

UPDATED 12/15/24 (Shelley)
Show Preparation for Exhibiting Artists:
Responsibilities and Deadlines

Publicity and Marketing Team:

Mela Delgado- Eblasts, social media, ad placement, video editing / posts assets to Drop Box

Patti Trimble- Press Release writing and distribution

Ariel Mulvaney- exhibition postcard design

Shelley Rugg- photo and video documentation of exhibitions, including video walk thrus

Rob Corder (Board Member)- graphic design and social media posting

Sherrie Lovler- Sends deadline reminders to artists

Dear 2024 Exhibiting Artist:

PUBLICITY DEADLINES

The following schedule outlines important task-related deadlines for your upcoming exhibit at Gallery Route One, including your responsibilities as an exhibiting artist, and the specific materials we need for publicizing the exhibit.

Please read through the information below and make careful note of the deadlines! The due dates are set by publications and social media lists, and we don't want anyone to miss out on publicity.

SENDING YOUR DOCUMENTS AND IMAGES:

All materials mentioned below should be sent to Mela Delgado, the Publicity and Marketing Coordinator to the following email address: meladelgado@me.com

It is preferred to provide your materials as separate attached documents.

Please email or call/text Mela at 510.409.4160 with any questions you may have before the deadline.

8 WEEKS BEFORE OPENING:

POLICY FOR LATE SUBMISSIONS

IMPORTANT, if you are late submitting your requested materials, you will not be included in advanced press releases, other than your name.

Send this to Patti, our Press Release writer, and please cc Mela. You can reach Patti at 707.360.8189

1. 1 Your show title
2. 2 A single-sentence description of your exhibit
3. 3 Artist's statement about the work in the exhibit (1 or 2 paragraphs), Any highlights of your bio, in life or art.
4. 4 Short bio and CV/résumé
5. 5 Also, If you have any events related to your show (performances, film screenings, etc.) please send a notice, even if the dates for those events are still to be determined.
6. **2 – 5 images of your work.** Images should be at least 2400 pixels on the long side. Image jpegs must be named with the following information: your name, the title of the work, the medium, the size.

A specific format is required. *Example:*

MollyLivingston_EarlyMorning_MultimediaCollage_12inx12in.jpg

7. Identify your image choice for the postcard materials and poster
8. Your website address if you have one, or where else your work can be viewed on the internet.

9. MORE INFORMATION REQUESTED FROM OUR PR WRITER:

To highlight your work and invite a wide audience, we'd love to hear a little more about your work, Please send me a few answers to 1 or 2 of the following questions, in simple words. Or if you want to schedule a short zoom conversation, email me, Patti Trimble, at pmtrim@gmail.com

*What ideas, themes, and questions—social? personal? formal?—is your work concerned with?

*Is there something unique or unusual about your personal creative practice? Something that surprises you?

*Why do you use specific materials or methods?

*Where would you place yourself in art history? Your influences?

*And in your personal history? How did the specific work in the show develop? What brought you here?

1 WEEK BEFORE OPENING:

Schedule with Shelley to shoot your walk-through video at the end of installation week, before opening day.

EXHIBITION INSTALLATION:

- Walls are patched and painted on Monday of installation week. Outgoing artists are responsible for this task.
- Deliver artwork to the gallery on Tuesday. Any other arrangements should be made in consultation with the other exhibiting artists. It is important to coordinate your installation with the artists who are installing or deinstalling work.
- Contact Bruce (Installation Coordinator) for questions or concerns regarding installing your work. (415) 847-1145. You can also refer to the Best Practices for Exhibiting Artists document.
- Will Thoms sets the lights. If you have specific lighting needs, give him a call. (415) 218-2298.
- Map out a general plan for your installation by placing work against the walls, reconsider as needed, then install the work by the Friday before your opening date. Ask for help from fellow artist members as needed.
- Prepare signage for your exhibition with your name and the title of the show.
- Make and install your wall labels (**without prices**).
- Print out your artist's statement, artist's resume and bio.
- Place at least three copies of your price list in transparent sleeves and set them out for viewing by gallery visitors.

OTHER ARTIST'S RESPONSIBILITIES:

- Artists are expected to promote the exhibition to their own contacts.

- Prepare a short artist's talk about your work, to be given on video and during your reception (optional but encouraged).
- Retrieve any unsold artwork on the Sunday night or Monday following the last day of your show.
- Repair nail holes in the wall and spot repaint as needed after removing your exhibit.

WHAT THE GALLERY WILL DO FOR YOU:

- Provide premises, general support for your exhibition, and publicity as noted above but also including mass emails and social media posts
- Create the consolidated show card which will include information about your show
- Create a 44 x 50" poster to be placed in one of the south-facing windows
- Provide a professional space which includes good lighting
- Provide website additions in support of the show
- Provide gallery-sitting staff/members who will be able to address your exhibit in a professional manner
- Consult with the artist in the event of questions, issues or problems
- Maintain accounting of sold work and issue relevant statements and payments

PRESS/MEDIA

Standard press releases and & calendar requests are always sent to the following publications (usually placed/published though not guaranteed):

Pt. Reyes Light, Pacific Sun, The Bohemian, Marin Magazine, Marin Arts, Marin Independent Journal, SF Chronicle,
San Francisco Bay Guardian, Marinscope, SF Examiner, Oakland Tribune, SF Bay Area Gallery Guide/Viator,
SF Bay Times, SF Bay View Newspaper, East Bay Express, Press Democrat, Petaluma Argus Courier

Press releases & calendar requests sent intermittent successes:

Milpitas Post, Sacramento Gazette, Santa Cruz Sentinel, West Portal Monthly, South Novato Newspaper, Dixon Newspaper, Alameda Sun, San Leandro Times, The Ark, Contra Costa News Register, Palo Alto Times
Piedmont Post, La Oferta Newspaper, Daily Journal, Aptos Times, Sacramento Observer, Mountain View Voice, Manteca Bulletin, Sonoma Index Tribune, Press Democrat. Tri City Voice, San Jose Mercury News, Brentwood News, Foster City Islander, Saratoga News, Sacramento Bee

Potential national options:

Art in America, Hyperallergic, California Art Magazine, others...open to suggestions!