



Artist Showcase Policies and Procedures

Mission

Northwind Arts Center's mission is to connect arts and community. Through cultivating and encouraging the arts, Northwind is able to showcase and serve visual, literary, and performance artists by fostering arts appreciation and education. The Artist Showcase at Northwind Arts Center allows this mission to extend its reach to serve emerging and established artists alike in a unique exhibit opportunity. The Artist Showcase encourages excellence in art by providing an ongoing professional exhibit space in Northwind Arts Center, 701 Water Street in downtown Port Townsend.

Model

The Artist Showcase provides an alternative to a cooperative gallery setting in that the artist is presented in a curated show, hung by Northwind and rotated quarterly; the artist is not required to staff the exhibit space; and the artist takes away 70% of the sale price of their art. In exchange, Northwind provides juried of artists for acceptance into Showcase; Northwind receives a reasonable monthly fee of \$50 from artists who are accepted; Northwind provides trained volunteer staffing, as well as a prime downtown location with professional lighting.

Eligibility

Artists 16 years of age or older are eligible for submission. New and emerging artists are encouraged to submit, as well as artists who have previously been juried into the Showcase and into Northwind shows, and those who are established and have had solo or group exhibits. Eligibility is open to all media except printed reproductions and cards. Size limit is 48" x 36" and not to exceed 50 lbs.

Jurying

A panel of one outside juror and one Northwind curatorial staff person will determine which artists who submit to the Artist Showcase are accepted annually. A new panel is created each year. If the artist is not accepted, she or he may re-submit the next jury cycle. A total of 40 artists are juried in: 30 Exhibiting Artists are rotated into quarterly shows for nine months, with 10 alternate Artists of Interest.

Submission Requirements

Artists must:

- Submit a completed **online** application form (see bottom of this page).
NOTE: If unable to use online form, pick up prospectus and application form at Northwind gallery.
NOTE: The Artist Bio is intended to be a short narrative — not to include full lists of education, shows, or other information that are normally included in an Artist Resume.
- Bring 3 pieces of art to the Center, framed and prepared for exhibit.
- Provide via the online application form or email **EITHER: link to website** displaying representation of artist's portfolio **OR 3 digital images**. See **Digital Image Requirements** at end of this brochure.

All submissions must be delivered by the date specified. If the artist passes the jury, then 5 pieces must be put on deposit with the Showcase curatorial staff. The curator(s) may help the artist select these pieces.

Art Pickup and Returns

All art must be picked up or returns arranged within 5 days after the artist contract expires or upon request of the curator(s).

Art Specifications

- All art pieces must be framed or suitably mounted for exhibit.
- Maximum size = (including frame or mount) **48" x 36"** [NOTE: The curatorial staff, at its discretion, may determine with the artist alternative size limits.]
- Maximum weight = **50 lbs.**

Labeling

All art (for both submission and display) must be labeled by the artist with the name of the artist, title of the piece, medium and dimensions (frames are included in height and width) and price. This information must be firmly adhered to the back or bottom of the piece, or if no surface can accommodate the label, given to the curator(s) for filing. Art will be exhibited with a wall label Northwind provides, including the price of the artwork.

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Artist Commitment

Artists are juried into the Artist Showcase for nine months. Accepted artists (Exhibiting Artists) are expected to provide Northwind with a 3-month commitment renewable automatically for the duration of that year. At the end of 3-months, the Exhibiting Artist has the option to leave the Showcase. If an Exhibiting Artist wishes to return after one or two 3-month renewal cycles have passed, the artist will be placed at the end of the Artist of Interest list. The Artist of Interest list will be given preference for replacing any Showcase artists who decide to leave during that year. All Exhibiting Artists and Artists of Interest artists must re-submit and jury into the following annual cycle.

Submissions Agreement

All artwork submitted shall constitute an agreement on the part of the artist to comply with the conditions set forth in the Call to Artists including the following: I hereby release and discharge the officers, employees and volunteers of Northwind Arts Center from any and all claims occasioned by damage or loss of said artwork while in possession of Northwind Arts Center.

Participation Fees

There is **\$20 fee** for submissions. Exhibiting Artists are charged a \$50 participation fee per month for deposit of pieces of art, 2D or 3D. Artists of Interest do not pay fees unless they become Exhibiting Artists.

Showcase Exhibit

The curatorial staff rotates selected work of the 30 Exhibiting Artists monthly. Each successive show dovetails with the following month's Art Walk. Each artist has 1-3 pieces on exhibit in any given month per the curator's discretion. The number on exhibit depends on the size and nature of the pieces (i.e. a series, triptych, etc.), and is entirely at the discretion of the curator for hanging in the Showcase. The curator(s) reserve the right to ask the artist to switch out any of the 5 deposited pieces should the need arise. The artists' work is exhibited with their bios and statements.

Open Storage

Open storage will allow for access to the remaining pieces of art accepted into the Artists Showcase. Northwind Docents and Volunteer Staff will have access to stored art to aid in discussion of Exhibiting Artists and sales of art with patrons.

