

Options for Showing: T:\Crossroads Forms\Prospective Tenant Sheets

Artist in Residence

Artists interested in showing with Crossroads Art Center (CAC) must be juried in- \$50 non refundable jury fee

Artists must have a website for their artwork to be juried (see page 2 for more info on the jurying process)

Accepted artists are eligible to rent gallery space and can also sell their work through CrossroadsArtCenter.com (read more in the "Virtual Artist in Residence" below)

17% commission on sales

Wall Space - 6 month lease
 6ft wide = \$115-\$125/month
 8ft wide= \$125-\$140/month
 10ft wide = \$155-\$165/month
 12ft wide = \$180-\$195/month

Studio Space - 6 month lease
 Small studio in Building 2 = \$305
 Small studio in Building 1 = \$330
 Large studio in Building 2 = \$380
 Large studio in Building 1 = \$415

Virtual Artist in Residence

Sell your artwork online through CrossroadsArtCenter.com!

All artists will need to go through the jury process in order to show and sell on the website.

CAC will oversee the creation of the artist page, uploading of the products, and all aspects of the sale.

Any artists with artwork listed for sale on CrossroadsArtCenter.com is expected to bring their art to the gallery for potential buyers within 24-48 hours of an inquiry or sale.

- *17% commission on sales*
- 12 month contract
- Annual fee of \$150 for online only artists and \$95 for renting Artists in Residence
- 30 products for sale at a given time (If images named properly to up load)
- Artist webpage also includes artist biography and links to artist's personal website and/or social media links

All Media Shows

- Non-themed 7 week exhibitions juried by a local independent artist, teacher, gallery representative, etc.
- Call for entries are done online through Artcall.org
- All selected works will display on CrossroadsArtCenter.com for the duration of the show
 - Some of these selected works will be chosen to also show live in the gallery
- Entry fee for general public is \$15 per submission with a limit of three submissions
- *30% commission on sales*

Gallery Membership

No jurying required for Gallery Membership

Gallery Membership dues are \$50 for general public and \$40 for Artists in Residence

The membership term is one year from the date of joining.

Members receive email notifications for CAC calls for entries for all-media, members' shows, and other exhibition opportunities.

- Discounted entry fee to our All Media Shows - \$12 per submission for new or renewing Gallery Members
 - All Gallery Members receive a fourth entry for free
- One free entry in the annual non-juried July Members Show, and a second entry for \$12
 - *30% commission on sales*
- Several themed Member's Only Virtual Shows to take place on CrossroadsArtCenter.com throughout the year
 - *30% commission on sales*

Featured Artist Exhibition

Rent one of our many spaces for an individual show. Artist/Group must submit a proposal.

Must be juried in - \$600 and up with a 17% commission

JURYING PROCESS GUIDELINES

Submitting artwork for becoming an Artist in Residence and selling online

Please submit the following:

1. **Five pieces** in each medium for which you wish to be juried
 - Please include a list of the pieces with Title, Medium, Size, and Price and be sure each piece is labelled as well on the back, including artist name, phone number & contact information.
2. **Resume and Artist's Statement**: A resume should include art-related education and experience, galleries that represent you and shows you have been in. Please provide complete contact information, including website. An artist's statement, in 3rd person, is brief (1-2 paragraphs) that describes your inspiration for creating art (what, how, why).
3. **Website and Social Media Presence**: You must have a website for your artwork to be an Artist in Residence at CAC.
 - *If you do not have your own website for your artwork and have been juried as an Artist in Residence, you can have your website be a part of crossroadsartcenter.com. This would allow you to have 30 products uploaded onto our website along with an artist bio and additional links. This service is \$350 per year.*
4. **Additional Supporting Materials**: You may bring other materials such as other images of your work (print or CD), marketing materials (brochures, postcards), and a list of online links to your work. Work submitted should be your best, most distinctive, current work. Think in terms of a body of work rather than a mixture of styles. If you work in several different styles, pick one for review but please provide images of the others. Before bringing your work do your homework! Look around CAC and other local venues and compare your work to others. Check out our website (www.crossroadsartcenter.com) for samples of artist's statements.

We review the artist based on the following criteria:

- technical proficiency - composition, understanding of color theory, overall design, use of medium
- uniqueness – what makes your work stand out? How is it different from what we already have?
- presentation – appropriate and consistent framing, canvases gallery-wrapped if not framed, wires secure
- professionalism – attitude, experience, flexibility
- price – salability is a factor. Pricing must be realistic for the venue and for the market. We will be glad to help you price your work.

Our jury committee is a group of local instructors, artists, and curators. Their identities are confidential. The jurors provide feedback to CAC staff who will share this feedback, in as much detail as possible, with submitting artists. The jurying process takes two to three days. You will have to leave the work with us during that time. You will be notified by phone or email of the jury's decision as soon as it is made and you will need to make arrangements at that time for picking up your work. When you bring the work, we will show you spaces currently available in the center. If you find one that works for you and your artwork we can hold it for you pending the results of the jury process. We strongly encourage artists who are not selected to apply again in 12 months.

