

# art wall

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guidelines

Thank you for your interest in hanging your artwork on the VFC's Community Seating Area art wall.

Each artist's work hangs on the Viroqua Food Co+op art wall for one or two consecutive months. Artists featured on the wall can fill up as little or as much of that space as they'd like. Artists can sell their work free of charge.

# EXPECTATIONS

## VFC EXPECTATIONS:

- Provide local artists with a free place to display and share their work with the community.
- Help, if needed, artist hang up and remove their artwork from the art wall.
- Make at least one Social Media posting about the artist's work during the months it is on display.

#### ARTIST EXPECTATIONS:

- Provide the VFC with artwork to display on the wall for a period of one to two months.
- Artwork will arrive at VFC ready to hang (i.e. with a hanging wire behind canvases or photos, etc.).
- With assistance of a VFC Coordinator, hang your artwork from the VFC art wall in the first three days of the month you are assigned to display your work. The Co-op will not hang your artwork on the wall for you.
- Artist Statement and Artwork Labels: At the time of hanging your work, provide the VFC Coordinator with the following typed:
  - o Artist statement (vertical 8.5x11 inch or smaller) that will be hung on the wall with your artwork.
  - o Artwork labels (includes: Name of work, size, price (if selling) for each piece you are displaying.
- Take down your artwork from the VFC art wall in the last three days of the month you are assigned to display your work.

# Participation

## ELIGIBILITY: Juried Exhibits

- No copying is allowed.
- Work must be original and fits in well with the Co-op (i.e., artwork that is family friendly and won't offend people who are eating or shopping).
- Professional & emerging artists are accepted.
- In order to be displayed on the VFC art wall, artwork needs to be able to be hung on the wall using a STAS mini-rail system which includes a rail and nylon cords that hang down from the rail (<https://www.stasgroup.com/en/minirail.html>). e.g. paintings, quilts, photographs, 2-dimensional art that will not damage existing environment, etc.
- 2D artwork must be either gallery wrapped or properly framed – all edges must be finished and completely dry. If framed, frames must be free clean with no chips.
- Glass or plexiglass is acceptable – If matted, mats must be clean.
- Pastels must be sealed.
- Must be securely fastened with picture wire with the center wire 3 inches below the top of frame. Wire must be taped – No sharp wire exposed.

- Weight must not exceed 33 pounds
- All surfaces must be dry.
- The suggested artwork to exhibit is 11 inches tall or bigger.
- Work should fit in the wall space (not beyond the area). See page 4.
- Poorly framed or poorly wired work or work that is dirty or moldy will not be accepted.

#### SECURITY AND INSURANCE

VFC do not assume responsibility for loss or damage to my artwork(s) or the loss or damage to frames or glass, no matter how sustained. We strongly recommends that each artist carry their own personal property insurance.

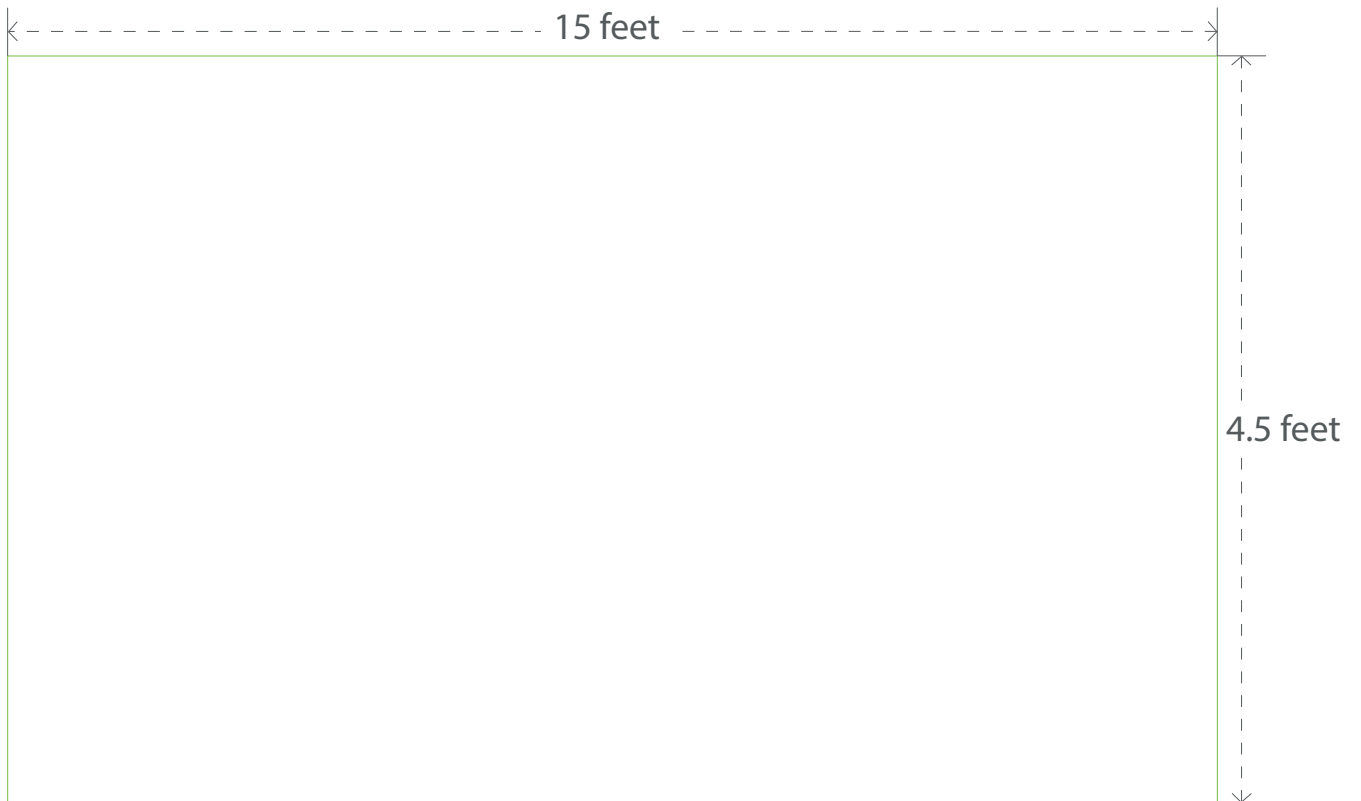
#### LENGTH OF EXHIBITIONS

Exhibitions will run for 1 or 2 months. Artists will be notified at the moment of being accepted.

# Space



- The art wall is located in the seating area, above the sink and water filling station.



- Artists featured on the wall can fill up as little or as much of that space as they'd like.

- The featured artist is welcomed to sell artwork off the art wall.
- There is no commission for sales; artist receives 100% of sales.
- The featured artist must coordinate artwork sales with purchaser. We recommend providing business cards for customers to pick up.
- Sold artwork can be removed before the end of the showing period or be kept up until the end of the display time. If artwork is sold and removed before the end of your display time, please provide replacement artwork.