

## **BWAC**

Brooklyn Waterfront Artists Coalition

481 Van Brunt Street, #7/7A

Brooklyn, NY 11231

June 21, 2018

Dear BWAC Member:

Happy Summer!

As a BWAC Member, you are ACCEPTED to the BWAC Member Exhibit: **SUMMERSCAPE**- BWAC's Summer Pier Art Show, July 28 – August 19 2018, and part of BWAC's 40th Anniversary year.

*Show Chair Brian Keogh offers this definition of **Summerscape**:*

***Summer**: the warmest time of the year in the Northern Hemisphere between the summer solstice and the autumnal equinox (in 2018, the 21st June and 23rd September).*

***-scape**: a suffix denoting an extensive view of something. [[Dictionary.com](http://Dictionary.com)]*

We are inviting artists to interpret their extensive view of summer; summer in the city, in the country, in the suburbs, on land and sea, in memories, dreams, and yearnings. Whatever escapes from your imagination, whatever says summer to you, we would like you to exhibit.

As usual, the center aisle will be reserved for "themed" works. Themed Works may include a short Artist's Statement or Narrative, *if* it is emailed to [bwacinfo@aol.com](mailto:bwacinfo@aol.com) by July 15. Other works will be exhibited in the outer aisles.

Sincerely yours,

Brian Keogh

**Chair of the Summer BWAC Membership Exhibit 2018**

### ***Details***

#### **Body of Work:**

This show is our annual opportunity to exhibit a large body of work. You can hang your own show-within-a show. Work previously displayed at BWAC is welcome. Some have used this as a retrospective show for their whole artistic career. One large, or two small, panels are included with your already-paid annual fee. Additional large panels (up to 3) can be purchased for \$40 each. Additional small panels (up to 6) can be purchased for \$25 each. If you volunteer for an extra 6-hour shift, you will get \$75 credit toward the extra panel(s). Please note on the online scheduling form that you are considering exhibiting a "body of work". Plan ahead, as we expect to run out of panels during the last days.

## Membership Participation Requirement:

BWAC is Artists helping Artists, and together we put on our Member Art Show.

For the summer member exhibit, [Summerscape](#), the volunteer work requirement is a minimum of 12 hours. If you didn't participate in the Spring show, you will also be responsible for the Annual Membership 6 hr. volunteer requirement. The volunteer requirements may be done at the Pier, usually in 6-hour shifts, or on a project basis by arrangement.

- Volunteer NOW for Registration, Site-Prep, or Art Installation! Be proactive and contact [bwacinfo@aol.com](mailto:bwacinfo@aol.com) NOW.
- If you will be doing "at show" volunteering including Greeter/Art Sales (Red Dot), Cafe/Hospitality, Show opening and Show Closing, you will be able to select your days during Registration.
- If you have interest in or indicated interest in Public Relations, Media, Press Releases, fundraising or event planning, please be proactive and contact [bwacinfo@aol.com](mailto:bwacinfo@aol.com).

## Registration and Space Assignment:

Please [reserve a time slot](#) to bring in your artwork. There are three Registration dates from which to choose: **Sunday, July 8th, 12:00-4:30PM, Thursday, July 12th, 4:00-7:30PM, and Saturday, July 14th, 12:00-4:30PM.** Choose a day and time on the scheduler to bring in your artwork and [your registration form](#). **[Here is the Link to the ONLINE SCHEDULING FORM.](#)**

**The size and location of your panel** will be assigned at Registration when Brian and assistant-chairs review your artwork. Bring in all the work you propose to exhibit, from which Brian will select pieces for the show. [Additional guidelines on the Registration Form](#) will be provided to aid you in selecting and hanging your works. [Here is the link to the registration form to bring with you.](#)

### Installing Your Work:

*Two-dimensional work:* You will be doing the hanging. Please follow the Hanging Guidelines. All works on paper must be framed. Paintings should have a finished edge (either painted or with molding). Bring your own tools and supplies. Do not use glue or double-stick tape. Once you have it hung and it's been approved, you will receive customized labels for your artwork. You install these labels. BWAC provides the lights and lighting. *No explosive or foodstuff will be allowed.*

It is your responsibility to come on PROOF DAY, July 15<sup>th</sup>, to inspect your work.

