

Exhibition Information and Installation Guidelines Overture Center for the Arts Galleries I, II, & III

There is no fee for using the Overture Center galleries. However, installation and other exhibition expenses will be the responsibility of the exhibiting artists or organizations.

Publicity

The Overture Center will provide assistance with publicity, a postcard, ongoing publications, website, and advertising. We will send out a press release before your exhibit opens. In addition to these services, **OCA will design, print & distribute postcards for each gallery cycle. Each exhibiting show will be provided with 200 postcards for their own distribution.** You will have the opportunity to request more cards 6 weeks prior to your exhibition. We strongly recommend that you generate additional promotion for your show, such as: email announcements, detailed press release and images submitted to specific media contacts or writers, etc.

Overture Center for the Arts logo must appear on any additional promotional materials exhibitors produce. The logo can be downloaded at: <http://www.overturecenter.com/about/press-room/logos>. **We request a copy of the promotional materials for review before release.**

We need high-resolution electronic images (taken at 300 dpi) TIFF or JPEG files of work that will actually be on exhibit. These images are needed 12 weeks prior to the show opening. The output size of the image should not be less than 5 x 7 inches. Images should be accompanied with an image list that includes: title, artist, media, size and year.

Our graphic design department may crop or rotate your images when creating promotional material. These images may be downloadable from our website; please do not submit any images that you do not want to be utilized in this manner. The images that are downloadable on the Overture Center website are for media purposes only. For copyright protection you can imbed copyright text into the images and design. If you do not supply new images, we will use images that were submitted along with your application.

A hyperlink can be placed on OCA's website to your art organization's website and/or the participating artists' websites.

Deadlines

Submission deadlines for images, text, labels, website addresses, etc. are attached at the end of this document. The gallery coordinator will be in communication with the main contact person for the exhibition about 14 weeks prior to the show opening.

Sponsorship

The Overture Center reserves the right to seek sponsorship for the exhibitions. Artists will agree to acknowledge said sponsorship in their promotional materials. Currently, the sponsorships include:

Dewitt Ross & Stevens, SC

Arts Access Fund, a component of the Madison Community Foundation

Overture's member contributions

Installation

Plan your exhibition in advance; submit a diagram/description of your show (sketch of work arrangement, number of works, size of works, etc.) 6 weeks prior to the installation of your show. Exhibit a reasonable amount of work for the linear feet. Enclosed are architectural elevations to help in planning your installation. Hang work at eye level using the standard 58" on center of the artwork unless your exhibition style & design requires variation.

The gallery spaces are public and heavily trafficked; the general public, including families and small children, will see works on display. Keep this in mind when deciding whether a particular work is appropriate for display in the gallery. The Overture Center reserves the right to remove any work for any reason.

The Overture Center gallery spaces can accommodate wall-mounted works only. Shelves for 3-dimensional work may be attached to the wall; however, no artwork or shelving may project more than 12" from the wall. Prepare flat artworks with wires and/or appropriate hardware for hanging prior to arrival at the gallery.

We require any work with the largest dimension being less than 15 inches to be secured using our security brackets. If an artist has reason for concern with artwork larger than this size, we will provide additional security brackets.

The exhibitor is responsible for installing the exhibit. Tools and general hardware will be available, but if you have any unique or unusual needs, please bring what you will need for the installation. Make sure that artworks are attached firmly to the wall to prevent any accidental movement.

The work is to remain in the gallery for the entire length of the contract. If your artwork must be removed temporarily for repair you must email *both* the gallery coordinator: galleries@overturecenter.com *and* the security coordinator: Rbertrang@overturecenter.com.

Security & Insurance

Overture security staff monitors the gallery spaces periodically throughout the day, but the galleries are not under constant supervision.

Your artwork will NOT be insured by the Overture Center while on display. If you want the work insured, you will need to purchase insurance yourself. **This agreement requires that you inform each person participating in the exhibition that the artwork will not be insured while on display.** See security bracket information above in the **Installation** section.

Storage

There are no storage spaces available at the Overture Center. Crates, boxes, packing materials etc. must be removed from OCA for the duration of the exhibit.

Reception

Overture Center for the Arts will schedule and host an opening reception for each Gallery Cycle. OCA will cover the catering costs of this reception. Exhibitors are welcome to have additional receptions or events. Costs for additional events are the responsibility of the exhibitor.

Overture Center has an exclusive contract with the Catering Fresco, 608.258.4436. No food or beverage other than that provided by the caterer can be brought to the Galleries.

