

FCC Holland Gallery message to MAL Artist

Hello Diane, and LoraLee,

Since you have an upcoming show (yay!), I thought I would include some information for dissemination to your artists, once juried. If you have any problems opening these let me know.

“Artist Exhibition...” is just the rules and regs. **We are sending this out to every upcoming artist/group as we’ve been experiencing some disconnects between our requirements and what’s being hung (an ounce of prevention...) and have struggled with artwork actually falling off the walls, pieces we are unable to hang properly because of inadequate/improper framing, wiring, hangers, etc. That can be difficult to rectify if not caught at time of install, and though we have volunteers to assist most days, I am usually not here for that. The hope is that if the artists are able to review this in advance it will answer any questions they might have in regards to presentation, framing, etc. This can also be found on the website under the “additional exhibition details” tab here: <http://www.azfcf.org/holland-gallery-exhibits>**

We also have this form which should be completed by the engaging entity **(in this case, the Mesa Art League): <https://www.123formbuilder.com/form-3664212/>**

“Loan Receipt Liability Release” is just that, has been recently updated, and can be emailed to your juried artists in advance of the install date. If the artists would care to (and they should be encouraged to) they can print and complete it in advance and bring it to the exhibition installation. That would save the hanging crew time. **We also do wish to be very clear and provide full disclosure about our liability and insurance policies in advance of hanging.**

We are also working on automating the labeling process. Once that form is live (hopefully soon enough for your show) I will send you a link. Each artist will be asked to complete their labels on their own, following our format, and can send in up to 5 labels at once which we will then print and mount (they will be able to send in as many as they like, but just 5 labels per form submission.) They should be aware that these must match our format, should be carefully proofed; any spelling errors etc. may be assumed to be “artistic license” and left as is.

We generally work with a 3 label process: One more or less permanently attached on the back of the piece, one on the wall next to the piece, and one which can be removed by me and used *if needed* to create labels. These can even be simple scraps of paper (with title, medium, size and artist name on the back label and one of the front labels; the other front label only needs a title).

Cheers, and happy painting,

Casey Chevront
Marketing Manager
www.AZFCF.org