the closet. Food or bio-material is not allowed in the closet. Dispose of your trash. **All unclaimed art and items left in the closet will be regularly disposed of during the semester with a large clean out at the end of each semester.**

**Supplies**
You must coordinate with the Lead Preparators and the Co-Chairs about any additional equipment you may need for your show well in advance. We cannot guarantee that we will be able to provide all equipment requirements, therefore it is very important that any equipment needs are relayed as early as possible.
The closet is stocked with basic supplies for installing art and for restoring the gallery after exhibitions. If you have questions about specific supply needs, please arrange to check Gallery supplies well in advance of your installation date. Any supplies you need, which are not already stocked in the closet, may be purchased with Department permission using your exhibition budget. Any supply requests must be made at least 3 weeks in advance of your installation with the Lead Preparators. It is best to consult them well in advance in order to allow them time to gather necessary supplies.

**Installation**
Curators will choose the layout of where art will be displayed and will help to install the art or oversee the artists installing their work. Please hang the art and utilize necessary tools to present the art appropriately - levels, measuring tape, etc., and make it look as professional as possible. If you need assistance or guidance, please work with the Lead Preparators.
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Art Drop Off
Artists may drop off their art at the installation and install their own work under the direction of the curator. If the artist cannot come, please make drop off arrangements for the work and obtain installation instructions. Art may be stored in the Gallery 102 closet during the week prior to the installation.

Wall Title
Coordinate with the Departmental Assistant well in advance to have the letters for the adhesive wall title made in preparation for installation. Wall titles will be stored in the closet prior to installation.

Art List or Wall Labels
If you would like to create an image list for the Gallery, in lieu of or in addition to the exhibition wall labels, you may either create it yourself or contact the graphic design team as soon as possible. They will assist in the layout and execution of the image list. Please consult the Departmental Assistant for help in creating the exhibition wall labels.

De-installation
The gallery must be returned to its original state, empty of art, clean floors and white walls. Any wall holes must be patched, sanded and repainted. Any scuffs, painting or markings made to the walls must be repainted, even if it’s not related to an art piece (for example, scuff marks from along the window wall). Artists should plan to pick up their art at the de-installation. Leftover art may be temporarily stored in the closet for pickup, notify the artists that it must be picked up within two weeks. Art left after two weeks is subject to disposal by the Department and/or committee during regular closet cleanings.

Paint
The Gallery is stocked with Glidden ProMaster Interior White Flat Latex Paint. Each exhibition is allotted one gallon of paint for repairs after the exhibition. If you use more than one gallon during de-installation, please let the lead preparators know, so extra paint can be purchased to restock the closet.
Black Box & Television
If the Black Box is not in use for an exhibition, the door should remain closed and locked so the television remains secured. The TV mounted in the Black Box may not be removed without permission of the Department; if permission is granted, the curator and artist using the Black Box are responsible for reinstalling the wall mount and TV after the exhibition. The remote control is stored in the Gallery closet, in the drawer cabinet. It should be stored there at all times, except when turning the TV on/off and selecting the input signal for thumb drives or other media players.
PUBLIC RELATIONS / SOCIAL MEDIA & COMMUNICATIONS

Feel free to arrange publicity as you see fit, but you must work with the public relations team and the public programming team in order to come up with a plan to execute outreach for your exhibition. This should be done well in advance.

There are a few requirements that each exhibition must meet in terms of PR and communications:

- **Posters** - Posters are required for each exhibition. Design posters that include the show title, location, dates and hours of operation, and the opening or closing reception date. We highly recommend that you work with our graphic design team. They will offer support in the design process.

- **Press Releases** - Each exhibition must create a press release that is released exactly one week from the opening of the show. You must send the press release to the Comm. & Social Media Coordinator. They will send it out to area news organizations and it will also be published on the Department’s website.

- **Social Media** - Coordinate with Gallery 102 Committee PR Team to promote on G102 email list, and G102 Facebook, Instagram, and Twitter accounts.

- **Department News** - have the Departmental Assistant include the exhibition in Department weekly emails, and other media outlets.

