



## 2020/2021 Evelyn Peeler Peacock Gallery Solo Exhibition Guidelines

The ARTS Council of the Southern Finger Lakes  
79 West Market Street, Corning, NY 14830

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### About

The Evelyn Peeler Peacock Gallery serves as a primary resource for artistic and professional growth for emerging artists in the Southern Finger Lakes. The Evelyn Peeler Peacock Gallery features a wide range of exhibitions throughout the year including solo exhibitions, member exhibitions, and regional juried exhibitions.

Solo exhibition at The Evelyn Peeler Peacock Gallery assists emerging artists as they grow professionally and explore their media. Through a juried process, artists will be chosen for solo exhibitions that provide them with increased gallery experience and promotion.

Located at 79 W Market Street in the heart of Corning, New York's Historic Gaffer District, the gallery is housed in the famous Hawkes Glass Building. With two spacious street facing windows, 12 foot tall industrial ceilings, and a telescoping light system the gallery is ideally suited for solo exhibition.

Learn more about [Evelyn Peeler Peacock](#), the inspiration for the gallery.

### Solo Exhibition Awards

Two solo exhibitions will be awarded, one occurring in Fall 2020 and one occurring in Spring 2021. The ARTS Council has final determination in assigning show dates.

Each award includes the following:

- Solo exhibition
- Mentorship with an established artist
- \$500 stipend to help offset production fees
- Promotion, marketing, and opening reception events

\*See addendum for more details regarding the award.

### Artist Eligibility

All artists must meet the following basic eligibility requirements:

- Artists must be a resident of New York State or Pennsylvania. Priority is given to local artists.
- Artists must be emerging. Emerging artists are defined as artists who have not held a solo exhibition in a space solely dedicated as a gallery space. Student or thesis shows do not count towards this requirement.
- Artists must be 18 years or older
- Artists must not be currently enrolled in a full time higher education degree program

## Artwork Eligibility

- Artists have sole discretion in choosing work
- Work of any medium and theme can be exhibited including wall art, floor standing, and pedestal work
- Artwork must be original art created by the artist
- Hanging work must utilize the gallery's hanging system
- Wall art may weigh up to 50 pounds
- Unless intended for hanging or floor standing, pedestal work must fit on a 10x10 inch pedestal top
- Artists must provide specialty mounts, stands, or displays if work cannot utilize the gallery's hanging or pedestal system.
- Artists must provide all work suitably presented and ready to install
- Artists are responsible for installing work in consultation and assistance with the Gallery Curator

## Application Submission and Deadline

The application deadline for the Fall 2020 & Spring 2021 solo exhibitions is 11:59pm on Friday, January 17, 2020. Applications are submitted online through our online application system at <https://earts.submittable.com/submit>.

The completed application consists of the following:

- Artist Information
- Exhibition Information
- Artist Resume or CV
- Artist Work Samples
- Supplemental Materials

## Selection Criteria & Process

A review panel consisting of artists, gallery professionals, and ART Council staff will evaluate each application via a merit-based process based upon following selection criteria:

- Artistic Work Samples
- Interest
- Exhibition Concept
- Feasibility
- Mentorship
- Overall Application Quality

## Acceptance Notifications

Notifications will occur by February 7, 2020. All applicants will receive their stipend once a signed exhibitor agreement along with a completed IRS W-9 are returned. Email is preferred.

## Application Assistance

It's highly recommended that artists take the opportunity to discuss their application with Chris Walters, The ARTS Council's Grants Manager and Gallery Curator at [chris@eARTS.org](mailto:chris@eARTS.org) or 607-962-1332 x205.

## Addendum

### Promotion & Marketing

- The ARTS Council will promote the exhibition via press release, website, social media, and weekly e-newsletter
- The ARTS Council will print postcards for mailing and distribution. The Artist may provide a list of names and addresses to include in a mailing paid for by The ARTS Council
- The ARTS Council will print vinyl lettering
- The ARTS Council will create the postcard, utilizing feedback from the Artist
- The Artist shall cooperate with local media
- The Artist shall provide requested marketing and promotional materials (resume & artist statement, publicity photos, exhibition inventory, etc) by a date determined by The ARTS Council.

### Installation and Deinstallation

- The Artist will have sole use of the gallery space for the solo show
- The Artist will have 5 days for installation of work and 7 days for deinstallation of work
- The Artist is responsible for installing and deinstalling the solo show, preferably in conjunction with the support and guidance of the Mentor
- The Artist is required to meet with the Grants Manager & Gallery Curator to go over installation plan and gallery usage.

### Opening Reception & Preview

- The ARTS Council will host a private, preview reception and a public, opening reception, providing food and beverages.
- The Artist will be present for the duration of the private and public opening receptions and provide an artist talk at each.
- The Artist's mentor is also expected to attend the receptions and talk about the Artist.

### Artwork Sales & Insurance

- If all or part of the artwork is for sale, it may be sold by The ARTS Council, which will retain a thirty percent (30%) commission on any work sold during the exhibition, and collect and remit all applicable state and county sales tax. Payment will be made to the Artist by The ARTS Council no later than 30 business days following the close of the exhibition.
- Sold artwork will be released upon the de-installation of the exhibition. Exhibition content will remain in the gallery throughout the exhibition duration, unless removed with the express prior consent of The ARTS Council.
- Artwork exhibited in the Gallery is fully insured while the work is on exhibit and for up to 30 days following the exhibition closing while such artwork is on the premises (coverage is for 75% of selling price, or value, of each item). Items market NFS must list a value in provided inventory.
- The Artist is solely responsible for damage, theft, or destruction during transportation to and from the Gallery. Artwork unclaimed after 30 days from the exhibition closing will become the property of The ARTS Council.