



## **Proposal Guidelines and Instructions**

### *About A+D Gallery*

A+D Gallery is located at 619 S. Wabash in an 1,800 square foot store-front space in the heart of the South Loop and is affiliated with the Department of Art and Design at Columbia College Chicago. The gallery's mission is to present professional exhibitions and educational programming that encompasses the broadest possible definition of visual art and design. This is a direct reflection of the pedagogical diversity of the Department of Art and Design and the vast array of ideas, media, and techniques explored by artists today. The gallery presents emerging and established artists whose work reflects any of the nine disciplines taught in the department including Fine Arts, Interior Architecture, Illustration, Fashion Design, Advertising, Art Direction, Product Design, Graphic Design, and Art History.

The gallery's primary focus is on process and the development of ideas into art. Exhibitions at A + D Gallery promote understanding of the artistic process by exhibiting works in progress side-by-side with finished pieces; these can be preliminary drafts and sketches, notes and other generative materials an artist may use to process ideas into finished artwork.

A+D Gallery mounts six professional exhibitions annually.

### *Proposal Process*

A+D Gallery welcomes and encourages your ideas. If assistance is required in the proposal process or any questions arise, please contact Jennifer Murray, Gallery Committee Chair and Gallery Director, at 312.344.8686 or jemurray@colum.edu. All submitted proposals will be considered by the Gallery Committee, which meets four times per year. The Gallery Committee is comprised of faculty and staff at Columbia College Chicago and changes annually. The Committee makes any and all decisions regarding exhibition selections. Exhibitions are planned 1-2 years in advance. Exhibitions at A+D Gallery run an average of 5-6 weeks. No proposals will be considered that require less than one month of exhibition time.

Please be familiar with the A+D Gallery mission, space, and exhibition standards before completing your proposal. The strongest proposals will speak to both the pedagogical and process components of the mission. Proposals are accepted on an ongoing basis and are

selected without regard to race, gender, disability or sexual orientation of the applicant(s) or artist(s).

Once selected, curators will receive an exhibition contract that outlines the specific timeline for the exhibition and responsibilities for all parties. Curators are required to meet with the Gallery Director to begin planning the exhibition's publicity, installation, reception, etc. Other responsibilities are detailed in below in Curator's Role and Responsibilities.

### *Proposal Criteria*

- Clarity and articulation of a central idea proposed by the curator
- Artistic merit of proposed artwork
- Appropriate fit for the gallery's capabilities and limitations
- Strong aesthetic resonance between work in a single medium or significant dialogue presented across multiple mediums
- Relevancy to current trends/ dialogue in contemporary art, whether in the Columbia College Chicago community or the art world at large
- Availability of curator and/or artist(s) to play integral role in execution of exhibition and/or auxiliary events, programming.
- Adherence to the gallery's pedagogical and process mission

### *Exhibition Proposal Instructions*

The following items must be included in proposal package:

1. Cover sheet
2. Curator's resume
3. Proposal

For the narrative, please consider the following:

- Title of exhibition
- Social and cultural implications of the exhibition
- Adherence to A+D Gallery mission and relevance to Columbia College Chicago community
- Types of media that will be represented, how the artworks relate to each other, and how artworks relate to the space
- Utilization of gallery space
- Special installation needs or equipment

4. Visual Support Material

Please include an image list for any visual media submitted for consideration. These need not be images of the actual work you are proposing to exhibit, but they should be examples of work by the artist(s) proposed.

The following are accepted as visual support media:

- Slides, prints, or digital photographs
- Time-based media such as DVD, VHS tape, etc. for review
- Alternative media, such as a URL, should be listed
- Floor plan, if applicable

### *Curator's Roles and Responsibilities*

Curators must work in tandem with an A+D Gallery liaison in all preparatory aspects of the exhibition. Curator's responsibilities include:

- Generating an exhibition proposal with consideration of gallery capabilities and limitations, including the scale of the artwork for the site.
- Inviting artists to participate in the exhibition and providing A+D Gallery with their full contact information, bios, and hi-res images (300 dpi @ 8 x 10") to be used for printed material and media alerts.
- Generating a checklist of artwork for the exhibition.
- Generating a curator's statement and other didactic materials to be displayed in the gallery and for press and advertising purposes.
- Generating an essay for the catalogue (if applicable).
- Being present and involved for the installation, de-installation, and opening reception.

All written materials and all hi-res images must be turned over to the gallery director eight weeks prior to the exhibition opening.

### *A+D Gallery Responsibilities/ Provisions*

- Installation

A+D Gallery staff is responsible for coordinating and executing installation of exhibitions with the aid of the curator. Artists with special installation requirements are required to coordinate their efforts with gallery staff.

- Supplies and equipment

A+D Gallery will provide a variety of equipment to exhibiting artists, including hardware, pedestals, and multimedia equipment for time-based work. Please inquire for details on available equipment. The gallery will assist curators and artists in procuring additional equipment from other sources as necessary. A+D Gallery reserves the right to retain any materials and/or equipment purchased by the gallery for the exhibition after the closing date.

- Promotional material, print

In order to maintain our level of professionalism, A+D Gallery closely adheres to Columbia College Chicago's overall branding directives. Therefore, all printed materials will be designed by a graphics professional on staff at the college.

For each exhibition, there is a set budget for design, printing, and postage of a postcard announcement, exhibition catalog, and other printed materials. A+D Gallery is responsible for the coordination of all printed materials, which are typically printed one month prior to the exhibition's opening. A+D Gallery ensures announcement

cards and catalogues will be mailed to area galleries and museums, local arts organizations, schools, media, and the gallery's extensive mailing list. Cards will also be distributed throughout Columbia College Chicago campus and to faculty and staff of the College.

- Media relations

The Columbia College Chicago Office of Media Relations produces a press release for each exhibition/ event and distributes publicity material to relevant press organizations. Additional information and images are made available upon request.

- Advertising

All A+D Gallery events are listed in appropriate local and campus publications. Selected special events are advertised in local and national arts publications.

- Duplication of materials for distribution at the exhibition; gallery signage  
A+D Gallery will proof all title lists, artist statements, etc... The gallery is responsible for the production and installation of gallery signage, e.g., wall labels, panels, and ready-to-apply vinyl lettering for window display.

- Insurance of work on-site; Security; Loan Forms

The gallery carries a comprehensive insurance plan through Columbia College Chicago. Security personnel are posted directly outside of gallery throughout the duration of the day. The gallery will additionally provide loan forms to all exhibiting artists. A facilities report is available upon request.

- Stipend

A curator's fee of \$1,500 will be paid to the curator by check the day of the opening reception.

- Reception

A limited catering budget is available for opening receptions. Food and beverage will be supplied by and arranged for by the gallery.

**Submit all materials to:**

Jennifer Murray  
Director  
A+D Gallery  
Columbia College Chicago  
619 South Wabash Avenue  
Chicago, IL 60605