- **Additional PR material** - if you plan to have a guest speaker, artist panel, artist talk, performance, poetry reading, or anything of the sort, you must work with the graphic design team to create additional marketing materials that will promote that specific event.
OPENING & CLOSING RECEIPTIONS

As curator, you have the option to hold either an opening or a closing reception. They are typically held on Thursday from 5:00-7:00 pm in the Gallery. While most choose this time/date, you are free to choose a different time/date. Please double check both the Gallery availability and any event conflicts with the Departmental Assistant.

Purchasing Food & Drink
As stated before in the budget section, you have around $100 to spend on the food & drink for your reception. Please schedule a time with the Departmental Assistant to pick up the Department’s credit card. The department will provide cups, plates, utensils, napkins, tables, and table covers. Alcohol is not permitted due to a lack of license.

Set Up
- Arrive at least an hour before the reception to set up.
- Set up the tables from the Gallery closet.
- Move the trash bins from the hallway into the Gallery.

Clean Up
- All of the food must be removed. You may take leftover food home, toss it, or give it away.
- Dispose of all trash including the tablecloths.
- Store the tables back in the closet where you found them. You may leave the extra utensils, cups, plates, and napkins in the closet and they will be picked up the following day.
- Wash the platters if need be.
- You must sweep the floor and mop up and spills that occur. (There is a janitors closet next to the Main Office’s door, which has a mop and a bucket, if necessary).
- Move the trash bins back into the hallway.
- Follow the closing procedures of the Gallery as detailed above.
# GALLERY 102 CURATOR INFORMATION PACKET

## EXHIBITION PLANNING CHECKLIST

To help you prepare and run your Gallery 102 exhibition.

Curator Name(s)

Exhibition Name

Exhibition Dates

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<thead>
<tr>
<th>ASAP</th>
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<tbody>
<tr>
<td><em>Finalize concept and select art through studio visits, networking, call for art, etc.</em></td>
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<tr>
<td><em>Make contact with appropriate G102 Committee members for planning installation/deinstallation, reception, PR, etc.</em></td>
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<tr>
<td><em>Plan exhibition budget.</em></td>
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<thead>
<tr>
<th>2+ WEEKS before install</th>
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<tr>
<td><em>Submit a list of the artists and planned art pieces to department.</em></td>
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<tr>
<td><em>Submit description of your show to be used in promoting it to department.</em></td>
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<tr>
<td><em>Poster is due to the Main Office (<a href="mailto:art@gwu.edu">art@gwu.edu</a>)</em></td>
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<tr>
<td><em>Notify and invite artists to attend installation, give them specific install time.</em></td>
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<table>
<thead>
<tr>
<th>1 WEEK before install</th>
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<tr>
<td><em>Press Release &amp; Catalogue is due.</em></td>
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<tr>
<td><em>Wall Title and Wall Texts are due by this date.</em></td>
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<tr>
<td><em>Arrange art drop-off/storage for artists unable to attend installation.</em></td>
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<tr>
<td><em>Send images and information to committee for PR and social media promotion.</em></td>
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<tr>
<th>SUNDAY Before show</th>
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<tbody>
<tr>
<td><em>Oversee installation.</em></td>
<td></td>
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<tr>
<td><em>Create diagram of exhibition or photos/art list of works.</em></td>
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<tr>
<td><em>Hang poster to the right of Gallery entrance, and around Smith &amp; GW campus.</em></td>
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<thead>
<tr>
<th>DURING SHOW</th>
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<tr>
<td><em>If needed, give Departmental Assistant written instructions for opening/closing the gallery each day (i.e. turning on/off videos, certain lights, etc.).</em></td>
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<tr>
<td><em>Plan Reception: organize purchase of foodstuffs with Department Secretary.</em></td>
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<tr>
<td><em>Run Reception: Arrive early to setup food table, stay after to cleanup and close Gallery.</em></td>
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<thead>
<tr>
<th>SATURDAY After show</th>
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<tbody>
<tr>
<td><em>Oversee deinstallation.</em></td>
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<tr>
<td><em>Remove all art from gallery, patch holes, repaint, and ensure that the gallery is returned to its original form, of clean floors and white walls.</em></td>
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<tr>
<td><em>Store art in closet or have artists pick up.</em></td>
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<table>
<thead>
<tr>
<th>2 WEEKS after close</th>
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<tbody>
<tr>
<td><em>Arrange for pickup of art. Art may be stored in the Gallery closet for two weeks. Any art left will be disposed of by the Department or Committee.</em></td>
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</tbody>
</table>