

# Monthaven Art Society

*An Affiliate of Hendersonville Arts Council*

## ***Guidelines for Artists' Participating in the "Art Around Town" Program***

**Purpose:** Monthaven Art Society's "Art Around Town" Program affords member artists the opportunity to display works in area business establishments. These establishments, which are defined as "venues," reap the benefit of frequently rotated art to add color, interest and culture to their environment. The community is introduced to the abundant artistic talent which exists in its midst.

**Who may participate:** In order to participate, artists must be current members of Monthaven Art Society.

**What may be shown:** All pieces must be framed, clean and ready to hang. Work displayed, or reproductions thereof, should be available for sale. Art work is displayed in businesses which are open to adults and children, places which wish to convey a family oriented atmosphere; therefore, material submitted may not contain nudity. Subject matter that may be construed as politically, socially or morally controversial should be avoided. The business management has the final say on whether pieces of art may be displayed on their premises and Monthaven Art Society reserves the right to refuse inappropriate pieces on their behalf.

**Cost of participation:** The artist agrees that he or she will assign 10% of the sale price of any work successfully sold in the program to Monthaven Art Society.

**How the program works:** An artist participating in the program gets the opportunity to display works at a different location every two to three months for as long as it takes to go through a rotation. Initially, as few as one or two works are displayed at a venue. At the end, six or eight may be required, as the venues are larger. At or near the final venue, the artist is accorded "featured artist" status. A short biographical write-up with photo is submitted to the local newspaper. Monthaven Art Society has no control over when, whether or to what extent the material is published, but the paper has an excellent record for doing so creditably.

We ask that you remove your artwork from each venue on the last working day of each rotation. A day or two before may be permissible to suit artist or venue schedules. You then install art at your next venue on the first working day of each rotation. Prompt attention to rotation is important to the release of publicity about the event.

It is not possible to notify artists of the long term schedule because venues withdraw periodically for renovations, seasonal closings or other reasons, and artists sometimes withdraw for reasons of their own. Prior to each rotation's venue changes, the program director notifies each currently participating artist of his/her new location, number of works needed, hours of operation and any special venue limitations on size or installation requirements. When it is your time in the rotation to be the "featured

artist," the program director will meet with you at the "featured artist" venue to interview you briefly and take your photo for the news release.

**Who does what:**

- The program director secures the venues, enrolls the artists, arranges the exhibit schedules and notifies the artists of their responsibilities in a timely manner.
- The artist is responsible for setup and removal of his/her artwork.
- Upon advice of title, medium and price of the work, the program director will provide uniform identification labels.

PLEASE REMEMBER: The program director commits the Monthaven Art Society to a schedule. **If you cannot meet an assigned responsibility for any reason, it is important that you notify the director at once, before the next rotation**, so that substitutions, supplemental art or other suitable measures can be arranged before venues are disturbed, other artists hindered, and faulty publicity is released. There is no disgrace in being unable to maintain a schedule, only in failure to report the inability promptly. The director is dedicated to helping you achieve the least stressful, most rewarding tour of the program possible.

**Release:** Monthaven Art Society accepts art for display by artists with the assurance that MAS, its staff and any volunteers will exercise all due care to protect your property. However, MAS is not liable for loss or damage to a piece of art work. By your signature, you indicate that you will not hold Monthaven Art Society or any of its agents (hosts or venues) responsible for any loss or damage and you understand and agree to all above stated guidelines.

Artist Name: \_\_\_\_\_  
\_\_\_\_\_ Date: \_\_\_\_\_

Artist Signature: \_\_\_\_\_