If hanging is just not your thing, BWAC will hang your artwork for you for \$10 per piece. Notify the chair and pay at the desk. Hanging will generally be done in order of receipt, but might not be able to be hung on the day you registered due to time and volunteer availability.

It is your responsibility to come on PROOF DAY to inspect your work.

*Sculpture/3D:* BWAC has a limited number of pedestals available that will be distributed on a first come first serve basis. If you have your own pedestal(s) you may wish to bring your own. Sculptors may be able screw into the wood floor using metal "L Brackets" for stability.

### Auction Contributions:

The Auctions are an effective way to expand your collector base *and* support BWAC. Contribute pieces for the Silent Auction ([Auction day is August 19th](#)) that you believe best represents your work. It has been our observation that artworks in the Auction are highly scrutinized by our visitors and leave a lasting impression. The better your pieces, the greater the likelihood is that a guest will be interested in your individual panel. Your panel number is displayed on your auction label. We encourage you to contribute up to two pieces no larger than 30" in any dimension. You will receive **25%** of the selling price on all pieces sold.

There are five auction levels:

"Retail" Price Range	Category	Minimum Bid	Take it Now price
\$50-\$100	AFFORDABLE	\$50	\$150
\$100-\$150	LOW	\$100	\$200
\$150-\$450	MID	\$150	\$500
\$450-\$800	HIGH	\$450	\$850
\$800 and up	PREMIUM	\$800	\$1000

If work is sold as Take-It-Now, you can replace it. Auction contributions are accepted on all check-in days. Be sure to register your auction work and put your name and title on the front and back. (labels are at BWAC OFFICE Registration desk).

**Artists' Resumes/Black Binders:**

Each artist can insert up to five two-sided pages into our black binders. If you bring more than one page, you might want your cover page to be inviting and well designed. You may include your resume, images and reviews of your work in the Binder. BWAC will provide the clear plastic page protectors.

**Sales and Promotion:**

We encourage you to offer your work for sale and for you to *promote your participation at the BWAC Gallery Exhibit and your work to friends, family and your patrons via email and social media*. BWAC will take 30% commission with a \$20 per piece minimum commission. Most sold works will be given to the customer at the time of sale. We try to notify you by phone or email on the weekend of the sale. You can replace sold pieces. You and the buyer must arrange delivery of any larger piece than 30".

**Liability:**

BWAC does not have art insurance. All work is exhibited at the risk of the artist. Make sure your work is securely installed. BWAC will not be held responsible for loss or damage.

**Important Dates:**

- Registration/Installation Summer Show: Sunday, July 8, 12:00-4:30 PM, Thursday July 12th, 4-8:00 PM, and Sat July 14th, 12:00-4:30 PM
- Artists' Proof Day: Sun, July 15th from noon – 3PM (to check hanging, labels, artist statements, Black Book, Auction, etc.). It is your responsibility to come on PROOF DAY to inspect your work.
- Final Prep: Mon-Fri, 7/16 – 7/27, 11:30 – 4:00 PM (6 hours credit for 4.5 hours work).No cancellations please.
- Opening Day! Saturday July 28th 1-6 with Meet the Artists Reception with music by *Myrna & the Bulldog and Allergic to Bs*,
- Take Down Summer Show: Sun August 19th 6:00-8:00PM, Thu August 23 4:00-8:00PM, Sat/Sun Aug 25/26 11:00 - 3:00PM

Works left after Friday, September 7, 2018 become the property of BWAC and will be disposed of as BWAC sees fit.