

The Gallery at WREN Submission Guidelines

Thank you for your interest in showing your work at the Gallery at WREN! Please review the following submission guidelines and note the required elements. Submissions lacking any one required element will not be considered. If you have any questions, please reach out to the Gallery Committee at hello@wrenworks.org.

Artist Name:
Artist Website:
Artist Facebook Page:
Artist Instagram Page:
Address:
Email:
Phone:
WREN Member: Y / N (If not currently a member, please submit a membership application found on our website. Exhibiting artists are required to be WREN vendors (\$75/yr).

Required Elements:

Artist statement & biography

Portfolio of work – Please submit work that pertains *only* to your idea for an exhibition. Links to social media accounts will not be accepted as portfolios. Please submit at least 10 images. Please submit your images as JPEG files (300dpi) via Dropbox, thumb drive, or Google Drive folder. Please title each JPEG with the name of your piece.

Exhibition proposal – Please describe your idea for an exhibition. What is the story your work tells, or is there a narrative or guiding theme?

Please answer to the best of your ability: Which other WREN member-artist(s) would you like to work with, or who do you think your work would pair well with? If you aren't sure, what style(s) of art do you feel your work would pair well with?

Optional: If you would like to include a resume or CV of related education, experience, and exhibition history, please feel free to include one with your submission.

Things to note:

All artists exhibiting in the Gallery at WREN must be or must be willing to become a WREN vendor.

The Gallery at WREN will only mount exhibitions of two or more artists. Please identify in your submission which artists you might like to work with. Preferences for pairings/groupings will be taken into account, but final arrangements of exhibitions and artists will be determined by the Gallery Committee.

Keep in mind that a 2-person show will require a minimum of 15 pieces of average size per artist, around 20 is ideal. This number can adjust for very large or very small pieces.

Exhibitions generally will be two months long. The schedule is January/February, March/April, May/June, July/August, September/October. Our annual member show is during November/December.

All work must be appropriately framed or finished for display. No clip frames or sawtooth hangers. Framing must be consistent and not mismatched. The back of the work must look as professional as the front.

Approximately 50% of the work needed for the exhibition must be completed at time of submission so the Gallery Committee can adequately assess artists' portfolios & proposals. 10 images must be submitted with your proposal.

All exhibitions at the Gallery at WREN will show approximately 10 pieces in the sitting room at the Adair Country Inn & Restaurant as part of WREN & Adair's "Arts at Adair" partnership. Selecting 4-6 pieces per artist to be shown at the Adair is mandatory. These 4-6 pieces count towards the total of 15-20 pieces per artist.

WREN will reserve at least one exhibition per year for a multi-member show to provide member artists without large bodies of work the opportunity to show in the Gallery.

For each exhibition, WREN will host an opening reception which exhibiting artists are required to attend. Exhibiting artists are also encouraged to hold an artist talk at the Adair for WREN members.

All gallery sales are subject to WREN's commission structure, which is 45% to WREN, 55% to the artist.

Exhibiting artists are expected to participate in marketing the exhibition through their own networks, social media accounts, and email lists. WREN has a strong social media presence, a robust website, and professional marketing, but all artists have their own networks and followings, and WREN's success is your success. A social media presence and/or website is strongly encouraged.

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 Executive Director and the Operations Manager, and advised by the Gallery Committee. The Gallery at WREN presents juried two-person and group shows in a professional, inviting and well-lit exhibition space on Bethlehem's Main Street. Exhibitors at WREN can expect:

- Promotion including print marketing, e-newsletters, social media events and promotional posts, media coverage and event listings in area newspapers.
- Guidance on creating a powerful show, handling all sales of your work, and connecting artists to buyers, other artists and supporters of the arts.

Preparing for the Show

WREN staff provides a timeline of important deadlines and dates leading up to the opening to help each artist stay on track with all aspects of creating and mounting a professional exhibition. WREN provides the facility, event coordinating, marketing and promotion. The artist agrees to take an active role in promoting the exhibit through their social media channels, websites and emails. WREN staff will hang all work from each show.

About the Gallery at WREN

For nearly 20 years, the Gallery at WREN 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 creative expression, and a place where the public can gather to enjoy the arts.

The Gallery presents at least five two-month long juried exhibitions each year. Each year, WREN members are invited to participate in our open-call group holiday show. This exhibition is always exceptionally well-received, and serves not only as a

supportive learning experience for new and emerging artists, but as a celebration of the incredible talent and diversity in our community. The Gallery at WREN hosts opening receptions, artist talks and other complimentary programming to enhance the experience and understanding of each exhibition.

The Gallery at WREN is proudly sponsored by the Adair Country Inn & Restaurant. This partnership provides an additional venue for each exhibition, as selections from each show are on display in the Adair's sitting room. The Adair also graciously hosts artist talks and other events for each exhibition.

WREN actively collaborates with other Bethlehem organizations to enrich the cultural calendar in our area. Collaborative events have featured film screenings and demonstrations in partnership with the Colonial Theatre and Rek-Lis Brewing Company.