

HEMET VALLEY ART ASSOCIATION, INC.
GENERAL GALLERY RULES AND PROCEDURES
(Revised May 2017)

NOTE: The following rules and requirements are furnished for all HVAA members.

GALLERY STAFFING:

The Hemet Valley Art Association, Inc. (HVAA) is a non-profit, incorporated organization. The HVAA Gallery is open to the public five days a week (Tuesday through Saturday), from 10 a.m. to 4 p.m. Normally this is accomplished on a shift basis with members manning the Gallery in three hour increments., i.e. 10 a.m. to 1 p.m. and 1 p.m. to 4 p.m. All positions associated with the Gallery are filled by member volunteers on an un-paid basis. Depending on circumstances (to be determined on a year-to-year basis) the HVAA Gallery may be operated on a curtailed schedule (12 noon to 4 p.m. weekdays) during some summer months.

HOSTS:

All members who hang or display their art will be required to sit one half a day a month. All other members are encouraged to volunteer as sitters, or on-call emergency sitters. Hosts who cannot work on their appointed day must find their own replacement and notify the Gallery Director(s) of the change. The key to the main Gallery front door is maintained at a predetermined location. The key must be returned immediately once the Gallery is opened or closed. Rules for Hosts are included in membership packets and may be found on the Host's desk. There must be no eating at the desk. Hosts may go into the workroom to eat and are asked to take their litter away with them. Hosts must not attend a class while sitting. New members are required to attend an orientation meeting to familiarize themselves with Host duties and the Gallery. The time and date will be advertised in the monthly HVAA newsletter, The Palette.

CALENDAR:

The Gallery Director(s) will be responsible for keeping and maintaining the Host's Calendar to ensure that the Gallery is adequately staffed during all open hours. The Gallery Director(s) will create and maintain a list of members who can sit as host in an emergency. Only members of the Association can host the Gallery

GALLERY KEYS:

Only members of the Art Association Board of Directors and instructors are permitted to have keys to the Gallery. Keys will not be given to another person without the approval of the Gallery Director(s) or Association President and must be signed for.

INSTRUCTORS:

All individuals instructing classes at the Hemet Valley Art Association's workroom must be HVAA members. Non-members may conduct periodic workshops. Commissions to HVAA will be the same as required for HVAA member teachers. (See Guidelines for Class Instructors in Master Forms notebook.)

PAINTINGS:

HVAA artists (in all media) may show and win ribbons with entries in their category (see point system, page 4) as well as miniature and special subject categories.

PHOTOGRAPHS:

Photographic prints may also be shown in each of four categories (see point system, page 4).

NUDITY:

Nude subjects, in paintings, photographs and sculpture, may be entered in competition or hung on members' panels, providing they are in good taste. The Gallery Director(s) and the Gallery Committee will have final say on their approval or disapproval. (Note: The Gallery Committee is comprised of change of paintings day volunteers who manage the payment of fees, monthly paperwork and the workflow of art to the Gallery for hanging.)

EXHIBITION MONTH:

This period will run from each change of paintings day (usually the first Monday of the month) through to the following change of paintings day. In general, all exhibited art or photographs must remain on display during the

entire exhibition month.

GALLERY FEES AND COSTS:

Fee schedules for all HVAA classes and workshops shall be set by individual instructors. Those instructors charging \$20.00 or less for each class or workshop shall remit \$4.00 per student per session to the HVAA Treasurer. Instructors charging \$21.00 or more per student per session shall remit 20% of the total fee to the Treasurer. Based on HVAA needs and local or current economic trends, all fees and other set dollar amounts covered in these Rules and Procedures must be considered as being flexible. Standing fees and costs, therefore, may be increased or decreased by simple majority vote (51 percent or more of members attending) at any scheduled or emergency Board meeting.

BASIC PRICING OF FOR SALE ITEMS:

All prices on items listed for sale within the HVAA Gallery shall be set by the originating artist or photographer.

