



Trail's End Art Association & Gallery Featured Show Information

FEATURED ARTISTS

HOW TO BECOME A FEATURED ARTIST

To be a Featured Artist, simply enter your name in the lottery just before the December General Meeting. There will be a notice in the News Update and an email sent to all members. Please contact the Hanging Committee Chair if you need more information.

TEAA provides the following with the information that you provide:

- | Gearhart Saturday ArtWalk notice in Coast Weekend.
- | Prominent feature in the TEAA monthly News Update
- | Shared TEAA quarterly ad in Coast Weekend.
- | Front page featured pictures & press release on trailsendart.org
- | A paid boosted ad on Facebook.
- | An Artist Reception

ARTIST RECEPTION

The Featured Artist's Reception is held the first Saturday of the month 2-5pm to coincide with the Gearhart Art Walk.

A light fare is served along with wine options, and non-alcoholic beverages. Volunteers from among your fellow artists will provide the refreshments, the set-up and clean-up for you. REMEMBER... those whom you have helped will show up to help you!

YOUR RESPONSIBILITIES

There are a few things that you are responsible for if you choose to be a featured artist.

1. Prepare information for the Publicity Committee.
 - a. When called, or six weeks before show, write a brief two paragraph biography with an artist's statement. The PR Committee may provide you with a series of questions to answer. Be aware that the Committee has to submit their pieces for publication at least 6 weeks before your show.
 - b. Create 2-3 digital images (jpgs) of your work for the PR Committee.
2. You are responsible for creating at least two (2) 8"x 11" poster or two half 8"x11" flyer. One for the box outside the building and one for the office. (If you do not have the skills, local printing companies can put the poster together for you. You of course can make more if you are willing to distribute them).
3. A one-page biography and your artist statement to put in the gallery next to your show.

SOME HELPFUL HINTS TO TRY

3 MONTHS BEFORE YOUR SHOW

Take an inventory of your work. All paintings should be framed and gallery ready with wire hangers. You may bring things you do not wish to sell. Be sure to mark them NFS (not for sale).

2 Months before your show

1. Postcards: If you desire, design a 4"x6" or 5"x7" postcard announcing your show and inviting people to the reception. These can be printed at online sources and/or local print shops. Be sure to include:

! Trail's End Art Association, 656 A St., Gearhart, OR 97138/503-717-9458

! The dates and times of the exhibit and reception.

! Be sure to mention you're being featured.

A few print vendors:

Laserprint- laserprintcopy.com

-located in Seaside & Astoria

Staples-Warrenton

PS Print-psprint.com

Vista Print-vistaprint.com

Polk Riley - Astoria

2. Radio: You can place your information in the KMUN Calendar coastradio.org, and/or contact Carol Newman to be interviewed on Arts Live and Local.

1 MONTHS BEFORE YOUR SHOW

1. Mail postcards, mail to friends, family, co-workers, etc. There is a rolodex in the office with addresses, and a membership list to send to any members if you'd like to send a personal note.

2. Don't forget your social networking sites. Your show will be boosted on Facebook from the TEAA Facebook page and reaches 500-700 local residents interested in art.

2-3 WEEKS BEFORE YOUR SHOW

1. Place your biography, poster, and postcards in the TEAA Gallery. It helps to remind visitors about the upcoming show, and most importantly it will help the artist-on-duty to talk about your work and upcoming show.

2. You will want to consult with the Hanging Committee Chair about hanging your exhibit. He/She will want your involvement about hanging your show. Typically, the show is hung the Tuesday before the show opens.



POSTCARD SAMPLE

