



Gallery Location:

113 W Emma Avenue
Springdale, Arkansas 72764
Tel: 479-361-1211 & 479-751-3003
art@genesisny.net
www.nwaguide.net
www.artexponwa.org

Dear Artists,

We are presently taking submissions for our upcoming events at the ART EXPO NWA, DBA, "The Art Exchange". If you would like to be considered as one of our featured artists in one of our upcoming events, please complete the instructions below and return to us as soon as possible as space is limited.

General information for submission:

- Please read, sign and submit both the *Submission Agreement* and the *Memorandum of Understanding* found on the following page.
- All art work must be ready to hang with all hardware attached.
- Size: Due to the large venue, larger sizes are preferred. (2 or more 24" x 36" or larger).
- A Minimum of 4 pieces will be required, if your work is chosen to be featured in the event. The cost of submission is \$25.00. Once approved to show, there is a \$100 hanging fee paid to AE to defray costs of the show. Payments can be made by check and send by mail to Genesis, address above.

Submission Guidelines:

1. Artists must submit 4 to 6 digital images of current work to the review committee for consideration. These images should be in .jpg format 500 kb to 1.5 mgs in size. You may submit these images and the other information required by one of the 3 options listed below. Please send images via e-mail to art@genesisny.net. If you need assistance, please call us.
 - a. Note: Due to high volume of submissions, please only send us copies of your materials. Art Expo NWA will not be able to return materials submitted.
2. Artist must also provide an annotated list of artwork in Word .doc format; including file name, medium, size, date produced & price and a short bullet-point explanation on each work.
3. A current artist photo in digital format 200kb to 1 Meg, and a brief biographical sketch or artist statement for Artist CV to be mounted next to art work.
4. If you are submitting work for ad campaign, please provide graphic of at least 2 Megs resolution.

Submission Options:

1. E-mail signed copies of both documents. If you are able to include required information and provide electronic signatures to art@genesisny.net, or
2. Fax completed and signed copies of both documents to fax # 479-361-1211. All other pertinent information must be received by e-mail, or
3. Mail completed and signed copies of both documents to our address provided above. All other information must be received by e-mail.

Agreement:

As artexponwa.org usually operates as a continuous 90 day event, we require that the featured artist confirm his/her commitment for the event ASAP.

Artists will be responsible for delivery to and pick-up of their artwork from the event site. All works of art, in whole or in part, are the complete responsibility of the artist. The Art Exchange and Art Expo NWA will not be liable for any damage, loss or theft of work during the term of the event.

Agreed & Accepted:

Artist's Printed Name and Signature _____
Address _____
Phone / Land Line _____ Cellular _____
Email Address _____ Date _____
Web Address _____



ARTIST Memorandum of Understanding V23- 2014 Copyright

This an agreement between _____ (“Artist”), an Independent Contractor, and ART EXPO NWA (“AE”) / for an Artist showing / exhibit beginning, _____ in 201_.

Artist shall comply with the following requirements upon receiving an invitation to show:

1. Artist shall exhibit a minimum of 4 pieces of their artwork for sale, which have been approved by the gallery Owner and Manager. Artist agrees to leave the artwork on display at the agreed location for a minimum of 90 days.
2. All Artwork must be ready to hang with all hanging hardware attached and at least 2 should be 24”x 36” or larger, if possible.
4. Artist shall be responsible for their own insurance while the work is in transit or at AE event location for the term of the event and until picked up by the artist. In addition, artist understands that AE does not carry insurance on behalf of the artist for the artwork.
5. Artist will submit artwork with prices in the range of \$100 to \$70,000, plus. Prices will not include sales tax, which will be collected upon the sale of the artwork and will be the responsibility of the artist.

