



WHY VALLEY ART GALLERY?

Attractive Venue

Downtown Walnut Creek Gallery

Marketing

**Gallery website with individual artist pages valleyartgallery.org
Public relations campaigns for every event**

**Brochures, collateral materials
E newsletter to all customers and members**

Rental Program

Unique Rent-to-Buy program encourages art sales

Shows and Events

**Two new-work exhibits every year
Featured artist program
Special exhibits
Opening receptions
Featured artist talks**

Artist representation

**Represents artists in sales and rental transactions
Collects state sales tax on sales and rental transactions**

Non Profit Gallery

Run by volunteers since 1949

How can I display my paintings at Valley Art Gallery?

Acceptance as an exhibiting artist with Valley Art Gallery is a juried process. New artists are accepted once a year in, usually in January, and featured in an introductory show, usually in February. New collections of work from the VAG associate and stable artists occur semi-annually, usually in March and September.

New artists should plan to enter 5 - 7 paintings for jury consideration. Once accepted, artists must become members of Valley Art Gallery. Annual dues are \$70.

Paintings are judged for artistic quality and salability in our market area. All pieces are available for both rental and sale.

Diversity of media

We welcome a diversity of two dimensional art media including oil, watercolor, acrylic, mixed media, pastel, ink, monoprints and etchings, etc. Style can be abstract, representational or experimental.

How do I apply?

Interested artists new to the gallery should complete the attached application and bio sheet so that they can be invited to submit work for the new artist show. The application form may be dropped off in person, mailed via USPS, or emailed valleyartgallery@gmail.com to the gallery.

Prospective artists are notified by email of the jury date and hours, usually a Saturday between 11 am and 3 pm, and will be asked to call the gallery to set an appointment time.

A nonrefundable jury fee of \$10 for 5 - 7 paintings is collected when paintings are submitted. If your work is accepted, you are required to become a member of Valley Art Gallery at \$70 per year.

If an accepted new artist's work does not rent or sell during the following six month period, they may be asked to participate in the new artist jurying process the following year. Only original work is accepted.



VALLEY ART GALLERY - NEW ARTIST INFORMATION

10/2014

Ongoing relationship

Once your paintings have rented or sold, the semi-annual exhibit process is slightly different. All pieces are still juried in during our twice a year process. No entry fee is required for members of Valley Art Gallery and up to 7 pieces can be submitted for consideration.

Individual pieces which have not sold or rented for six months may be returned to the artist.

Artists may recall their unsold, unrented paintings by making a special request to the gallery. With timely notice, paintings out on rental may be recalled at the end of the next three month rental period, however, the current renter gets the option to purchase the painting at that time.

The commission story...

Although VAG is a nonprofit organization, staffed and run by volunteers, we do charge a commission in order to keep the gallery in business. When paintings are sold, 65% of the sales price is returned to the artist less any rental fees already paid to them. 70% of rental fees received from customers are paid to artists. We provide you with an IRS form 1099 if your VAG annual income is over \$600.

Our website

Each artist member has a page on our website that includes their artist's statement and up to six images of their work. The artist provides their statement and digital images that fit the website's requirements (directions and information will be provided).

Any work included on the website is considered to be part of the gallery's inventory and, as such, subject to the standard commission structure if there is a sale. The artist can request to have their images changed and their artist statement updated as works sell or become unavailable to Valley Art Gallery.

How rentals work...

Rentals are a very important part of the success of Valley Art Gallery. Customers unsure if paintings will work well in their homes or businesses can rent them for as many as many three month periods as desired. The customer receives 70% of the rental fee credit for a maximum of four rental periods. Rental fees are based upon the sales price.

Framing criteria

Offered work on paper must be carefully framed in wood or metal. Matting must be clean and neatly cut. Frames should be simple, not ornate. Paintings on stretched canvas may be framed or not, as long as the sides are finished or clean.

Acrylic, not glass, must be used for all paintings, except for pastel paintings.

Paintings should have wire for hanging (no sawtooth hangers) and the cut wire ends should be taped.

The artist's name and the painting's title should be written legibly and securely on the back of the painting.



VALLEY ART GALLERY - NEW ARTIST APPLICATION

10/2014

NAME: _____ (As used for financial stuff)

PROFESSIONAL NAME: _____ (How you sign your work)

STREET ADDRESS: _____

CITY: _____ ZIP: _____

TELEPHONE- HOME: _____ MOBILE: _____

EMAIL ADDRESS: _____

WEBSITE: _____

CURRENT MEDIA: _____

(Examples: watercolor, acrylic, oil, pastel, mixed media, collage, monoprints, etching)

STYLE: _____

(Examples: abstract, representational, experimental, figurative, landscape,)

IF YOU ARE CURRENTLY EXHIBITING YOUR WORK, PLEASE PROVIDE INFORMATION ON VENUES AND LOCATIONS:

IF YOU HAVE A WRITTEN BIO/ARTIST STATEMENT/CV, YOU MAY SUBMIT IT ALONG WITH YOUR APPLICATION FORM.