

# Gallery Policies and Guidelines

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## Our Focus

APFTA is a society of artists engaged in the visual arts: painting, drawing, printmaking, sculpture, ceramics, photography and artisan crafts.

## Space Allocation

The Annex (from half of the upstairs gallery space) is primarily intended for one month shows. These months are allocated once per year by the Executive based on recommendations from the Curatorial Coordinator and Member Engagement Director. If a month is not taken by an artist or group of artists, the Annex may be used for additional hanging space for members during that month.

APFTA has placed a membership cap at 40 members, anticipating 30-35 members using hanging or wall space and 5-10 members requiring placements on plinths or in display cases. This allows for 20-25 square feet of wall space (in the main and/or upstairs rear galleries) for each member painter, photographer, drawer or printmaker (e.g. 4'x5' or 5'x5'). Display space for sculpture, wood turning/carving, ceramics, jewelry and other crafts will be allocated on an equitable basis using the plinths in the front window, display cases in the center of the main gallery, and the large plinth in the middle of the upstairs gallery. These allocation guidelines will be reviewed annually by the Executive and approved at the Annual General Meeting.

## Curatorial Guidelines

Any curatorial or adjudication effort is conducted during the membership application process or during the annual allocation of Annex Show space and NOT by the Installation Coordinator or Installation Team.

Should the Installation Coordinator or any member of APFTA have concerns about an installed piece, the concern will be taken up by the Executive Committee based on a written submission by the member or members.

## Installation Guidelines (covering both hanging and placement of member art)

1. Every artist will be represented in the main space. Given space limitations in the main space, additional pieces will be exhibited in the upstairs gallery (back half). Members who wish all of their work to be displayed together can request space in the upstairs gallery.
2. Every effort will be made to cluster the work of each member, unless the member has expressed another preference.
3. Every effort will be made to rotate the space allocated to individual members at each hanging to insure equitable access to more visible locations. Artists are moved around the room(s) several times each year.
4. If an artist brings in more art than space allocation guidelines permit, the art may be installed if submission volume is lower than usual. However, it is more likely that the additional pieces will be stored upstairs (in the studio space) for the month, to be deployed as replacements as sales occur.
5. Space allocation for walls assumes hangings placed over a 5-foot height centered at average eye level above the floor. The Installation Coordinator may increase the height of an individual cluster to 6 or 7' at his or her discretion (for an experimental six months based interest expressed by some members – January 1<sup>st</sup> to June 31<sup>st</sup>, 2021).
6. Art will be hung or placed so as to create an appealing flow and balance of type, colour and shape in the Gallery – optimizing the visitor experience.

7. Placement will be sensitive to the light requirements of the art. Every effort will be made to place darker art in the best lit areas.
8. Every effort will be made to place larger pieces in locations where longer sight lines are available.
9. 3D art (sculpture, ceramics, woodwork, etc.) placements will not obstruct views of wall art.
10. Every effort will be made to provide for white space between artist clusters.
11. There will be nothing on the walls nor display plinths/cases that is not for sale.
12. Furniture art will be displayed as art and not be used as a display stand for other art.

## Decision Making Authority

The Executive will review and (if necessary) update these guidelines annually. All implementation decisions will be made by the Installation Coordinator appointed by the Executive.