



## **Waterloo Arts Gallery**

15605 Waterloo Road

Cleveland, OH 44110

[kayli@waterlooarts.org](mailto:kayli@waterlooarts.org) (Gallery Manager)

### **ABOUT:**

Waterloo Arts now hosts 6-7 exhibitions in its main gallery per year, with a limited number of shows originating from the organization's larger programming objectives and seasonal thematic interests. The organization celebrates art's connection to culture, and it strives to provide opportunities for people to access and appreciate art at all levels.

Exhibitions at Waterloo Arts Gallery are selected by a volunteer committee of local artists, arts educators, and emerging curators. The Gallery Committee prioritizes exhibition proposals: 1) that feature artworks or creative projects that have not been formally exhibited before, and 2) whose content shows potential for re-engagement, re-activation, or further exploration during the course of the show, by way of public event(s).

### **TIMELINE:**

**APPLICATION PERIOD - 6-9 months in advance of exhibition opening**

**NOTIFICATION OF ACCEPTANCE - 4-6 months out**

**EXHIBITION DEVELOPMENT, MEDIA & MARKETING - 2-4 months out**

**FINAL SOCIAL MEDIA PUSH - 1-2 weeks out**

**INSTALLATION - 3-7 days out**

**OPENING RECEPTION - 6-9pm on the First Friday of the month**

**EXHIBITION DURATION - 6 weeks**

**ARTIST TALK/PUBLIC EVENT - \*decided in consultation with Gallery Manager\***

**DE-INSTALLATION - 1-7 days after close**

**SALES PAID - 1-2 weeks after close**

### **ARTIST RESPONSIBILITIES:**

- regular communication with gallery regarding exhibition concept and development
- contribution of a high-resolution image for promotional materials
- shipping and/or transport of their artworks to and from the gallery
- co-conception of public event related to exhibition (with gallery support)
- completion of necessary paperwork including w-9 and loan agreement form

### **GALLERY RESPONSIBILITIES:**

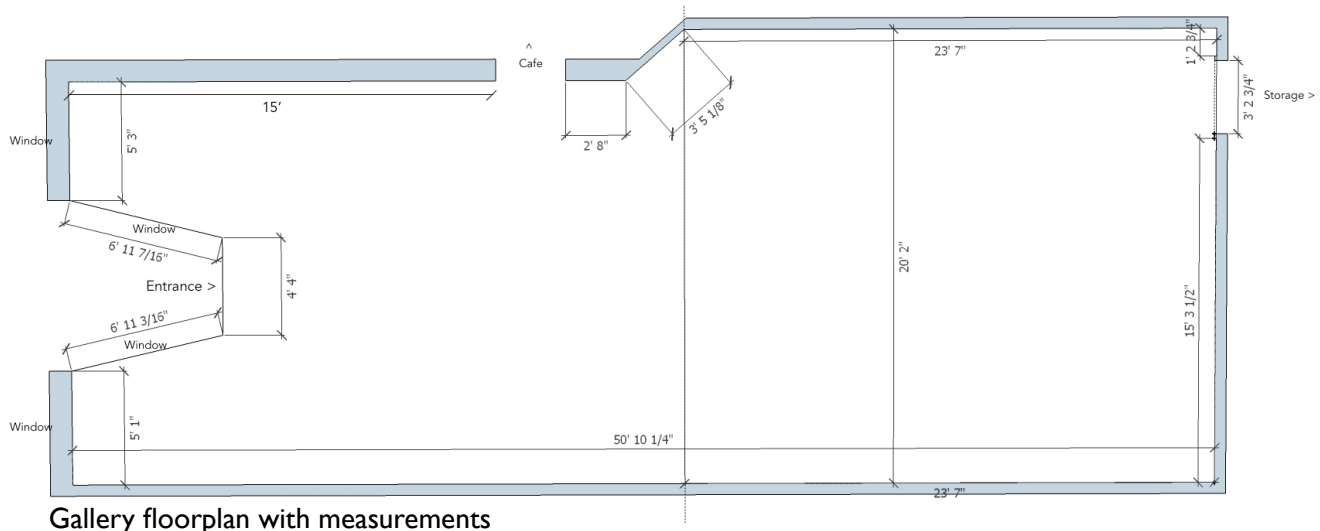
- promotion of exhibition online and in print
- production of gallery text and statement (if not provided by artist)
- production and printing of 4x6" promotional showcards, wall vinyl, and gallery price lists
- installation and lighting of artwork
- hosting and promotion of public reception and regular viewing hours
- facilitation of sales during exhibition
- organization and execution of exhibition-related public programs
- gallery "reset" following exhibition

### **GALLERY SPECS:**

General dimensions: 20' W x 50' L x 10' 8" H

Linear feet available for display: ~111'

*\*Limited pedestals, monitors, display hardware, shelving/specialty display furniture available for use.*



### SELECT EXHIBITIONS:

*God, Houses, y Automobiles*, Miguel Rivera-Vera - October/November 2021

*New Beginnings*, curated by Davon Brantley, featuring works by Stina Aleah, Ashley Bohanon, Amirah Cunningham, ChristaFreehands, Kacey Gill, Destyni Green, Celena E. Higginbottom, Younghyeon Ryu, Euneata Walker, and Lauren Webster - January 2021

*Look At Me!*, The Superhero Project (led by Lisa Kollins) - February/March 2020

*Mirror, Mirror*, Lane Cooper, Erin Duhigg, Amber Ford, Amber Kempthorn, Katy Richards, Nikki Woods - October/November 2019

*Some Disassembly Required*, Dan Miller - August/September 2019

*B-Side*, Martinez E-B - October/November 2018

*From the San Juan to the Cuyahoga*, artist books from Ediciones Vigía (Cuba) - April/May 2017

### GALLERY IMAGES:



Opening reception (exterior), *Mirror, Mirror*, 2019



TGIF, 2021



2020 Waterloo Arts Juried Exhibition



Opening reception, *New Beginnings*, 2021



Empty gallery, back to front