

**PO Box 32139, 423 West King Street**

**Boone, NC 28608**

**(828) 262-3017 (828) 262-7546 FAX**

**www.tcva.org**

Turchin Center for the Visual Arts

**Exhibition proposal application guidelines**

**Artist/exhibition proposal**

1. **Artist Proposal Cover Sheet:** *Included in “General Exhibition Opportunities” and “Site Specific Installations Opportunities” files.*
2. **Narrative Description:** *Briefly describe the underlying themes, nature and, purpose of the exhibition. Is this a solo proposal or a group exhibition? Who are the participating artists? What is the significance of the work included? What is the importance of this exhibition?*
3. **Justification:** *Clearly and simply explain how the exhibition meets the exhibition selection criteria for the particular venue where you are applying – don’t submit a generic application. Look at the organization’s mission and vision statement, core beliefs as well as current and past exhibitions. Articulate how your proposed exhibition supports their mission. When you look at past exhibits – is yours in line but different enough from recent exhibitions to engage the curator’s support in scheduling this exhibition now?*
4. **Project History:** *Include personal and aesthetic research, background to the project, technical methodologies, grant support, other venues, publicity and any other material that may be helpful to the in the review process.*
5. **Preliminary Checklist of Objects to be Exhibited:** *Checklist with thumbnail images should include the title or the work, artist/creator, object dimensions, and format of the object for the exhibit (e.g., book, photographs, object).*
6. **Space and Special Installation Requirements (security, hardware, other):** *List the types of materials to be included and approximate size(s), linear feet, or square footage needed for display, consider ceiling height, lighting requirements, additional equipment necessary for the installation: sound system, iPad, computer or other hardware, specific software, other technical support?*
7. **Budget:** *List estimated cost of shipping expenses for packing, crating, and freighting. Include the number, size and weight of all crates/boxes and insurance values for each piece/crate. Is there a rental fee? Are you available for a public lecture or other programming – do you expect an honorarium? Is that fee negotiable?*
8. **Audience:** *Artists have increasingly accounted for the physical presence of their audience in the conception, production, and presentation of their work. Who do you think is the audience for this particular body of work – is this the audience likely to support the venue you are applying to?* Your target audience is identified during the planning process.
9. **Suggested Programs & Events:** *What can you as the artist offer to the community where you are seeking a venue? Can you suggest possible educational programming or fund raising opportunities to the venue? A demonstrated history or ability to participate in community outreach in the form of lecture series, films, workshops and seminars, gallery talks by the artist(s), technical demonstrations, art in the schools programs can all contribute to the success of your exhibition proposal.*
10. **Writing Samples:** *Drafts of the introduction, text panels, and exhibition labels from any one section of the exhibition should be submitted along with the proposal*. (*Please note that the exhibiting venue/curator will have final approval of all content, design and production of all aspects of any exhibition installed.)*
11. **Visual Samples:** *Images of some of the works being considered must accompany the proposal. A minimum of 20 images or 1/4 of the works being considered (whichever is greater) for the exhibition should be submitted as supporting documentation for the review process. If submitting photographs, slides, or a CD, please make sure that each image is labeled with the artist's name, title and date, dimensions, orientation, and medium—or provide a list with this information. Images may be submitted in any of the following formats: photographic prints or high-quality printout, slides, or CD, link to website.*
12. **Curriculum Vita of Artist(s):** *Submit a curriculum vita or resume for all artists involved in the exhibition.*
13. **Return of Submitted Materials:** *If hard copies are submitted and applicant wants them back, any materials in support of the exhibit will be returned only at the request of the applicant. Applicants are required to provide a self-addressed return envelope/box with sufficient return postage.*

**Documentation**
*Once an exhibition proposal has been approved, an Exhibition Agreement will be established specifying the terms of the relationship. A Loan Form will be generated once the selection of artwork has been finalized.*

**AAM’s Indicators of Excellence in Museum Exhibitions:**  While many exhibitions achieve a competent level of professionalism, each year there are a few exhibitions that achieve excellence by surpassing standards of practice in scholarship interpretation, content, integration of audience voice/evaluation, and/or design or by introducing innovations that stretch the boundaries of accepted practice. Such exhibitions are highly distinguished and serve as models of the capacity of museum exhibitions to provide transforming experiences visitors so often attribute to them.  Some specific indicators of exhibition excellence are:

* + An aspect of the exhibition design is innovative.
	+ The exhibition offers a new perspective or new insight on a topic.
	+ The exhibition presents new information.
	+ The exhibition synthesizes and presents existing knowledge and/or collection materials in a  surprising or provocative way.
	+ The exhibition includes audience voices in a new or innovative way reflected through exhibition  design or content.
	+ The exhibition includes innovative uses of media, materials, and other design elements.
	+ The exhibition is particularly beautiful, exceptionally capable of engendering a personal, emotional  response, and/or profoundly memorable in a constructive way.
	+ The exhibition evokes responses from viewers that are evidence of a transforming experience.

**For questions, please contact:**

Mary Anne Redding, Curator

E-mail: reddingm@appstate.edu