

So, you're in an art show

Checklist for advertising your exhibitions or other art events, 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.
- **SOCIAL MEDIA POSTER**
 - Don't forget about 1:1 ratio Instagram squares for yours and @UBuffaloArt's feed, and 3:4 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
 - UB Department of Art Lockup (**LOGO**)
 - Download all white, all black, or blue/gray logos here:
<https://buffalo.box.com/s/dah9smb587ckay80wpfu3hiyagizmvI0>
 - 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 & TikTok by request)
 - Department of Art listservs to faculty/staff/students
- **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*]

**SEE
REVERSE
FOR MORE
INFO**

OTHER CONSIDERATIONS: (Listen up)

- **The more you promote your show/event, the wider an audience will be.** The wider the audience, the more feedback you will be able to garner from viewers, and the more potential artistic development, and buyer, relationships you could develop.
- **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 art 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 *may* be able to assist, if advance notice of when you need help is stated to Whitney.
 3. If you send Whitney the artwork label info, it can be printed on cardstock for you, and hung with painter’s tape on the walls of the space. Info for labels should include:
 - i. Work Title
 - ii. Your Name
 - iii. Year Completed
 - iv. Medium (give details... if multimedia, please list components; List types of paint, types of paper, types of printmaking process, etc. See additional resources here:
 - v. Any commentary/additional text you please
 1. [Writing Exhibition Texts](#)
 4. If you want vinyl sticky wall texts, 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).
- **If you are exhibiting with another gallery:**

Make sure the timeline, installation and deinstallation roles, 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 (email). If details are confirmed in a conversation, follow-up with an email restating the plan 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. Even if they are taking the lead to create promotional materials (digital or physical), you should still play a role in promotion by distributing those materials, and direct engagement with folks that you would like to be part of your audience.