

MFA Thesis Exhibitions at the SoFA Gallery

The following fact sheet should assist you in planning your MFA Thesis Exhibition in the SoFA Gallery. **This information is on our website located at www.fa.indiana.edu/~sofa.**

Please contact the Gallery if you have any questions:

Phone: 855-8490

Email: roff@indiana.edu

EXHIBITION PROPOSAL

All MFA students that are exhibiting at the SoFA Gallery and the IU Art Museum are required to submit a detailed proposal of their exhibition plans. The proposal should include information about your work (this might be an extension of your thesis statement) and any decisions and plans that you have made about preparing and displaying your work in your MFA show. It should include details about space preparation or alteration, materials, the use of sound, smell, or unusual substances and materials, video, audio, computer requirements, or other technology. It should also include the number of pieces to be exhibited, space requirements, and the relationship of your pieces to works by other artists in the gallery space.

The exhibition proposal is a useful way to solidify ideas about plans for your exhibition, allowing the IU Art Museum and the SoFA Gallery to anticipate security or safety requirements. It also helps to promote your exhibitions to the press and for you to become more familiar with your work.

Please see MFA Thesis Show Proposals for more information.

Proposals are due February 2nd, 2007. Please deliver proposals to Rob Off at the SoFA Gallery or Jen McCommas at the IU Art Museum.

MFA GALLERY TALKS

MFA students will be required to give a 10-15 minute public gallery talk about their work during their exhibition. Gallery staff will contact you to schedule the talk. They will be promoted to the School of Fine Arts, the University, and the general community.

ARTIST STATEMENT

MFA students are asked to provide the Gallery with a one-page artist's statement that can be installed in the Gallery with their work. This statement should be provided on CD. **See label information for formatting.**

ORGANIZING THE EXHIBITION

Here is a checklist to help organize your exhibition:

- ✓ **You must attend three meetings.** There are three mandatory meetings for all BFAs exhibiting in the SoFA Gallery.
- ✓ The first meeting **Friday November 3rd** is held to go over gallery policies. Gallery staff will discuss the policies and scheduling of BFA shows and distribute necessary handouts.
- ✓ The second meeting, during the planning stages of your exhibit, is held with your scheduled group at the Gallery to discuss layout and installation needs.
- ✓ The final meeting is Monday at 10 AM when installation begins. This meeting is to finalize installation and reception details.

- ✓ **Eight to ten weeks before the exhibition:**
Plan your exhibition announcement. Order from Modern Postcards or go to an independent printer to discuss costs and the time it will take to produce the announcement. See “Publicity” below for more information.

- ✓ **Four weeks before the exhibition:**
Write your press release and distribute it to the press list.

- ✓ **Three weeks before the exhibition:**
Mail out and distribute your announcements.
Locate pedestals and cases needed. Contact Rob Off at the SoFA Gallery.
Determine whether pedestals/cases will need repainting or repairs.
Determine placement of work in gallery.
Purchase required glass or plexi-glass for drawings or prints.
Determine and purchase required hardware and supplies for the exhibitions: nails, screws, L-screws, tape, wire, paper for labels, vinyl lettering for titles, paint (water-based latex), painting equipment, glass cleaner, etc. The Gallery will provide what it has available, but the exhibitor should provide necessary supplies and materials.

- ✓ **The week of installation:**
All exhibitors must attend the MANDATORY meeting at 10 AM Monday to discuss final exhibition/installation details. Installation should begin following this meeting.

- ✓ Make sure you have sufficient help to install your show. The Gallery will provide some advice and assistance, but will not install the work for you. **Gallery staff will do all of the lighting for the exhibitions -- please do not move or remove lighting fixtures. Only Gallery personnel should move vitrines and vitrine tops.**

PLEASE NOTE: All the expenses related to MFA Thesis Exhibitions are the student's responsibility. We have no funding for student exhibitions.

PUBLICITY

If you are using a professional printer to print your exhibition announcement, you should plan to submit your original artwork (layout) to the printer eight weeks prior to the opening date of your exhibition. Your announcements should be mailed out and posted at least two weeks before your opening reception. Compile a mailing list for your announcements. If possible, make address labels in advance to be placed on printed materials. The cost of the mailer, printing, and postage is the exhibitor's responsibility. You can talk directly to the printer about layout and paper, use of photos, cost estimates, etc.

Information to include on your exhibition announcement:

Your name or names

Title of show (if applicable)

Media

Inclusive dates of exhibition

Date and time of reception

Location of exhibition (School of Fine Arts, Indiana University, Bloomington)

Gallery hours: Tuesday – Saturday 12 – 4 PM; Closed Sunday and Monday

If you are doing a postcard type mailer, the US Post Office size limitations are: 3 1/2 " x 5" (minimum size) and 4"x6" (maximum).

If you use these guidelines, you can use postcard mailing rates. Check mailing rates at local post office or on-line at www.usps.com.

MODERN POSTCARD is an option. Here are the address, phone, and fax numbers:

Modern Postcard
1675 Faraday Ave
Carlsbad, CA 92008

Phone 800 959.8365
Fax 760 431.1939
www.modernpostcard.com

The Gallery will display your poster and/or announcements in the foyer outside the Gallery and in the display cases near the entrances to Fine Arts. Please give us 6 announcements. We also suggest that you give announcements to the FOA bookstore and Fine Arts Library for their displays areas. The Gallery can post images of your work on the SoFA Gallery's website. Drop off a few slides (of work you will exhibit) at least 2 weeks before your show.

