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**The Stephen Baumbach Gallery**

***Gallery Reservation Information***

**“Creatively Showcasing Artistic Talents”**

**1. General Information**

Thank you for your interest in exhibiting at the Stephen Baumbach Gallery. Our mission is to exhibit and promote original work of regional artists, craftsmen, painters, sculptors, and photographers. We accomplish this by showcasing a wide range of local and regional artists to celebrate fine arts within our community and to establish collaborative endeavors. Our goal is to provide the finest venue for creators of fine art and fine craft to meet with the art-buying public. We achieve our goal by working closely with artists in marketing, promoting, curating, selling and consigment by bringing together artists and the public in an intimate, fine art gallery setting for their mutual benefit. The Gallery is managed cooperatively by the Gallery Directors and the Gallery Owner. Our Gallery is normally open M-F from 10am-4pm, Sat from

10am-2pm as well as other times by special arrangement. A Gallery Director or the Owner will always be present whenever the Gallery is open. Our Gallery also hosts several events and workshops monthly, which may be totally independent of the monthly exhibit. Additionally, the Gallery Team actively collaborates and coordinates with other Backstreet Art District Galleries in various collective events. We also provide virtual online Gallery showings, events and workshops.

**2. Our Gallery Space**

Our Gallery is located in the Palm Springs Backstreet Art District and is physically situated within the Stephen Baumbach Photography Studio. The Stephen Baumbach Gallery and The Stephen Baumbach Photography Studio, while occupying adjacent spaces, are separate entities. This agreement (referring to space access) is strictly limited to the Gallery itself.

Our Gallery’s business model is unique from most other Galleries. We strive to showcase and support new and emerging artists. As such, we do not charge any fee/commission generated from artist sales during their event. Our 5 distinct Gallery areas can each be reserved for a flat charge monthly. Each exhibit area of wall and/or floor display space provides approximately 20 linear feet to feature an Artist and their works. Each of these exhibit areas are further designated as being appropriate for either 2D or 3D art pieces. Our Gallery also accommodates additional “pop-up” exhibit space, allowing us to provide “restricted viewing” areas or other curation needs depending on the overall exhibit being planned. The Gallery floor can also accommodate larger 3-dimensional pieces as well as single display easels. We provide all hanging and overall exhibit curation. For 3-dimensional art, our Gallery provides various floor pedestals ranging from 10”x10“ up to 20”x20” (black or white/square or circular). We will work with each artist to accommodate the most appropriate overall display possible to maximize its aesthetic appearance. Our single fee structure covers an artist’s selected works prominently displayed for a month (the exact number of days varies by month based upon Backstreet Art District’s “First Wednesday Art Walk”), exhibiting in our Virtual Gallery (which has an international audience), an opening reception (when possible), and actively promoting the artist(s) throughout the exhibit, mentoring/coaching to help drive success during and after each exhibit, and post-exhibit online sales redirection to every “alumni” artist via our webpage. We also provide a variety of post-exhibit exposure opportunities for additional fees.

Our Gallery goal is to curate and present entirely new exhibits monthly. As such, if an artist desires back to back exhibit months, we require a change out in your exhibit artworks (ideally, we expect at least ½ of an Artist’s works changed out).

Successful showings and related sales are directly related to artists presenting their works professionally, pricing their works appropriately, personally engaging with potential buyers and scheduling special events/workshops where a general audience can meet/interact with the artist. The Gallery Directors will work on every level to assist each individual Artist in achieving “success”. To exhibit in our Gallery, an artist must possess a valid California Sellers Permit (State Sales Tax License website: www.cdtfa.ca.gov). All artists are responsible for collecting and reporting the State of California sales tax on all sales. Any shipping and associated costs are the responsibility of the Artist.

On a case-by-case basis, our Gallery may accept an Artist to exhibit without a reservation contract. In those rare cases, no reservation charge is collected but the artist shall pay a 60% commission of sales generated to The Gallery. The Gallery will routinely limit the number of artists on display at a given time, ensuring a coherent, artistically pleasing balance of variety, subject and style for the viewing public. Occasionally the Gallery will sponsor special events or themed juried shows when many artists will be selected/invited to display throughout the Gallery. This may be in conjunction with an Artist exhibiting in one area of the Gallery. Finally, for artists who wish to showcase an extensive series or body of work, the Gallery may be reserved in its entirety on a case-by-case basis at a rate to be determined based on the Artist’s requests. However, the Gallery Directors retain all final decisions regarding all art and/or materials displayed within the Gallery.

**3. Selection and Coordination:**

Any artist wishing to enter into an agreement to exhibit in our Gallery must first present 3-4 images (physical or digital files) which accurately represent the body of the artist’s work wishing to be exhibited. For routine exhibits (not juried events), our Gallery Owner and/or Gallery Directors will review an artist’s work to determine if it meets our personal criteria for artistic excellence. Should other artists already be reserved for the same timeframe, we will also consider overall Gallery cohesion in our evaluation. In some cases, an alternative opportunity to exhibit may be extended to an artist. Once accepted, a non-binding “intent to exhibit” agreement is entered between the Gallery and the Artist. This will include desired dates and selected Gallery space(s). Each Artist will get a schematic of their reserved Gallery area(s), which each Artist will then use to provide a rough schematic of their pieces and desired locations. This schematic must be presented to the Gallery Directors for approval prior to signing our final reservation agreement. Unless otherwise agreed, our Gallery requires final reservation contracts be made at least 45 days prior to the start of an exhibit. Full payment must be made at that time.

