

So, you're in an art show

Checklist for prepping for your exhibition within the Department of Art, (and beyond?):

DESIGN A POSTER (Just do it)

- Not a designer? Now is the time to experiment!
 - If you recruit a friend to assist, discuss how you will compensate them. If they are volunteering, you might consider doing some collateral (creative) favor for them, and giving them design credit (on the poster, and/or in the captions of digitally distributed copies)
- **PHYSICAL POSTER**
 - 11"x17" "ledger" ratio is highly desired, and Whitney can get copies printed for you from the 202 Art Main Office. (10-20 copies, depending on color saturation.)
- **SOCIAL MEDIA POSTER**
 - Don't forget about 4:5 (or 1:1, the old Instagram feed default size) ratio Instagram flyers for yours and [@UBuffaloArt's](#) feed, and if you also want, a 16:9 ratio for IG Story posts!
 - Option: Promote the on social media ahead of time by featuring works in progress or finished single works you are going to exhibit, with show details ("teaser trailer")
- If you are exhibiting in a Department of Art space, or work made for class/a thesis, you can and should include:
 - Correctly listed **LOCATION**
 - UB Department of Art Project Space, Room 155 of the Center for the Arts; *OR*
 - UB Department of Art Lower Gallery, Room B45 of the Center for the Arts; *OR*
 - [INSERT] (*Make sure you write out Center for the Arts, so external audiences can find.*)
 - UB Department of Art Lockup (**LOGO**)
 - Download all white, all black, or blue/gray logos here:
<https://buffalo.box.com/s/7dr2r7tv9il97lsidn80ik7kk2p7w6k>
 - Please follow the University's guidelines for use of the lockup, listed here:
<https://www.buffalo.edu/brand/identity/usage/UB-lockups.html>
 - UB's [color palette](#) and [fonts](#), if you want.

GET PROMOTION INFO TO THE ART RESOURCE MANAGER (Like, yesterday)

- "copy language" and fliers/images to Whitney as soon as possible, if you would like your content to be **DISTRIBUTED** on our Department of Art:
 - Department's [webpage for our galleries](#)
 - [UB Event Calendar](#)
 - Social Media, @ubuffaloart (Instagram default, Facebook & YouTube by request)
 - Department of Art listservs to faculty/staff/students, & an "Art Events" community list.
- **Information to include:**
 1. Show Title
 2. Your Name (and all collaborators)
 3. A Poster/Flier/Social Media promo image(s)
 4. Show start and end dates, and reception date if applicable
 5. Show Location [*option: include navigation and parking instructions*]

"READY TO HANG": (How to prep your artwork)

Your installation will take much longer, cutting into your finite show time, if you don't plan ahead for how to hang/display.

- **Wiring framed works:** If your work is in a frame with glass it **MUST** have attached hooks and a wire on the back. Do not rely on the miniscule hooks attached to the backing board of a pre-fabricated frame. They often break, and your work could fall. See [this wikiHow tutorial on wiring frames](#). Stretched canvas is *easier* to hang if there is a wire, but is okay to mount by installing two level screws, and "hanging" the top bar of the stretcher on these.
- **Wall-friendly adhesives:** If an artist wants a "flush" look for works on paper, they should provide their own **Command strips**. Painter's tape and gaffer's tape are okay, but are not usually sustainable for exhibition for multiple weeks. Things will fall/peel off. Exhibiting artists are responsible for complete removal/cleaning of any adhesive residue that they create on the gallery walls. Issues with scraping and sanding abound in in past, which has caused the need for a ban on adhesives on the walls, except for Commanda strips, and those types of tape.
- **Available hardware:**
 - Grommet kit, with small and large grommets available for use by students (by appointment with the ARM so I can show them how to use it). These grommets are yellow gold in color. This is the best option for any unstretched canvas, or the artist can sew loops on the back top, buy a dowel, and we can mount hooks to hold up the dowel, threaded through the loops like a curtain.
 - Neodymium silver-colored magnets (mostly 10x3mm, with some smaller and some larger).
 - If you want to paint magnets, you must acquire your own. (e.g. this [Amazon magnets listing](#))
- **Tools available to use during install:** Screws, thumb tacks, magnets, tape measures, 1 laser-level, hand levels, ladders, some hooks (lightweight only), step stools, power drills, drill bits, pliers, socket wrench set.

- **Pedestals:** Available first-come-first-served for Project Space and Lower Gallery exhibitions. Inquire with ARM for dimensions and quantity available.
- **Borrowable Equipment:** Students need to borrow their own equipment from the [ARC](#) for the projectors, TV screens, cords, headphones, and media players. Do so multiple days in advance of the install day if possible, so you can test equipment, and have them “on standby”. If you are playing audio only in the gallery, you’ll sign out a Samsung Mp3 player and set of speakers (quantity very limited). For video, most projectors/TVs need a [Micca player](#) from the ARC to go with them. These work best for looping content if you just have ONE .mp4 file on the device, under 5GB required for some projectors.