PRESS RELEASES

You may write your own press release and submit it to the local newspapers and radio station 2 weeks before the opening of your exhibition if you want public announcements made. The Gallery will send out a press release giving the schedule for all Thesis Exhibitions at the beginning of the spring semester.

(press releases cont.)

The press release should be typewritten and should include information about the exhibition such as the artist's name, title of show, medium, etc. Your release should also be a general statement about your work. See example on page 7.

Here is a list of people and places to submit your press release:

IDS

Lindsey Landis
Arts Editor
Ernie Pyle Hall 120 (campus)
Newsroom 855-0760
ids@indiana.edu

WIUS

Josh Miller
815 E. 8th St.

WFIU

Radio and TV Center
1229 E. 7th
855-1357
wfiu@indiana.edu
Christina Kuzmych

The Ryder

Justin Foster
Editor-in-chief
117 E. 3rd St.
339-2002

WFHB

108 W. Forth St.
323-1200
wfhb@indiana.edu
Jim Manion

Herald-Times

Andy Graham
332-4401

INSTALLATION SCHEDULE FOR MFA THESIS SHOWS

TWO WEEK INSTALLATIONS:

Final meeting and installation	Monday 10 AM - 5 PM
Show officially opens	Tuesday 12 noon
Opening reception	Friday 7 PM - 9 PM
Show officially closes	Second Saturday, 4 PM
Show removal	Second Sunday between 1 - 4 PM

INSTALLATION

Exhibitors are responsible for installing their shows and coordinating the exhibition layout with other exhibitors. It is beneficial to plan exactly how to divide the gallery space between all of the participants. Be advised that you will do this in advance of the show's installation. This will save time as you install and avoid last minute arguments. Please schedule a group meeting with Rob Off as early as possible to discuss and finalize the exhibition layout.

All objects should be prepared for installation **BEFORE** the scheduled installation time of the show. All objects should be presented and installed in a professional manner, using glass, frames, plexi, pedestals, etc. The Gallery can provide a limited number of

wooden pedestal, vitrines, and locking cases. **Vitrines can be moved within the Gallery space, but are only handled by the Gallery staff.** These must be returned to their original state after the exhibition. Any painting or major alteration of the Gallery facilities or equipment will be by permission only.

Because of the poor ventilation system, use of spray fixatives, oil paints, turpentine, and other toxic material are strictly forbidden in the Gallery. Please do all varnishing or fixing of work **before** transporting your work to the Gallery.

The Gallery will provide as many light bulbs and fixtures as possible for each MFA exhibitor. **The Gallery staff will handle lighting.**

Any special requests should be stated in a typed document. Requests have to be approved by Rob Off. If you have questions, please ask.

ORDERING VINYL WALL LETTERS FOR YOUR SHOW

Students are responsible for purchasing vinyl letters from Signs Now for one's exhibition. One may go directly to Signs Now to order.

SIGNS NOW
812-323-2776

Everywhere Signs
812-323-1471

Color of letters:
Font:
Size:

Dark Grey
Gill Sans
first line – 3", each additional line – 2 ½"

- **All sizes and types must be uniform for all exhibitors.**
- **You will need to consult with your showing group to ensure uniformity.**
- **Include the text for your order exactly how you want it written. For example, type in Gill Sans "Dana Sperry." Indicate font name and size.**

LABELS, PRICE LISTS, ARTIST STATEMENT, and IMAGES

On the Wednesday prior to the exhibition, exhibitors are responsible for providing the Gallery with label information, a price list including each piece stating the sale value or NFS, a one page artist's statement, and two images for use on the SoFA website. The Gallery will cut and mount the artist's statements, the exhibitors will install the labels, and price lists will be copied and made available at the guard desk. **All of the information listed above is to be delivered on a CD no emailed files.**

PLEASE format your disk for Macintosh and use Microsoft word.

Use the following for written material for the Gallery:

Artist Statement Format: 14 point Gill Sans

Label Format: 14 point Gill Sans, Left margin .75

Below is an example of how information should be presented on your labels. For EACH label, type the following in this order.

Artist's Name

Title in italic

Medium (Capitalize only the first word, i.e. Iron, wood)

Date

STUDENT WORK SOLD IN THE GALLERY

The SoFA Gallery will receive a 25% commission for each piece of student work sold during the exhibit in the Gallery. If you intend to sell your work, please adjust your prices to allow for this commission. The Gallery staff will collect the payment from the buyer, facilitate transfer or shipment of the pieces to the buyer, and issue a check to the artist.

SHOW REMOVAL

Shows will close on Saturdays at 4pm. The next day, Sunday, exhibitors are to remove their shows between the hours of 1 - 4 pm. **Please be considerate of the next group of exhibitors who will be installing their shows on Monday.**

Gallery staff will patch holes and do touch-up painting after each exhibition. Exhibitors are responsible for all other aspects of show removal; removing wire, nails, screws, vinyl lettering, labels, returning pedestals to storage, etc. The Gallery staff will check the space on Sunday after each exhibit to make certain the shows have been properly removed.

RECEPTION

The SoFA Gallery Reception Coordinator will cater each reception. The total cost of the reception will be divided evenly among the exhibiting thesis show students. The reception cost includes prep work, set up, and clean up. This cost does not cover the supply of alcoholic beverages. Beer and wine will be available at a cash bar: \$2 beer, \$3 wine.

Thank you for taking the time to read this thoroughly. Good luck with your show.