Pricing and Staffing

The artist determines the price of the work. If an artist is unsure of pricing, the curatorial staff can assist in determining fair value of the art for sale in the current market. Northwind will train Docents to provide interactive engagement with Northwind's patrons in discussing the art and artist, and be trained on sales transactions. Professional staff will be added as funds are available.

Payments to Artists

Northwind pays the artist a wholesale price equal to 70% of the artist's price when there is a sale. However, a 5% processing fee is deducted from this amount for all credit card transactions performed in the selling of art. Northwind will collect from the buyer, and pay, appropriate sales tax for the purchase. Payments to artists will occur by check within 45 days after the date of the sale of any artworks.

Website Support

The Artist Showcase will have a page on the Northwind Arts Center website. The web page will consist of a listing of current showcase artists and a representative image of the artists' artwork; both will be linked to an individual web page for the artist. The artist web page will include an Artist Statement and brief Bio, images of the artist's works (5 maximum), and a link to the artist's website (if applicable). In order to help personalize the Artist web pages, the artist may also provide one additional image – a portrait of themselves (optional). All communications regarding the setup and maintenance of the web pages is to be sent to the Northwind Arts Center Webmaster at webmaster@northwindarts.org. This includes any images of the artwork as attachments to an email message. Please review **Digital Image Requirements** at end of this brochure for details.

Artist Talks and Demonstrations

Artists participating in the Showcase are encouraged to take part in the Artist of the Month demonstration/presentation as part of their participation in the Artist Showcase. The Showcase committee will select from interested artists, 8 artists to participate in the Artist of the Month. Each participating artist will have additional wall space for presentation of their work and be required to either demonstrate their art or present a talk on their art. Artist of the Month demonstrations/presentations will be well promoted through the normal publicity channels of Northwind Arts Center.

Other Promotions

A poster will be printed quarterly to promote Showcase artists. Showcase activities will be regularly included in Northwind's newsletter.

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Digital Image Requirements

Northwind Arts Center requests artists to provide digital images of their artwork for several different purposes:

- Entries for Juried Shows – Please note that even though some juried shows require digital images of the artwork to enter the show, awards will be judged from the original artwork.
- Website pages for artists showing in the Showcase Gallery
- Website pages for artists showing in the Exhibit Gallery (Invitational or Juried)
- Newspaper publicity for shows and events
- Printed publicity media for shows and events (posters, flyers, postcards, etc.)

Each of the image uses listed above may have different image requirements, which are generally categorized as follows:

- **Website** – due to screen resolution, this is the lowest resolution requirement
- **Jury** -- Images to be viewed by jury to select art for a show – higher resolution than for the website, but lower than for printed materials
- **Printed media** – (newspaper, posters, brochures) – highest image resolution/quality requirement

Image Transmittal

Images are normally sent as an attachment to an Email or for some juried shows, an online entry system may be used. If needed, communicate directly with the webmaster at: webmaster@northwindarts.org. If the artist cannot provide images electronically, arrangements can be made to submit the images via flash drive or CD to **Northwind Arts Center**.

Ensure that images sent electronically are not embedded in a document or body of an Email message; the image files must be inserted as attachments, and at full image size. Make sure that the Email message is in Plain Text format (not HTML or Rich Text) before sending an Email message with image file attachments. Regardless of the transmittal method used, the following information is required for each image supplied:

- Artist Name
- Title of the artwork
- Medium used for the artwork (Acrylic on canvas, welded steel, etc.)
- Artwork dimensions

Image Requirements

It is essential that your digital images provide a good representation of your artwork. This is especially important when the artwork is being considered for entry in a juried show. The color must be accurate; poorly lit or color shifted images can disqualify your work for a juried show. Consider having your work professionally photographed.

File Naming

File name must be in the following format:

LastnameFirstinitial_Title.jpg

For example – the filename for an image submitted by John Adams, for an artwork titled “House with Crow” would be: “**AdamsJ_HouseWithCrow.jpg**”

Do not use spaces or special characters in filenames, use initial capitals for each word in the title, and be sure to include the filetype extension for each image.

Images for Website Use

All images for use on the **Northwind Arts Center** website must be formatted to the following specifications:

- **Dimensions:** Not less than **1024 pixels** on the longest side, at 72 pixels/inch.
- **File Format:** Save all images as Baseline Standard **JPEG**. Do not save as a Progressive JPEG.
- **File Size:** Not to exceed **2 MB**
- **Color Space:** Save images in an RGB color space, preferably sRGB.

Images for Printed Media

Some images to be used for printed media may also be used for the website, but will have a higher resolution/quality requirement for use as printed media. The specific requirement will be determined by the **Northwind Arts Center** graphic designer, show curator, or publicity contact and will be communicated to the artist before the images are requested.

Following are the general guidelines for images to be used for printed media:

- File type **JPG/JPEG or TIFF**

Image size depends on printed use:

- **Normal print** size resolution of at least **300 to 350 pixels/inch**
- **Poster size** should have at least one dimension of **2500 pixels or approximately 8.5 MB to 10 MB**
- **Brochures** need to have one dimension at **1000 pixels or approximately 2 MB to 3 MB**