

# GALVESTON ART LEAGUE

## 2019 member handbook

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## WELCOME AND OVERVIEW

Thank you for joining the Galveston Art League (GAL). The GAL galleries are located at 2117A-2119A Postoffice Street in Galveston. The gallery is open to the public Thursday through Sunday noon to 6 p.m.

This booklet provides start-up information about your membership: benefits, entering your work in member and juried shows, pricing your work and preparing it for exhibit, a brief description of events and activities, and opportunities and advantages of volunteering at a gallery. For detailed information on the above topics and important announcements and information updates, please visit the website regularly. **GalvestonArtLeague.com**

## A BRIEF HISTORY OF THE GALVESTON ART LEAGUE

### Mission and Goals

The Galveston Art League was founded on June 12, 1914, and was incorporated as a nonprofit on February 26, 1968. For decades, exhibits were held in various locations around the city, including City Hall, banks, businesses, and parks. When the new wing of the Rosenberg Library opened in 1972, exhibits of the Art League moved there.

In 2003, the Board of Directors established a building fund to get a home of its own and moved into leased space at 2117A Postoffice Street that year. In January 2008, the leased gallery space was purchased. The gallery suffered a total loss when Hurricane Ike scored a direct hit on Galveston Island the following September and inundated the gallery with nearly eight feet of flood water. The board decided to rebuild the gallery, and the space was remodeled and opened once again for business in March of 2009. In 2018, the league purchased the storefront at 2119A Postoffice in order to expand exhibitions and workshops.

Throughout its years of existence, the Galveston Art League has continued to promote the goals and purposes set forth in the League's first constitution:

- To foster worthwhile art in the schools and homes of the city.
- To solicit the cooperation of public and private groups in support of art.
- To encourage the artists of the city and state.
- To hold exhibitions.

#### **The Art League continues to:**

- Welcome visiting artists.
- Sponsor art instruction by well-known artists.
- Present works in exhibitions.
- Introduce artists to Galvestonians at open-house receptions.
- Organize art functions.

## BENEFITS OF MEMBERSHIP

### Levels of Membership

**Individual** - \$35 - Membership in the oldest art league in Texas; member can display 3 works per month for 9 months plus compete in 3 juried competitions per year; participation in Galveston ArtWalk; ONLY 20% commission on all gallery sales; member preview parties and juried show awards receptions; annual volunteer recognition reception; early notice of seminars and workshops; quarterly newsletter.

**Regular Family** - \$40 - Individual member benefits for two persons in the same household; each individual must submit works for member and juried shows separately.

**Professional Individual** - \$75 - Regular membership benefits plus eligibility to submit Featured Artist proposals and link to artist's website on GAL webpage.

**Professional Family** - \$80 - Professional member benefits for two persons in the same household; each individual must submit works for member and juried shows separately.

**Student** - \$10 - Individual member benefits. Must be enrolled in at least nine (9) full-time semester hours and have a valid student ID to qualify.

**Lifetime** - \$500 - Professional member benefits plus waiver of annual membership fees.

**Sponsor** - \$1000 - Individuals or businesses who wish to advance the mission of the Art League; Includes recognition on website and at the annual volunteer reception.

**Exhibiting Artwork.** Art shows at the gallery change monthly. Art is delivered/picked up on the last Monday of each month ("changeover"). A schedule of gallery shows and changeover dates can be found by visiting "Calendar" at GalvestonArtLeague.com.

**Member Shows.** Exhibit space during regular member shows is \$30 each for the first two pieces, \$10 for a third piece. Jewelry exhibitors can display in a lighted case for \$100/month or \$50/month for half the case. **If you volunteer at least six hours during the two months prior to a show, fees are one-half the listed amount.** When your work sells, you may bring a replacement for the remainder of the show without additional charge. GAL collects and submits the state sales tax on items sold through the gallery. See specific sections in this brochure for information on pricing, photographing, and hanging your work.

**Juried Shows.** Members have the opportunity to enter three juried competitions per year at membership prices. Juried shows are held in February, May, and September. Winning entries at juried shows receive cash awards and/or ribbons. Specific information and a prospectus for each show are sent out before each show.

