

## **HOW TO PLAN AN ART EXHIBITION: TO DO/ CHECK LIST**

Generally most exhibitions are planned over a time period of 1 to 2 years. Some exhibitions can be executed in a short timeframe of 6-12months or less. This timeline for planning an exhibition is based on approximately a 12month timeframe with room for flexibility.

Countdown to exhibition...

### **12+ months to go**

- Refine your theme for your show based on your application submitted for your Main Street Gallery exhibit. Developing a theme for an exhibition involves planning and integration. Determine the desired outcome (i.e. are you sharing thoughts, observations, or factual information?), your career goals, your budget, and how the exhibit will interact with or affect the gallery space.
  - Brainstorm a few options that most closely match your interest level, intent, and career goals. Look at your timeline and budget.
  - Feel free to contact KAAHC to discuss past shows, client demographics, or space and content limitations that may influence your decision.
  - Sketch a few pieces that demonstrate the themes and notice intuitive and visual reactions that may sway the final choice.
  - Review exhibits online or at galleries and museums with similar themes and record how the proposed idea brings new information or concepts to light rather than regurgitating a previously presented theme.
- Draft up a budget (source quotes for: materials, invitations, postcards, catering, framing)
- Research potential funding sources if your resources are not adequate

### **12 months to go**

- Start sourcing materials (i.e. canvases, paints, framing).
- Begin creating if you are ready.

### **9 months to go**

- Start working if you haven't already done so.

### **3 months to go**

- Design and draft postcard invitations

- Have a general idea of invitation design.
- Postcard invitation must include:
  - Title of exhibit and name of artist(s)
  - Date, time and location of opening reception
  - Date, time and location of artist's presentation
  - Gallery hours
  - KAAHC logo and return address
  - Logo of gallery sponsor (Guardian Flight)

### **2 months to go**

- Finalize postcard and have KAAHC staff proof
- Send postcards to printers. The KAAHC mailing list is roughly 1,000. Printing a minimum of 1,100 allows for extras to be given out at the gallery and dispersed around town at venues of your choosing. Allow 2 weeks for printing (and an additional 1 week for shipping if applicable.)

### **6 weeks to go**

- Write your artist statement
- Update your social networking site or website with information on your upcoming exhibition
- Remember your artwork MUST NOT have been shown in Ketchikan prior to your exhibit—this includes digitally and in social media.

### **4 weeks to go**

- Complete final touch ups and changes to artwork.
- Start drafting artwork details for price list. For pricing, think about how much framing cost, the expenses of materials used, the value of your time, and if this is an exceptional piece. (Refer to *Artwork Pricing Guide* as needed.)
- Start writing exhibition statements (brief blurbs on each artwork about inspiration, technique, subject matter etc) if desired
- Pick up printed address labels from KAAHC to label postcards

### **3 weeks to go**

- Organize appetizers for roughly 200 people for the opening reception, whether that be with a caterer or friends and family that are willing to contribute
- Design and print posters if you choose to do so. Posters are optional, but helpful in marketing a show. KAAHC staff is available to help with proofing and layout design suggestions
- Create a PSA at KRBD to advertise the show dates, opening reception and artist presentation

### **2 weeks to go**

- Take labeled postcards to KAAHC for mailing
- Get artwork ready to hang, including hanging wire or brackets
- Update your website and/or other online social networking sites with information about the exhibition. Photos that hint of what is to come are ideal, but don't show too much online before the show!
- If posters have been created, hang posters
- Contact radio stations to schedule interviews:
  - KRBD – Maria at 225-9655
  - FIRST CITY FORUM – Jonathan at 225-2193 11-noon on KTKN/Gateway Country
  - KFMJ – Anita at 247-3699
- Talk to Program Director to schedule when artwork can be brought to the Main Street Gallery and when hanging can take place
- *\*\* If serving alcohol at the opening reception, talk to KAAHC staff! \*\**

### **1 week to go**

- Email contacts and media with invitations and artist statement of upcoming exhibition opening and launch
- Touch base with those that are providing appetizers for the reception to confirm all is as planned
- Email KAAHC Program Director your artist statement and your list of artwork including descriptions, materials, and pricing

### **Week of Opening!**

- Bring artwork to KAAHC gallery

- Plan to start hanging your show on the Wednesday prior to your opening (unless otherwise agreed on by KAAHC)
  - The KAAHC Program Director can help as much or as little as you need with setting up your exhibit!
  - Please refer to the *Gallery Hanging Guidelines* included in your acceptance packet.
- Send reminder emails of upcoming opening

### **GENERAL TIPS & ADVICE FOR YOUR GALLERY EXHIBIT**

- Aim to be finished 2-4weeks prior to your installation when planning your timeline. Take into consideration school holidays if you have kids, family and friends visiting if you live far way, illness if your susceptible to getting colds and flu's and bed ridden
- Marketing is crucial. Advertise and promote your upcoming exhibition every where as you reach a wide audience and hopefully get those people attending your exhibition.
  - Look for FREE event listings online.
  - Contact any local art organizations you're a member of to publish in their e-bulletins and e-newsletters
- Keep your invitations and business cards on you always to hand out. You never know when it is a good opportunity to network!