

Playhouse Gallery

Exhibition Information and Installation Guidelines Overture Center for the Playhouse Gallery

There is no fee for using the Overture Center galleries. However, installation, insurance, publicity, printing & mailing, reception, and other exhibition expenses will be the responsibility of the exhibiting artists or organizations. The Overture Center reserves the right to rent out the gallery spaces to members of the public for receptions or other functions. All efforts will be made to ensure that these events will in no way jeopardize artwork on exhibit.

Publicity

The Overture Center will provide assistance with publicity, ongoing publications, website, and advertising. We will send out a press release before your exhibit opens. We strongly recommend that you generate additional promotion for your show, such as: announcements, detailed press release and images submitted to specific media contacts or writers, etc.

The design, mailing and postage costs of the exhibition invitation are the responsibility of the exhibitor. You must include the Overture logo. At the present time the logo is not available on our website. Please contact the gallery coordinator for this information. **We request a copy of the promotional materials (postcard, poster or any other advertisement for your exhibit) for review before printing.** Overture will restock materials in the galleries that the exhibitor provides.

We need high-resolution electronic images (at least 300 dpi) TIFF or JPEG files of work that will actually be on exhibit. These images are needed 8 weeks prior to the show opening. The output size of the image should not be less than 5 x 7 inches. Please provide exact credit information for each image: 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 embed 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.

Overture Center can place a hyperlink from our website to yours. An art organization should provide only one website address; a group show of individual artists may provide up to five website addresses. Please e-mail these website links to the Gallery Coordinator.

Deadlines

Submission deadlines for images, text, reception information, etc. will be given to each exhibiting group. The gallery coordinator will be in communication with the main contact person for the exhibition as the show opening approaches beginning about 9 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

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.) 4 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.

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 Playhouse Gallery space can accommodate wall-mounted works and, in designated areas only, some 3-Dimensional works. Wall mounted works may project more than 12" from the wall. NO NAILS are to be put into the Playhouse Gallery wall; all works must be hung by wire from nails put into the wood rail at the top of the drywall. Prepare flat artworks with wires and/or appropriate hardware for hanging prior to arrival at the gallery. Carefully secure work to avoid accidents.

Due to security issues, we discourage small works and ask that secure works to the hanging structure.

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.

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. To better equip the staff, you will be asked to complete an innovatory form of all works on display.

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.

Storage

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

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.
- 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)

Reception

Exhibitors are welcome to have receptions or events in coordination with their exhibitions. Any further costs incurred 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.

Sales

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

Funding

You may wish to pursue funding for your exhibit. One potential funding source is the Dane County Cultural Affairs Commission (contact Karen Crossley at 608.266-5915).

Gallery Dimensions:

	Gallery I 1st Floor
Flow: This gallery is a long corridor in the Overture lower level across from The Playhouse Theater and adjacent to the Rotunda Stage.	This corridor serves as passageway from Henry Street to the Playhouse Theater and Rotunda Stage.
Running Linear Feet	East Wall: 115' West Wall: 13' 2"
Wall Panel Height	7' 10"

Lighting: Lighting is dim in this gallery; please exhibit accordingly.

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.