

First Fridays Artist Exhibition Information

The Art Start program helps artists to prepare for, produce, & hang a professional exhibition at a local venue. The director is available to assist in any way she can & asks that participants keep in mind that we are volunteers - all work on exhibitions is unpaid. Please be respectful of our time & be prepared – last minute demands are often unattainable for us – we have regular jobs, too ;-)

1. Select a body of your work that has a common theme or something in common, such as color, style, location, etc. Keep in mind that all of your pieces may not be used in the final exhibition, so have a few more available for the curator to choose from. Minimum 15-20 works
2. Create a name for your exhibition – Trish Sullivan is good at this and is happy to brainstorm.
3. Write an artist statement and/or bio in third person style of not more than three paragraphs – save it in MS Word (see example page 4).
4. Make a list of your artworks by title using the label format for 1st Fridays Art Walk and save it in MS Word (see template page 2).
5. Make a list of you artworks for the price list using the format for 1st Fridays Art Walk and save it in MS Word (see template page 3).
6. Prepare your artwork for display – we do a gallery hang which means that art must be matted and framed or on stretched canvas frame. AUAU has a limited number of gallery frames available for use in 16" X 20" and 20" X 24" cut your mattes to these exact sizes.
7. Provide via e-mail at least 2 hi-resolution images of your work to send out to the press.
8. Go online to all the local newspapers, TV stations, & Monterey Bay 365 to list your exhibit and art opening on the community calendar. E-mail this info to any press contacts you may have locally.
9. If you wish to have announcement cards printed, AUAU can help you to do so at a reasonable cost for premium quality post cards, full color on one side for the image, and B&W on the other side for text: 500 for \$150, 1000 for \$200. We will design and prepare the artwork at no charge.
10. Plan to be at your opening and closing receptions during the 1st Fridays Art Walk from 5pm-8pm and provide a tray of hors d'oeuvres (snacks) for the opening – could be a veggie tray, cheese and crackers, or cookies. Chips and dips can be an extra, but not the main hors d'oeuvre.
11. Invite your friends and family to come out and see your show! List it on Facebook, Tweet about it, and send out emails.
12. Get ready to have fun at your opening and talk to people coming in to see your artwork. This is not meant to be a stressful evening – you are the star and the more you smile and enjoy yourself, the more chance you will sell your work – congratulations!

Contact Trish Sullivan with questions: 832.594.1799 salinas411@yahoo.com

First Fridays Artist Exhibition Information

Label Format: (see examples)

Forest in Summer

Acrylic on canvas, 2011

Merry Painter

Untitled

Photograph, 2008

Joe Flash

Title

Medium, Year

Artist Name

Title

Medium, Year

Artist Name

Title

Medium, Year

Artist Name

Title

Medium, Year

Artist Name

Title

Medium, Year

Artist Name

Title

Medium, Year

Artist Name

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Artist Bio/Statement Example:

About the Artist

Originally from Russia, Merry Painter moved to the Monterey Bay area with her family when she was six years old. Interested in art since she was a young girl, Painter was given her first set of paints at eight, and took to painting immediately.

She had her first exhibition as a teenager and has shown her work in group and solo shows throughout Monterey County for many years. She holds a degree in Fine Art from CSU San Jose.

Painter especially loves the landscapes of the area and depicts many local scenes. She is known for her deep, rich colors and impressionistic style. This exhibition of her most recent works focuses on the summer season around the Monterey Bay and will transport the viewer to the windswept beaches of Moss Landing as well as the sunny rolling hills bordering the Santa Lucia mountains where the best wine grapes in California are grown.

The artist hopes to inspire you to visit the locations she has interpreted through her art and invites you to enjoy this exhibition made possible by Artistas Unidos - Artists United.