FEATURED ARTIST:

Any member of HVAA may, at his/her choice, apply to become the Featured Artist for an exhibition month. The Featured Artist display area shall consist of 3 panels (grids) in a prominent gallery location. Yearly applications for Featured Artist may be made beginning January first of each year through the Gallery Director(s). Cost per month is \$60. Featured Artists may, with the cooperation of the Gallery Director(s), pay for and host an artist's reception in the HVAA Gallery. All artwork or photographs on the Featured Artist's panel must remain for the full exhibition month.

REGULAR PANEL RENTAL:

HVAA members may rent individual panels for display of their artwork or photographs. Rental is for one exhibition month for \$25.00. Panel rental fees must be paid at the time of scheduling by the member. All panel rental fees are non-refundable. Rental may also be split among two or more members at a cost of \$5.00 per exhibit piece (for a minimum of \$25.00). While there is no basic size limitation for art or photographs hung on regular rental panels, they may not exceed the size of the panel (grid) itself. All exhibited art or photographs must remain in place for the entire exhibition month. Exhibiting individuals are responsible for properly identifying their work, including the price and contact information, on a card placed in plain view on their work.

BASIC PANEL USAGE:

As a courtesy to other HVAA members, the reservation of the most advantageous panels in the Gallery (viewable from the street) is limited. Members must let three months lapse between applications for these exhibition spaces. The Gallery Director(s) will maintain a usage schedule for all Gallery rental panels.

VACANT PANEL RENTAL:

After all monthly competition entries have been hung and judged and if vacant panels are available, the Gallery Director(s) will notify member artists and photographers that they may hang their work for \$.20 per inch as measured diagonally frame outside edge to frame outside edge. If at mid-exhibition month, panels are still available, the Gallery Director(s) will notify members that they may hang their work for \$5 per picture.

GUEST ARTIST PANEL:

At the discretion of the Gallery Director(s) and the availability of panels, any artist or photographer NOT a member of HVAA may rent one panel for a period of one month for \$75. All Rules and Procedures governing members would apply including content and size of the piece(s), identification of the piece(s) and sales commissions.

OTHER RENTAL FEES:

PRINTS: All prints not framed are to be in suitable sleeves. Racks/baskets are available for \$5.00 per exhibition month for a 20" space. A 20% commission to HVAA will be collected for any sales of \$20.00 or more.

CARDS: The card rack has a \$5.00 fee per exhibition month per artist charge. There is no commission payable to HVAA.

PEDESTALS:

Rental per exhibition month for pedestals will be based on the size of the piece entered. The charge will be \$5 for entries under 21 cubic inches and \$10 for entries over 21 cubic inches. If an easel is required to display a 3-D entry, the charge will be \$10.

OTHER DISPLAYS: Monthly rental for other displays is \$5.00. A 20% commission will be collected on all sales.

SOLD ART AND PHOTOGRAPHS:

The Gallery Director(s) or Sitting Host will ensure that all checks for sold items are made out to the individual artist, not HVAA. Further, the selling artist will be notified as soon as possible to come to the Gallery to pick up the check and to replace the sold item with another like item. HVAA receives a 20% commission on all sold art.

HANGING REQUIREMENTS:

Paintings and photographs must be hung with multi-strand wire and metal "D-Ring" hangers (see illustration, last page) and must be properly framed (unless a wrap-around canvas or photograph is employed). The Gallery Director(s) and Gallery Committee have the final say on approval or rejection of any artwork or photograph, based on hanging requirements and tasteful subject matter.

COMPETITION RULES AND REQUIREMENTS:

All HVAA artists and Photographers in good standing are eligible and encouraged to enter the monthly competitions for Best of Show and other ribbon awards. Those showing may enter more than one painting or photograph in a category but can only win one ribbon in that category.