6. Retail Shows:

Artist agrees to:

A 35% commission paid to AE based on the invoice sale amount of the artwork sold at the gallery, not to include sales tax, at the time of the show and *for a period of nine (9) months following the show date for any contact initiated during the show.*

7. Artwork consigned remains the property of the Artist until it is sold and paid for by Client.
8. Prices on wall price tags will include all commissions.
9. It is the responsibility of the artists to send/handout to their guest in a timely manner their own invitations to the event, at their own expense.
10. AE will agree to provide the venue for showcasing artists’ works as well as marketing and promotion of the event.
11. AE understands and agrees that the artwork provided by Artist is the exclusive property of the Artist and will be returned to the Artist at the end of the viewing period, unless otherwise sold.
12. Artist grants permission to place photos of their artwork on promotional pieces and on the media sites belonging to AE.
13. All works of art delivered by the artist, in whole or part, are the responsibility of the artist.
14. Artist releases AE from any liability that might arise out of showing a duplicate or copy of another artist’s work provided by the Artist.
15. Artist will not hold AE liable for any damage, loss, or theft of the artwork while in the premises being used by AE or while on display.
16. SPECIAL SCHEDULED EVENTS: Artist registered for a scheduled Art Event, will be responsible for delivery and pick-up of work, to and from the gallery in a timely manner. All work must be delivered to the scheduled event place by 2 PM THREE (3) DAYS PRIOR to the posted event date.



17. Artist to provide for each work to be exhibited at the scheduled event a file on electronic media:
 - a. The name of the work including the **name of artwork, medium, price, size of work, a short explanation of each work** is recommended in order to provide the sales staff with product knowledge.
 - b. HD photo / High definition for use for the website, media requests and possible printing of a catalog, approx. 2 megs+ of all exhibited artworks.
 - c. Current high definition artist photo, for Media releases
 - d. Showing artist will pay TSG a \$100 hanging fee to defray costs of the show at the time of contract signing.
 - e. Brief biography or artist statement including address, e-mail and telephone number, for production and publication of marketing and presentation materials in Word.doc format.
 - f. A list of ten names, addresses and e-mail addresses of known art buyers and/or possible art buyers, which includes family and friends, in the geographic area of the event.
18. Artist to provide their own TYPED information for wall price tags/description (2" x 3") and place them next to the art work shown, two days before the show opens. This will avoid any price/location discrepancies. All prices will be valid for the 90 day term of the event and may not be changed or altered without the consent of the gallery owner and manager.
19. No artwork will be displayed that is **Not For Sale**.
20. Artist understands that they must keep track of their inventory shown at the event and let AE know of any discrepancies.
21. Due to inventory control, art is not to be removed without the consent of gallery owner and manager and upon completion of removal/replacement form.
22. Once a date for the artist's show has been agreed upon, any cancellation, unless for a serious illness or a death in the family, will result in a \$250.00 penalty to cover expenses incurred by AE on Advertising Costs, etc..

OPTIONAL: AE may choose an original work of one of the Artists for a show poster and may showcase this work at the event location prior to the show and for the term of the show at the showcase window (size of work 24" x 36"), copies of this work will be used on the ad media.

NOTE: AE can provide web development / photo / brochure services, please inquire about costs.

Agreed & Accepted:

Artist

Date

Art Expo NWA

Date

ART EXPO NWA

Advantages for Artists showing at the “Art Expo NWA”

1. Exposure at one of the largest and most exquisite open venues in Arkansas. (3 story, 15,000 sq. ft. building) in the main street of historic downtown Springdale, AR.
2. Being part of a National/International database of NWA artists.
3. Genesis will design and host the artist personal works on our ever-growing website: www.artexponwa.org which in turn, is sponsored worldwide by the **Genesis Virtual Art Museum Foundation**.
4. Having unlimited sales personnel working on your behalf at no cost to you, etc...
5. Our Artists participating in a featured event; may receive recognition on all of AE media releases, print, radio, television and Genesis websites. (www.dicksonst.com, www.nwaguide.net, Facebook as well as, other Social Media Sites)
6. Art Expo NWA is promoted monthly through a variety of media channels to all NWA residents, soon to become ubiquitous in the NWA art community.
7. Our special events will be enhanced by culinary delights and live music..
8. Currently in negotiations with area hotels, transportation services and media outlets to promote our Cultural Events and provide our artists with additional exposure.
9. Advertising, Public Relations and Marketing Campaigns: (3000 plus Database of High Net Worth individuals in Arkansas) to promote our artists.
10. Artist eligibility to the AE "Art Exchange Program" with other national Galleries, and in the other countries AE has Gallery relationships.
11. Part of the on-going funded, "NWA Razorback Greenway" Master Plan, for Springdale's Economic Development Program, via the Walking Trail System that will be running behind The Art Exchange and creating a community hub between Rogers and Fayetteville trail systems, generating a destination point to our Gallery for 2014.