One of our missions is to encourage and develop emerging artists, who may not have all the necessary skills but have a clear vision and a professional attitude. Please don't be intimidated by our expectations, use them as guidelines for presenting your work. Again, do your homework, and don't hesitate to call on the Crossroads staff for assistance.

A few extra hints: Try to avoid work that holds a personal meaning to you—often this is not particularly interesting to a viewer (i.e., potential customer). The committee will review it on the basis of the above criteria, NOT on how special it is to you. Avoid portraits of friends and family unless a) you want to be juried as a commission portrait artist and these are your samples or b) your specialty is the figure. We will call you with the results of your critique as soon as the jurors have reviewed your work.

What do I do now???

(AKA what we expect from our resident artists)

Congratulations! You've just become a CAC Resident Artist. What's the next step?

As much as we'd like it to be, the answer to this question is NOT, "sit back and wait for the mailman to bring me big checks."

Selling your art is hard work and it's important to be in control of your own marketing process at all times. The CAC staff is here to work for you, seven days a week, six days in Summer, but there are many things you can and should do to maximize your potential for sales.

1. Plan Your Space

One important thing to do is carefully plan how your work is shown. Take some time to look around the Center and see how others show their work. Ask yourself which spaces draw you in, and why? What artwork would you like to buy, and why? Do I have a selection of sizes and prices?

Once you've got your space arranged, find ways to keep it fresh and interesting. We have many regular customers, some who come in weekly to see what's new. They look carefully at the artwork and will pass by a space that doesn't appear to ever change. It is important to bring in new work as often as possible, and think about retiring pieces that have been around for a while.

2. Make yourself part of the CAC Community

Arranging your space is not the end of the process. Find a way to make yourself part of the Crossroads community. A great way to do this is to enter the shows and attend the Open House & Artists Receptions. Plus, invite your friends to attend the openings! You only need to forward the invite Jenni emails to you every month to those friends. If each artist had 5 people come to the openings – it would add up to 1250 people!! Let your friends know where to find you. You are not asking them to come buy your art. You are asking them to a party! The openings are also the best time to meet other artists and network. You will find that artists are generous with their time and advice. These artists will tell you about shows to enter, classes to take, and other resources for selling your work.

We have found that many potential customers feel that they have a personal relationship with the artist. The best way to establish this relationship is to come to the openings, meet people and tell them about your work. Obviously you can't be here all the time, so the next best thing is to have an artist's statement posted in your space. Tell the people looking at your art about yourself, your training, your experiences, and your reason for creating. Have available business cards or postcards, preferably with a picture of your work, so people can have something to remind them of you and your work.

Entering the monthly shows is another way to show your work. The side benefit of the entering the shows is that it keeps you pushing yourself to produce new work. There's also the potential for feedback from a variety of jurors (all people prominent in the local arts community) as well as maybe some prize money!

3. Facebook – “It’s Free!!!”

1. “Like” Crossroads Art Center’s Facebook page

<https://www.facebook.com/CrossroadsArtCenter/>

2. Friend Jennifer Kirby so she may share your posts

<https://www.facebook.com/JenniKirbyfromMarionVA>

3. “Like” buyRVAart’s Facebook Page <https://www.facebook.com/BuyRVAart/>

Why should you have a Facebook account? How to use a Facebook account for marketing your work? How can you get more of your friends on Facebook into the art center either for one of the openings or a normal day? They may not buy your work but another artists’ - that is okay it all works out if everyone plays the game.

What do you need to do?

1 - Set up a business Facebook Page.

2 - Either set up a page for your artwork under your personal page (like Crossroads is under me) or just go with your personal page as your business page as well as personal.

3 - Go to the Crossroads Art Center Page and like it!

4 - Paste a picture of your artwork you are showing at CAC on the page under comment.

5 - When you see other artists paste pics on the Crossroads page - SHARE them with your friends on Facebook. THIS IS HUGE -- JUST THINK IF ALL 250 ARTISTS HAD FACEBOOK PAGES AND SHARED YOUR ART PICTURE. HOW MANY PEOPLE WOULD SEE YOUR WORK?? It could easily be over 20,000 people!!

If you need help in setting up your Facebook page, we offer staff help for \$25/hour. Usually one hour is sufficient to get you up and running.

4. Instagram

Follow us at -

<https://www.instagram.com/crossroadsartcenter>

<https://www.instagram.com/buyrvaart>

How do you do Instagram? <https://www.lifewire.com/what-is-instagram-3486316>

You will need to use Instagram on your phone to upload and share photos or videos.

These suggestions are only the beginning. We have other opportunities for showing and marketing your work. Please contact us if you are interested in learning more!