RELEASE OF LIABILITY FORM:

All HVAA members submitting art in any competition whether monthly, special or for the Member Panel will be required to sign the Release of Liability form at the time of submission unless they have already done so. Any non-member submitting art for special art competitions or for a Guest Artist panel will be required to sign a release of liability form. (See page 8)

RIBBON COMPETITION:

Paintings and photographs submitted for ribbon competition may not exceed 36"x48". Paintings must be signed and both paintings and photographs must be properly framed and hung (see hanging requirements above and illustration, last page). All items must have artist's name, work title, telephone number and price attached to the back. A fee of \$.20 per diagonal inch (measured corner to corner including frame) will be collected for each ribbon competition submission. There is a minimum fee of \$2.00 per entry.

JUDGES:

Judges for HVAA ribbon competition are local art teachers, business professionals with art related backgrounds and non-active HVAA members (no entries in ribbon competitions or grid rentals). Judging normally takes place on the afternoon of the first day (change of paintings day) of the exhibition month. The Gallery Director(s) and Gallery Committee members retire to the HVAA workroom while the judge is given sole access to the gallery to make and document his/her decisions. Upon his/her submission of the winners' list to the Gallery Director(s), he/she and Gallery Intake Committee members check it to ensure that no one has won more than one ribbon in any given category. Should this occur, the judge is asked to make another choice. A judge may pick more than one Honorable Mention in any category if he/she feels a painting or photograph has special merit. The Gallery Director(s) will thoroughly brief the judge of the month on how the Association operates and the Association's point scoring system.

BEST OF SHOW:

Only original art or photographs can qualify as Best of Show. Non-original art and photographs may not qualify as Best of Show (see "Yellow Sticker" comments, page 6)

BEST OF SHOW WINNERS DISPLAY:

One panel (grid) readily viewable through the front windows of the Gallery shall be reserved to display the winners of the Best of Show entries in both the Art and Photographic categories.

WINNERS:

No one can win more than one ribbon in a given category. Any painting or photograph that has won a blue ribbon (First Place) or Best of Show cannot ever be entered again for monthly competition, but can be hung for sale with a blue sticker (see Ethics, Page 5) attached to the work. When a painting or photograph is chosen Best of Show, the other winning entries in that category will be moved up one place.

WINNER'S LIST:

The Gallery Director(s) give the list of winners to the editor of the HVAA newsletter, the *Palette*, may coordinate a ribbon presentation social function, and oversees the printing of hanging art identification cards.

POINT SYSTEM:

HVAA has adopted the point system commonly used in many other galleries to keep cumulative account of individual winners in the many categories of submission. This action was taken by the HVAA Board of Directors to allow for a more equitable outcome in the judging process. The point system continues from year to year which allows the more experienced artists to gradually accrue the necessary points to advance to the next categories, (i.e. Silver, Gold and Platinum) where they compete for ribbons. This makes it possible for the amateur or beginning artists to compete among themselves in the Bronze and Silver categories.

MINIMUM NUMBERS FOR COMPETITION:

The minimum number of entries needed for judging in each category will be determined by the number of artists entering, not the number of paintings or photographs. Numbers criteria is as follows: 4 artists: 3 ribbons, 3 artists: 2 ribbons, and 2 artists or less, no ribbons.

PAINTINGS POINT SYSTEM:

Bronze: 0 to 31 Points

Silver: 32 to 71 Points

Gold: 72 to 121 Points

Platinum: 122 Points and over

When a Platinum member reaches 200 points he/she shall be recognized as an HVAA Master Painter. A perpetual trophy listing all Master Painters shall be maintained within the Gallery. Points are awarded in the following manner: Best of Show, 6 points: 1st Place, 4 points: 2nd Place, 3 points: 3rd Place, 2 points and Honorable Mention, 1 point.

EXCEPTION TO POINTS SYSTEM:

Any painting entered in the Bronze category that earns Best of Show honors will automatically move the artist up one step and place him/her in the Silver category for further competition.