**Member Show Preview Parties** are usually held 6 to 7:30 p.m. on the Friday evening after hanging each member show. These gatherings are a benefit of GAL membership and promote involvement. Member volunteers provide light finger foods. Preview evenings feature time for socializing, viewing of the show and enjoying refreshments. The featured artist gives a short presentation and answers questions. Preview parties are replaced by juried show receptions during the months that juried shows are held.

**Artist Notebook.** We maintain a notebook with one-page artist bios and a filebox for business cards at the gallery. The artist is responsible for updating his/her own information.

**Professional Level Membership.** Members who join at the professional level are eligible to apply for Featured Artist of the Month. To take advantage of this benefit, contact Billie Rinaldi at [bjrinaldi@comcast.net](mailto:bjrinaldi@comcast.net).

**Art Instruction.** The league offers beginning to advanced instruction in all media. We invite members to suggest and deliver these opportunities. Contact Susan Pinkerton at [sl.pinkerton@sbcglobal.net](mailto:sl.pinkerton@sbcglobal.net).

**ArtWalk.** ArtWalks bring hundreds of visitors to the gallery. They are held every six weeks in Galveston. During Galveston ArtWalk evenings, the gallery has an open house. Members are encouraged to be on hand at the gallery to discuss their works with potential customers. You can find ArtWalk dates at “Calendar” on Galveston.com/ArtWalk.

**The NewsBrush,** an electronic newsletter, is published quarterly and distributed to members as an email attachment. It includes information on featured artists for the upcoming quarter, results of juried shows, reports of league activities including workshops and special events, information on upcoming workshops, and a calendar of events.

**Website.** GalvestonArtLeague.com provides up-to-date information on events and member benefits. At this time, the website maintains a calendar of events and photos of member shows for the past twelve months. Instructions for purchasing off-site can be found in the menu under “GAL on Postoffice.”

## McGIVNEY AWARD

Dr. Merlin Joseph McGivney was born in Galveston in 1905 and lived on the island until his death in 1985. He was a practicing dentist and a member of many civic and cultural organizations, including the Galveston Art League.

Dr. McGivney, an award-winning painter himself, perpetuated his love for the arts by establishing an endowment fund administered by the Rosenberg Library. Each year the library awards a purchase prize (the McGivney Award) to an exhibitor at the Galveston Art League’s annual Fall Juried Show. The winner is presented with a check, and his or her painting is added to the library’s permanent museum collection.

The work of individual McGivney Award recipients is periodically exhibited in the Harris Gallery on the fourth floor of Rosenberg Library.

## FEATURED ARTIST OF THE MONTH

The Featured Artist Program allows a member to expand the number of works exhibited during a regular non-juried exhibition. Details are on GalvestonArtLeague.com.

### **The Featured Artist must:**

- Be a member in good standing for one year and have been accepted into a GAL juried show within two years.
- Pay GAL a non-refundable \$100 rental fee after acceptance.
- Join at the professional level (\$75 per year).
- Offer all exhibited work for sale.
- Be responsible for the optional private reception.
- Staff GAL for two days during the time of the featured exhibition.
- Be available for publicity and photos about the featured exhibition.
- Donate to GAL the usual 20% from sales of work.

### **GAL will:**

- Provide exhibit space and hang/display the body of work, following gallery protocol, procedures, and requirements.
- Hold a member preview party unless there is a conflict with ArtWalk.
- Develop and disseminate information to local publications for print.

## REQUIREMENTS FOR INSTALLATION-READY WALL HANGINGS (paintings, photos, collages, prints)

All pieces must meet the following criteria:

- Be framed [except 3-D pieces] or gallery-wrapped.
- Have edges finished (no bare canvas around sides, for instance).
- Be hung by framing wire, but:
  - a. No sawtooth hangers at the top.
  - b. Wire properly attached (approximately a third from top; and not real tight, but taut enough so that wire does not show above the top of the piece).
- Wire secured to the frame with appropriate and adequately attached fasteners.
- Less than 150" circumference (150" or over counts as 2 pieces).
- If over 24" in any direction, the artwork must have Plexiglas rather than glass.
- Frame in good repair; no corners that do not meet evenly, no holes or cracks unless barn wood or other aged grain.
- Glass/Plexiglas is clean.
- Make sure artwork and mat are secured in frame and won't fall out when hung.

