



artist application

to Exhibit in the River Valley Co-op Café Gallery

River Valley Co-op reviews artists' applications every 2 months. If your artwork is chosen for exhibition, our Gallery Director will contact you within 2 weeks of each review period. You will receive a contract to sign and return, indicating your acceptance of assigned dates and terms.

TO APPLY

Email this completed form along with up to 4 hi-res jpeg images of work you intend to display and an artist resumé to: art@rivervalley.coop.

You may also drop off this application and support materials at River Valley Co-op's Customer Service desk.

Artist Name _____ Artistic Medium _____
(Please Print)

Phone _____ Email _____ River Valley Co-op Owner # _____
(Ownership Not Required)

Address _____

Northampton Arts Night Out events are held the 2nd Friday of each month from 5-7 pm.

Can you commit to be available to greet people at this event? Yes No

EXHIBITION CRITERIA & REQUIREMENTS

- The Café Gallery is open to adults and children. Displays should be appropriate in scale, form and content for the environment. The co-op discourages works that are sexually explicit or graphically violent. No commercial or political works will be displayed. The co-op reserves the right to remove any work that it feels is inappropriate.
- Artwork must be professionally presented with a wire fixed to the back of each piece. The gallery uses the Walker Display hanging system. No 3-D art will be considered unless it can be hung with this system.
- The artist is responsible for installing and removing the exhibit on the agreed upon date. The co-op has the right to remove exhibited materials if they are not removed by that date. Exhibit materials may be disposed of if not claimed within 30 days.
- Hanging period is one calendar month. Artists hang their own show on the first day of the month and take down on the last day of that month.
- The co-op shall not be responsible for handling any money from the sale of items displayed. Exhibitors who desire to sell items shall include, as part of their display, information on how to purchase items. Any items sold during a display

period shall remain on display until the end of the showing period when all items are scheduled to be removed (unless other arrangements for replacement pieces have been made with the Gallery Director). Artists agree to contribute 15% of the amount of any sales made during the show to the charity of the month, chosen by the co-op.

- River Valley Co-op has limited insurance covering work on display. The co-op is not responsible for any losses not covered by insurance. All materials are displayed at the exhibitor's own risk. Exhibitors are encouraged to provide their own insurance.

PROMOTION

- The co-op acknowledges artists in print, e-mail newsletters, and social media outlets. We ask that you submit several hi-res images to our Marketing Department if your work is selected for exhibition. The co-op produces a show announcement poster for our entry foyer.
- The co-op hosts a reception with artists in conjunction with Northampton Arts Night Out on the second Friday of the month from 5–7 pm with live music and free refreshments. The event is listed in the Northampton Arts information e-mail, on cafe table talkers, in all our print and social media calendars, and in our co-op owner's e-newsletters.