RECEPTION: (yay!)

- This is your chance to **engage with your target audience**, to discuss your work, get feedback, and enjoy the achievement for completing and curating your project(s).
- A **free snack box** is available for sign-out from the 202 office for a reception of each P.S. exhibition, to be served at a reception of that show. Sign out anytime the week before the reception date. The Department purchases Wegmans snacks for the Lower Gallery exhibition receptions.
- If you would like to provide supplementary snacks for your reception, you are welcome to do so. Store-bought items should have the packaging available, and homemade items need to have a types or handwritten FULL ingredients list—for dietary restrictions review by guests.
- **NO ALCOHOL** is allowed at receptions, unless a you hire an authorized, licensed vendor to serve it. DO NOT bring your own alcohol and try to serve it
 - There are [3 authorized caterers in the CFA](#), with the on-campus caterer, 3 Pillars, being the easiest to work with. There is a \$65 liquor license fee required for each bar, at all events. In order to secure this license, New York State requires a 20-business day notice. Location/venue map and full menu is required for the application submission. Three Pillars Catering will manage the process of applying and obtaining the liquor license for the day of your event, if you hire this caterer.

OTHER CONSIDERATIONS: (Listen up)

- **The more you promote your show/event, the wider an audience will be**, meaning more feedback to garner from viewers, more potential artistic development, and possibly even developing buyer relationships.
- Aim to **ADVERTISE** between 2 months and 2 weeks in advance of when the show will open. When you give people less than 2 weeks notice, their calendar may already be filling up, and your audience volume will be reduced.
- **DIRECT CONTACT** IS OFTEN THE STRONGEST FORM OF ADVERTISEMENT IN THE ARTS. TELL EVERYONE ABOUT YOUR SHOW. ASK THEM IF THEY CAN ATTEND.

Feel free to say things by **WORD OF MOUTH or Email**, like:

- “It would really mean a lot to me if you are able to come to the reception on DATE.”, for my exhibition TITLE;
- “I’d really love your opinion on the work that I will be exhibiting soon. The show is open from DATE to DATE and the reception is DATE. Do you think you’ll be able to attend and we have time to discuss my practice with me?”
- “It meant so much to me that you came to the show. I appreciate your support and am open to hearing feedback you have on my work.”

WHERE ARE YOU EXHIBITING: (It’s on you)

- If you are exhibiting in the Department of Art spaces (**The Lower Gallery, Room B45; or The Project Space, Room 155**), you need to:
 1. Confirm your dates for install, reception, deinstall, with Whitney.
 2. You **need to leave the space “in the condition that you found it”**. This means coordinating with Whitney on responsibilities, and possibly assisting with spackling and repainting walls or pedestals. Gallery attendant student employees and MFA students with service hours *may* be able to assist, if advance notice of when you need help is stated to Whitney.
 3. If you submit the artwork label info, it can be printed for you. Info for labels should include:
 - i. Work Title (GIVE IT ONE, don’t use the “Untitled” COPOUT.)
 - ii. Your Name
 - iii. Year Completed
 - iv. Medium (give details... if “mixed media”, please list all components; List types of paint, types of paper, types of printmaking process, length of video etc.
 - v. Any commentary/additional text you please
 1. Guidance on [Writing Exhibition Texts](#)
 4. If you want vinyl sticky wall texts (for artist/exhibition statement), you need to order through the BAP, 1-2 weeks in advance. Price is at-cost, at your own expense. Instructions here: <https://arts-sciences.buffalo.edu/art/research/service-centers/BAP.html>
 5. You can list a sale price for your works, on individual artwork wall labels, or on a “price sheet” to be left in the gallery. The Department of Art cannot confirm purchases or handle receiving payment. You must conduct these steps yourself, directly with the buyer. The only “middleman” role the Department/Whitney can play is connecting a potential buyer to you (giving out your contact info by request, if you don’t want to publicly list that info at the show). Artist are responsible for all transaction, revenue eligibility and tax liabilities.
- If you are exhibiting with another gallery:

Make sure the timeline, installation and deinstallation roles, gallery’s commission for sale of works, and artwork/exhibition text/label needs are discussed well in advance. If they do not provide you with a written agreement, get all of these details in writing (by sending a follow-up email restating any verbal instructions and agreements they told you, and asking them to confirm if all your understandings are accurately described). Ask the contact person what steps the gallery will take to promote your show, and plan your role in also promoting.