

North Tahoe Arts

Mailing Address: P.O. Box 6354 Tahoe City, CA 96145
Located at 380 North Lake Blvd Tahoe City * 530-581-2787 – fax 530-581-2747
www.norhtahoearts.com email:info@norhtahoearts.com

Exhibits Policies

ARTISTS' RESPONSIBILITIES

1. Be a current member of North Tahoe Arts unless the show is open to nonmembers.
2. Return exhibit application before the deadline and be juried into exhibit by the exhibit committee
3. Deliver contracts, fees, and artwork to NTA according to timeline established by NTA. Pick up art and all other materials when show ends.
4. Original art must be professionally presented or framed, Please bring hanging materials. A few gicleés of original art that are hung in the show can be made available for sale.
5. For media coverage, provide digital images (should be 300 DPI) and artist's bio. Artist understands that the content of any work submitted may be edited and may appear in emails, local newspapers, the NTA website, and other forms of publicity.
6. Provide inventory list to NTA which includes: title, medium, size, price for each work.
7. **A volunteer commitment is a part of exhibiting at NTA.** Someone in the office will work with you on ideas. Group shows are hung by the exhibit committee. The artist has the option of doing an in-gallery demonstration or conducting a kids art Saturday for two hours between 12 and 2 p.m.
8. Attend opening reception the first Friday of the month. Encourage friends and acquaintances to attend the opening and visit the gallery during the duration of the exhibit.
9. When a sale occurs artists may replace the work with another piece. If no additional pieces are available, buyers are encouraged to leave the work until the end of the exhibit.

NTA RESPONSIBILITIES

1. Provide coordination of exhibit, corresponding events, and publicity.
2. Design labels and create exhibit labels.
3. Assist with exhibit preparation and hanging.
4. Host opening reception on first Friday of the month.
5. Handle sales and pay commission to artists as specified in contract.

SECRETS OF SUCCESS

1. Talk up your show to anyone and everyone.
2. Make your own flyers to give to friends and post in town.
3. Send a personalized email invitation to all your contacts. You may use our bulk mail permit to send postcards to clients and members of NTA. Please let us know if you would like help with designing or printing postcards. They should be mailed by the Friday prior to First Friday.
4. Visit with reception attendees. Don't be shy about your work!
5. Drop by the gallery as often as you can, and mingle with visitors to the gallery.
6. Engage with North Tahoe Arts. Help the regional arts community thrive by attending other artists' receptions, attending their presentations, and shopping in the artisans' shop. You'll be surprised how often you'll cross paths with friends and artists at NTA if everyone does these simple things. Sales will grow, the general public will develop a greater appreciation for the regional arts, and our artists' community will prosper.