Educational/Community Events

If you would like to schedule an educational or community event, such as a gallery talk or panel discussion, OCA will waive room rental fees. Rooms are subject to availability. Tech fees (microphones, sound, projectors, etc.) are often waived, but will be assessed on a per event basis.

Signage

The Overture Center will make signage for the exhibit. The title sign will be 13 x 19 inches. An additional information sign measuring 8.5 x 11 inches is available. You will need to provide Overture Center with an electronic copy of information about the artworks for labels and signs for the exhibition. Please email this information to the Gallery Coordinator at galleries@overturecenter.com at least 4 weeks before the beginning date of your exhibition.

- **Exhibition title sign: (13 X 19 inches).** This should include Title, artists and/or organization
- **Information sign/Artist Statement: (8.5 x 11 inches).** Can include information such as: sponsorships, thank you list, group or biographical information, sales & contact information, and artist's statement. This statement should be 200 words or less.
- **Title card information for each artwork: (approximately 2 x 4 inches).** The gallery coordinator will format the labels to be on display. A list of label information for each piece should be emailed in a Word Document as follows (*It is not necessary to put this information in bold, italics, or columns; a simple list would be much appreciated*):

Title
Artist
Media
Year
Price (if for sale)

Sales

The Overture Center is not responsible for sales. All sales must be arranged and processed by the exhibitor. If works are for sale, provide us with the name, phone number, and email address of a single contact person for those interested in buying artworks. The gallery coordinator will place a sold sticker on the title card if requested by the artist or contact person. If you choose, prices can be included on the title cards.

Funding

You may wish to pursue additional funding for your exhibit. Two potential funding sources are the Dane County Cultural Affairs Commission (contact Karen Crossley at 608.266-5915) & Madison Arts Commission (Karin Wolt at 608.261.9134.)

Gallery Dimensions:

	Gallery I 1st Floor	Gallery II 2nd Floor	Gallery III 3rd Floor
Flow: Each gallery connects to the "Rotunda," the circular space with the glass dome on top of the Yost facade (corner of Fairchild and State).	Connects to the Rotunda Lobby, which serves as a main entrance to the Overture Center	Connects to Promenade Hall	On the same level as the Wisconsin Academy of Sciences, Arts & Letters' Watrous Gallery and the Wisconsin Studio
Approximate Room Size	1058 SF/ 18"Wx58'L	810 SF/ 13"Wx60'L	791 SF/ 13"Wx59'L

	Gallery I 1 st Floor	Gallery II 2 nd Floor	Gallery III 3 rd Floor
Running Linear Feet	East Wall: 40' West Wall: 44' 8"	East Wall: 24' West Wall: 40'	East Wall: 32' 3" West Wall: 36' 4"
Wall Heights	8' 11 1/2"	7' 11 5/8" to 9' 7 1/4"	7' 9 3/4"
Grade change Due to the slope of the floor ramp; the ceiling plane remains constant	slope ratio of 2:24 (the floor rises a total of 2' along a 24' run)	slope ratio of 8:32 (the floor rises a total of 8' along a 32' run)	(no slope at this level)

Lighting: There are adjustable spotlights along each display wall, placed in a cove in the ceiling. Overture's theatre technicians will adjust lights accordingly once your show is installed.

Railings: There are wooden handrails 3" from the wall and 35" above the floor in Gallery II. There are stainless steel foot rails 13" from the wall and 18" above the floor in Gallery III. Rails are attached to the wall.

Outlets: There is an electrical outlet available on one wall of each gallery.

Timeline Gallery Exhibits

	Action
12 weeks	<ul style="list-style-type: none"> Send high resolution images of current work for postcards, media kits & website (300dpi, jpeg and tiff format) Updated exhibit info (title and description of your show) to be included in Overture publications:(PR materials such: as brochures, media kits, website, kiosk poster)
6 weeks	<ul style="list-style-type: none"> Submit a diagram/description of your show (sketch of work arrangement, number of works, size of works, etc.) Schedule specific installation time, and request assistance if desired Confirm reception information (notify the gallery coordinator if you wish to hold a separate event from the Overture reception) Request # of postcards & schedule their pick-up or delivery
4 weeks	<ul style="list-style-type: none"> Email label information as listed in the guidelines Confirm sales contact Submit all participating artist's mailing, email & website addresses
2 weeks	<ul style="list-style-type: none"> Confirm final wall text, labels, etc. Exhibit installation
End of exhibition	<ul style="list-style-type: none"> Deinstallation Complete online survey Remit reimbursement form (check should be received apx. 4 weeks after form is received)

If you have any questions about the guidelines or need assistance, please contact Andrea Miller, the Gallery coordinator at galleries@overturecenter.com or 608-258-4961.