

APPLICATION FOR 2018 SHOW **DEADLINE: OCTOBER 1, 2017**

About The Gallery at WREN

For more than ten years, the Gallery has provided a space where local and regional artists can display and sell their work in a professional setting. The Gallery serves as a cultural outlet for the creative expression of a community, where the public can gather to enjoy, learn about and appreciate art.

Open year round, the Gallery presents a new show each month, featuring artists who have been carefully selected by juried committee. Accomplished painters, photographers, potters, sculptors, fiber and multi-media artists have all exhibited their work on the Gallery's walls. Twice a year, WREN members are invited to participate in open-call group shows, which are exceptionally well received and serve not only as supportive learning experiences for new and emerging artists, but as community celebrations of the incredible talent and diversity in our midst. Along with *Meet the Artist* receptions on the first Friday of each month, the Gallery hosts a variety of events including artist talks, demonstrations, slideshows and workshops, all aimed at directly engaging people with art and art-making. And we begin each season in January with a celebratory Gala Preview with works from all artists in the upcoming year.

What WREN Offers Artists

The Gallery at WREN sets the standard for fine art galleries in the North Country. The Gallery is overseen by the Gallery Manager and a volunteer committee, and presents juried solo and group shows in a professional, inviting and well-lit exhibition space on Bethlehem's Main Street.

- Promotion including design and mailing of postcards sent to our Gallery mailing list, media coverage in all area newspapers, a feature in our email broadcast, and in our triennial magazine.
- Guidance on creating a powerful show, hanging of the show, handling of all sales of your work, and connecting you to buyers, other artists and supporters of the arts.
- A well stocked reception featuring locally sourced foods and wine/beer/soft drinks.

Application Process

Artists must submit an artist biography or resume, a statement about the work the artist intends to show, a description of the medium(s), and 5-10 high resolution images (300dpi JPEG) of the work you plan to show. The application form is at the end of this document.

Deadline for applications is October 1, 2017.

Selection Process

The Gallery Committee reviews all completed applications received by the deadline and views submissions collectively. Potential artists may be asked for more information, including additional examples of work. Once selections are made, the Committee creates a tentative show schedule. All artists will be notified regarding selection decisions. All exhibiting artists must be current WREN members (membership levels start at \$35).

Preparing for the Show

The Gallery Committee provides a timeline of important deadlines and dates leading up to the Opening Reception, to help each artist stay on track with all aspects of creating and mounting a professional exhibit. WREN provides the facility, event coordinating, marketing and promotion. The artist agrees to take an active role in promoting the exhibit. The Gallery Committee is responsible for hanging the show and will hang individual pieces at its discretion.

The Show Process

WREN provides a guest book, labels for the work, and handles all purchases through the LocalWorks Marketplace store. The Gallery at WREN receives a 45% commission on all work sold through the gallery, and assumes the costs for the opening reception. A typical show runs for 4 weeks, with an opening reception on the First Friday of the month, and the opportunity for extra "Artist Hours" in the form of a talk, demonstration, slideshow, etc.

Resources/Help with Application

The Gallery is a programmatic extension of WREN, operating in ways that support the mission to improve lives and livelihoods through economic, educational, personal and community development. More than just a place for accomplished artists to exhibit their art, The Gallery at WREN works with each artist it serves to provide the necessary business tools needed for growth. We want our artists to succeed! You might consider taking the workshop listed below, specifically designed to assist artists in preparing their materials for this and other similar applications. Registration is open on our website at www.wrenworks.org

**TIPPING THE SCALES - HOW TO CREATE A KICK-ASS APPLICATION FOR A GALLERY SHOW
with Katherine Ferrier, Gallery Manager :: Monday, August 28 :: 6pm-9pm :: WREN Members \$45
Scholarships available.**

When a gallery receives applications from 50 artists, but only has room to present 10 in a given season, simple math tells us that only so many can be chosen. How can you assemble the strongest, most complete portfolio of your work and put your best foot forward? What can you do to make your work stand out and get noticed? In this workshop we'll examine industry best practices for preparing a complete and cohesive application for a gallery show. We'll cover the 5 essential elements of a kick-ass application, and take a look at the top 3 mistakes that will land your application right in the trash. This workshop is relevant to many different kinds of applications, including but not limited to applying for grants, jobs, fellowships and other opportunities. Bring whatever current application materials you may have (photos of artwork, artist statements,

Application for the 2018 Season at The Gallery at WREN

Artist Name (Print)
Artist Website:
Address
Email
Phone
Wren Member: Y / N (If not currently a member, please fill out membership application and attach to this form. Thank You!)

Please thoroughly answer the following questions:

1)

Why do you want to show your work through The Gallery at WREN? Why do you feel your work is a good match for our gallery? (limit 200 words)

2)

Please provide a **BRIEF ARTIST BIOGRAPHY**, including your recent exhibits. If you have an extensive exhibition history, you may attach that as a separate list. (limit 200 words)

3)

Please include a **BRIEF ARTIST STATEMENT** about the work you propose to show at The Gallery at WREN. Include the title or theme of proposed show, description of the work, and any relevant information about your creative process, specific techniques and inspiration. (limit 250 words.)

Images:

The images you include are the heart of your application and the primary means by which the Gallery Committee evaluates not only the quality of your work, but whether or not a show at WREN is a good fit at this time. Submit your strongest samples produced within the past three years. Your samples should reflect a cohesive body of work, rather than an eclectic collection.

- Include 5-10 images of your work, representative of what you propose to show at the Gallery.
- Submit your images as JPEG files (300dpi) e-mailed to gallerywren@gmail.com.
- Title each JPEG with your last name, number of the image (corresponding to the table below) and name of the piece (example: Smith 1, Self-Portrait in Blue).
- **Please note: The Gallery at WREN can no longer accept slides, CDs or printed photographs as work samples. ALL IMAGES MUST BE E-MAILED TO: katherinef@wrenworks.org**

	Title of Work	Medium	Dimensions	Price
Ex	<i>Self-Portrait in Blue</i>	<i>oil on canvas</i>	<i>(w x h) 20" x 24"</i>	<i>\$700</i>
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

This form must be mailed, emailed or dropped off at WREN Central to the attention of the Gallery Committee on or before the deadline of September 1, 2017.

If you have any questions about the application process or about the gallery in general, please contact Gallery Manager, Katherine Ferrier at katherinef@wrenworks.org

Thank you in advance for your application and your interest in The Gallery at WREN!