Our Gallery will announce each exhibit via social media feeds, our website, our propriety Gallery mailing list and other appropriate marketing/networking channels. It is the responsibility of the exhibiting artist to provide a professional announcement/invitation which will be used for additional marketing.

While we invite each Artist to be engaged with our Directors during the entire setup process, overall curation and the hanging/placing of all art is the responsibility of the Gallery Directors. Single row display is our Gallery’s standard. On occasion, our Gallery Directors may consider a limited salon/multi-row section only if the overall single line appearance is not compromised. All of an Artist’s works as well as a completed inventory/pricing sheet (provided by our Gallery) must be delivered to our Gallery no later than 2 days prior to the exhibit opening date/reception. Artists must deliver works “gallery ready to hang”. Specifically, all pieces must have appropriate strength picture hanging wire (unless the piece is of such a small size, for example 8”x8”, that a saw-tooth hanger is more ideal). Frames and mats must be professional quality and substantial enough for the weight of artwork. 2-dimensional work must be framed or mounted on gator-board, signed and numbered by the Artist. 3-dimensional works shall not be of a size that impedes movement within our Gallery and must be safely secured. For any work delivered that does not meet these or other standards as determined by our Gallery will not be accepted into the exhibit. Regarding pricing, it is our goal to assist each artist in pricing pieces appropriately to sell to our client base.

# 4. Additional information:

# Event/Reception Capacity (health restrictions dependent)

* Our Gallery hosts an opening reception monthly in concert with all our fellow Galleries during the Backstreet Art District Art Walk (“First Wednesday”). Attendance to our Art Walk typically ranges from 200 to 400 people during the course of the evening. We provide full event set-up and coverage, including music, beverages and light hors d’ourves, so each artist can engage fully with visitors.
* Our Gallery also hosts a mid-month ”Meet the Artist(s)“ during a mutually agreed upon weekend date from 11am-2pm. We will schedule this event when our reservation contract is signed. Similar to our First Wednesday, this event enables a more targeted opportunity to invite our general public to just our Gallery/Artist as well as taking advantage of our large weekend visitor base. We will provide limited refreshments and light snacks. Artists may also bring additional pieces of art which they can offer for sale.
* Our Gallery can also provide opportunities for workshops, “meet the artist” sessions, private artist receptions, etc. These are all on a case-by-case basis and at the discretion of the Gallery Directors. For events sponsored by the artist, our Gallery Directors can help coordinate your efforts. (For private events, the maximum “at one time’ capacity” within the Gallery is 100 people).

# Facilities

* Storage closet (limited space)
* Microwave
* Refrigerator with limited storage capacity
* Gender-neutral bathroom for Artist use (not for general public)
* Prep area for receptions (limited size)
* Serving plates, trays, bowls and accessories
* Bar top for food/beverage service
* Display counter

# Available Equipment

* Projector and DVD player
* One Display Monitor (with HDMI connection)
* Extension cords
* 6 folding chairs
* 2 folding tables
* 4 floor Easels
* 1 tabletop easel
* Several square and round “podium” stands for 3D art (various sizes)

# Food/Drink

We welcome and encourage food and drink at all our Gallery events. For the Art Walk Opening and mid-month Receptions, our Gallery will provide light snacks and beverages (red & white wine and water) at no extra cost to the artist. For an Artist-hosted event/workshop/reception, all food and beverages are the responsibility of the artist(s). For artist-hosted events after business hours, there is an additional fee of $25/hour (2 hours minimum). A Gallery Director or Gallery Owner must be present anytime an artist is physically in our Gallery. We expect that each artist is present throughout and cleans up immediately after their hosted event.

# Normal Gallery Hours

Our normal Gallery business hours are 10-4 Mon-Fri. and Sat from 10am-2pm. The Gallery Owner or Director(s) will always be present when the Gallery is open. You are welcome to be present in the Gallery any time we are open, are present but we’re more than capable of representing each artist, answering any inquiries and transacting sales. After hour events as well as opening extra hours on weekends and major holidays is available at a rate of $25/hr (2 hours minimum).

# Advertising/Marketing

Our Gallery will promote, broadcast and market your event and art (within reasonable costs) through our e-press release, our website, Instagram, Facebook and Twitter. However, all information for your event (image, event date, time, and any additional information- such as social media links) must be provided NLT 4 weeks prior to the event. We will also strive to capture each artist and their exhibits through still photography and video, which will be uploaded and posted on our marketing channels throughout every exhibit. Regarding invite “lists” for marketing events, our Gallery’s and each Artist’s personal mailing/contact lists are considered personal property and should be safeguarded as much as possible. While lists may be consolidated, these lists are only shared at the discretion of who possesses/maintains them.

Our Gallery Director’s will discuss with each Artist options that will enhance exhibit and post-exhibit levels of art collector and consumer purchasing demand for their works. These include post-exhibit virtual curation, links to our art sales and rental sites, as well as video “Meet the Artist” and/or workshops both during and after each exhibit.

# Payment Options

Our Gallery conducts all of the transactions to alleviate that burden on the artist. We accept all major credit cards (Visa, Master card, Amex and Discover accepted through Square) as well as cash.

**Internship Opportunities**

Our mission is to exhibit and promote original work of regional artists, craftsmen, painters, sculptors, and photographers. Many regional artists are in educational programs or are recent graduates. We are always looking for up and coming artists who wish to also gain hands-on experience working within a Gallery as well as understanding the business aspects of producing, exhibiting, networking and selling their art. Interns will also have the opportunity to have their art showcased in the Gallery during special event(s). It is also quite possible that an Artist we’re exhibiting may be supported by an Intern (under appropriate supervision).