PHOTOGRAPHY POINT SYSTEM:

All photographs submitted for monthly ribbon competition must be two dimensional (2D) only. Any photograph modified with an additional medium or mediums (over painting, collage etc.) will not be accepted in any photography category. Such amended photographs may be entered in a fine arts category.

Digital photography and accompanying photo manipulation software such as Photoshop, Topaz etc., have given HVAA photographers many new opportunities and challenges to create exceptional images.

For monthly ribbon competition Association photographers may compete in four different categories. The categories are: Anytime/Anyplace, Special Monthly Theme, Monochromatic and Digital Art.

Specific related guidelines have been developed for each category and are as follows:

(1) Anytime/Anyplace (no restrictions on when or where taken) images are allowed minimal digital manipulation only. This is limited to cropping and background cleanup. Within this category, the individual photographer must rely on his or her own talents and experience to provide composition, color balance and sharp focus.

(2) Special Monthly Theme photographs are permitted slightly wider digital latitude in image creation. This is limited to cropping, background cleanup and minor theme image adjustments. Note: This category of photography utilizes the same monthly theme schedule as that for fine art (paintings).

(3) Monochromatic photographs are comprised of any one color only such as black and white, copper tone, iron tone, sepia etc., and must be produced with an emphasis on contrast and tonal values. Minimal digital manipulation is permitted in their creation to include cropping, background cleanup, the conversion of a color image to that of black and white and the use of one color filter.

(4) Digital Art photographers may utilize any or all of the digital manipulation programs and techniques available to them. Digital Art photography must demonstrate the use of added computer generated images that are apparent in an obvious manner to any viewer.

Association ribbon competition photographs are subject to the same point system as other Gallery competition works (paintings) with the following exception: There is no distinction of Bronze, Silver, Gold and Platinum categories.

MINIATURE CATEGORY PAINTINGS:

The maximum size of any miniature painting shall be no more than 16 inches measured diagonally corner to corner, including frame.

YEARLY AWARDS:

Yearly awards will be presented by the Association during the closing General Meeting (usually a luncheon) of the year. The awards, in the form of trophies, will include presentations to the Artist of the Year, the Photographer of the Year and the Richard Dana Outstanding Member of the Year. Artist and Photographer of the Year winners shall be ascertained by their total points accrued during the preceding 12-month period. The Dana Award will be presented to the individual who has done the most to further the aims and goals of the Association. Nominations for the Dana award may be made by any member of the HVAA. Standing or perpetual trophies listing the names of the winners in each of the three winning categories will be maintained within the Gallery showroom.

ETHICS:

HOST CONDUCT:

Volunteer hosts should greet each person coming into the Gallery by acknowledging their presence. Individual artist's work is respected when being viewed by the general public and is never criticized by the Host. The Host promotes all work equally and does not redirect the viewing public.

PAYMENT OF COMMISSIONS:

Artists and Photographers are paid in cash, check or credit card directly by the purchaser. It is up to the individual artist to pay HVAA any commission due. If a sale results after a work has been displayed and then removed from the Gallery it is up to the artist's or photographer's integrity to honor the commission due to the Gallery.

INDIVIDUAL RESPONSIBILITIES:

Artists and photographers cannot copy or photograph items displayed in the Gallery without the express permission of the individual creators of same. Paintings and photographs submitted for judging or viewing may not be removed (until the end of the display month) from the gallery by their owners without the Gallery Director's approval. If a painting or photograph is sold, the creator thereof must replace it with another like item. If the item sold had a ribbon, the ribbon must not go on the replacement.

BLUE STICKER:

Any item that has won a blue ribbon (1st place) or Best of Show in any HVAA change of paintings day competition cannot be entered again for any further competition. Such items can be hung for sale on competition or individual member's panels and will be identified by a blue sticker (dot) clearly affixed to the front surface. The blue sticker will be placed on the item by members of the Gallery Committee or by the Gallery Director(s). It is up to the personal integrity of the item's creator to so inform the Gallery Committee or Gallery Director(s) prior to hanging the item. Judges, noting the blue sticker, will not include the identified item in their deliberations.