Failure to meet all of the above criteria will preclude acceptance into the GAL for display at a membership or juried show.

## PHOTOGRAPHING YOUR WORK

Images of work submitted for member and juried shows are posted on the website. Members are encouraged to submit their own photos of their work before or during changeover. **Complete information on submitting photographs of work is available on the website.** Following is a synopsis of the basics.

- Photographers can send in the original file, but for other work, a photo taken before framing provides the best image. Jewelry and 3-D pieces should be photographed before being placed in a glass case.
- Shoot the image in the largest JPG possible. If using a camera phone or a digital camera, the resulting JPG should be easy to email, large enough for publications, and suitable for web downsizing or optimization.
- Turn off the flash when shooting works through glass or on canvas (the flash tends to highlight the threads of the canvas more than the image).
- Fill the frame of the camera as best you can with the image. If you have an odd size or oversize piece, step back a little farther to get the entire work in the frame. Check the image in the camera for reflections, dark spots, etc. If it looks off or blurry, reshoot.
- Before sending the image, edit the file name so it clearly identifies your name and the name of the piece. Your image will be displayed with letters and numbers followed by .jpg. Change the wording to the left of .jpg to "Firstname lastname title of work.jpg." For example, "Fontaine Jacobs White Rose.jpg," "Nancy House My First Husband.jpg."
- Email images to fontaine@FontaineFineArt.com. It is best to send in your images at changeover. We make every attempt to post images on the website by the 10th of the month.

## PRICING YOUR WORK

When a work of art is sold at the gallery, four things comprise the price of that work: the amount the artist gets for the work, a 20% consignment fee from the gallery, sales tax, and a handling fee to pay credit card costs, wrapping materials, etc. There are two things artists need to consider when pricing their works: (1) Artist Payout and (2) the price that will appear on the wall. A chart is available at all changeovers that shows the relationship between these two figures to help exhibitors determine an Artist Payout that also reflects what they want to see as the price on the wall.

For example, according to the chart, if an artist initially wants \$125 for the Artist Payout, the price on the wall will be \$175. If the artist wants to lower the price on the wall to, say, \$150 in order to encourage sales, the Artist Payout will decrease to \$107.

The wall price is the one that is entered on the entry form for both membership and juried shows. Since this is a change from previous practice, volunteers will be available at changeover to help artists determine Artist Payout and wall prices.

## VOLUNTEER OPPORTUNITIES

Volunteers perform all functions of the league. All members are welcome to provide the benefit of individual skills and abilities.

- Accept a board position.
- Staff gallery Thursday through Sunday, noon to 6:00 p.m. (our biggest ongoing need).
- Assist with website.
- Teach a workshop.
- Work at monthly changeover.
- Assist in marketing and public relations.
- Serve on standing or ad hoc committees.
- Work at ArtWalk in Galveston (every six weeks).
- Provide computer-based support for Art League activities and outreach.
- Host member preview parties.
- Assist in juried show receptions.
- Hang/install monthly shows.
- Write articles for the *The NewsBrush*.
- Organize trips to regional art events.

## DONORS AND SPONSORS

We continue to seek individual and corporate funds for a number of projects such as our building fund and sponsorship of juried shows. We encourage their efforts to:

- Help with our building fund.
- Sponsor prizes at juried shows.
- Contribute funds and art supplies to children's summer workshops.
- Sponsor special exhibitions.

For more information, contact Margo Donaldson Snider, president, at [mdsnider\\_houston1@comcast.net](mailto:mdsnider_houston1@comcast.net).

Keep checking [GalvestonArtLeague.com](http://GalvestonArtLeague.com) for more information, updates on the topics in the brochure, and announcements.

“Like” GAL at [Facebook.com/GalvestonArtLeague/info](https://www.facebook.com/GalvestonArtLeague/info) to receive information and to increase the organization's visibility.

For general questions and comments, email [gallery2117@gmail.com](mailto:gallery2117@gmail.com). This email address is checked daily.