

HANNAH GRIMES CENTER ARTIST GALLERY

Procedures and Promotional Expectations

Artist Responsibilities:

- Artist hangs the art works, ensures the works are displayed properly and sequentially.
- Artist provides copies of guest handouts (artwork names, size, prices, and descriptions) that list the art works in sequential order.
- Artist promotes the exhibit to their networks to attract an audience.
- Hannah Grimes Center encourages artists to host a gallery opening reception during their exhibit. The artist promotes the gallery opening reception to their networks and provides copies of a promotional postcard for distribution at the Hannah Grimes Center and Marketplace.
- Artist provides the gallery opening reception appetizers and refreshments. Partnership opportunities are available with businesses within the center and the marketplace for co-hosting the reception and providing help with refreshments.
- Artist provides background information, a quote, a statement about art work, and contact information for the exhibit poster and press release produced and distributed by the Hannah Grimes Center.
- Artist provides three jpeg images of art work on display with captions to be used on the promotional poster and to accompany the press release.

Hannah Grimes Center (HGC):

- HGC has a steady flow of visitors that will view your artwork.
- HGC promotes the gallery by writing and distributing a press release and serving as the media contact.
- HGC provides a cross-promotional partnership opportunity for the artist. The artist can partner with the businesses located in the center and the members of the marketplace for increased exposure.
- HGC creates an 8 x 5 poster and an 11 x 17 poster for display at the Hannah Grimes Marketplace and the Hannah Grimes Center. Upon request the file can be provided to the artist for duplication.
- HGC blogs about the exhibit on the websites for the Hannah Grimes Center and Marketplace.
- HGC promotes the gallery in a bi-monthly e-newsletter.
- HGC places the artist's promotional postcards at the Hannah Grimes Marketplace and the Hannah Grimes Center.
- HGC provides a guest book to track attendance and capture comments.
- HGC provides ongoing promotions via the Hannah Grimes Center website with a link to the artist's website.