YELLOW STICKER:

Paintings and photographs copied from any published work (prints, cards, magazines, catalogs, photos etc.) or which are created or copied during classroom or instructional sessions, both within HVAA premises and without,

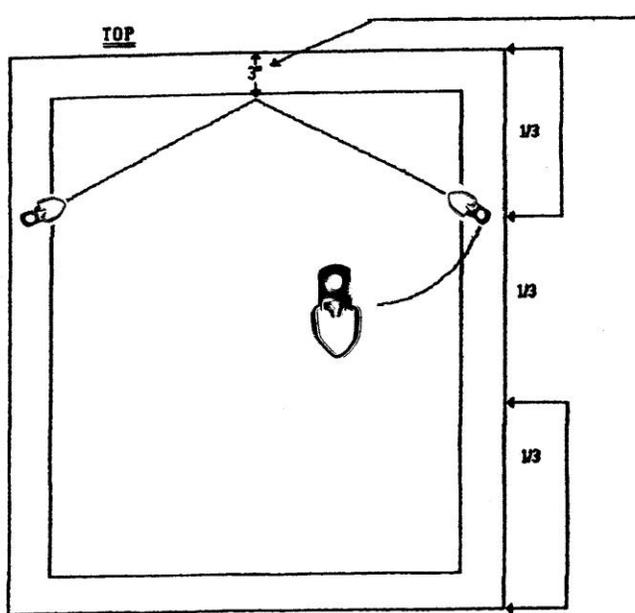
are non-original and must be labeled as such. There is no point deduction for non-original work, however, in general, such items should not be offered for sale due to possible infringement of the owner's copyright. A yellow sticker (dot) will be placed on any such item by members of the Gallery Committee or by the Gallery Director(s). Yellow sticker items may win any ribbon in their individual category but are not eligible for Best of Show honors. It is up to the personal integrity of the item's creator to so inform the Gallery Committee or Gallery Director when entering the item for competition.

FRAMING REQUIREMENTS

THE FRAMING OF A PIECE OF ARTWORK SUGGESTS THE ARTIST'S PRIDE IN HIS/HER CREATION. FOR THE BENEFIT OF ALL MEMBERS, WE ASK YOU TO DO THE FOLLOWING:

- SELECT A FRAME IN ACCEPTABLE CONDITION FOR THIS GALLERY TO DISPLAY
- NO CHIPPED, STAINED OR UNSIGHTLY FRAMES OR MATS WILL BE ACCEPTABLE FOR DISPLAY. THEY SIMPLY DO NOT DISPLAY WELL AND ARE NOT SELLABLE.

PLEASE AFFIX THE HANGER TO FRAME AS FOLLOWS:



WIRE MUST BE APPROXIMATELY 3" FROM TOP OF FRAME

- PLACE D-RING HANGERS APPROX. 1/3 FROM TOP OF FRAME. DO NOT ATTACH TO ART. NAILS OR SCREW EYES ARE NOT ACCEPTABLE.
- WIRE MUST BE PICTURE FRAME TYPE. NOT SOLID METAL OR STRING.
- ART UNDER GLASS MUST BE SECURED WITH METAL PICTURE POINTS OR SMALL BRADS ONLY, NOT TAPE.
- A PAPER COVERING MAY BE ADDED TO THE BACK, BUT NO TAPE SHOULD BE VISIBLE FROM THE TOP, SIDES OR BOTTOM.

ART NOT MEETING THE ABOVE STANDARD WILL NOT BE ACCEPTED FOR DISPLAY.

YOUR COOPERATION IS APPRECIATED. It is our goal to make the gallery as attractive as possible. This goal can be accomplished if each of us submit our best works in the best condition possible. Remember, the frame is part of your art.

**A BAD PIECE OF ART NEEDS A GOOD FRAME
A GOOD PIECE OF ART DESERVES A GOOD FRAME**