

The background features a dark maroon color with a pattern of various colorful shapes including circles, ovals, and elongated rectangles in shades of purple, blue, green, and gold. A white rectangular frame is positioned on the left side, enclosing the text.

# THE GALLERY APPROACH

NAWA Exhibition Proposals and  
How to Present Them

# CONTENTS

- Make friends
- NAWA Elevator Speech
- Exhibition Specifications
- Venue Questionnaire

# MAKE FRIENDS

- All networking relies on relationships.
- Visit the venue. What is their style or approach? Is it specific, eclectic, wide-ranging, or focused on a particular type of art or demographic? Can you envision a NAWA Group Exhibit there? Do you think it would be a good fit?
- On a visit, this is not the time to pitch an exhibit unless someone invites you to the gallery/museum or you have a natural encounter that opens a conversation.
- You can post images from the venue on social media and tag the venue.
- Before proposing any NAWA exhibition, prepare by creating or developing a *relationship* with a gallery rep or owner. Do you already know someone? Ask questions, but be courteous of everyone's time. Set up an appointment if there seems to be mutual interest.
- Refer people to the NAWA website, Instagram and public Facebook page to learn more about us.

# QUESTIONS

**ONCE YOU ESTABLISH A FRIENDLY CONTACT:** some ideas for questions

- Have you ever heard of the National Association of Women Artists (NAWA)? (see “elevator speech”)
- Who would I speak to about the possibility of a NAWA exhibit here? Are you able to share a contact, or can I communicate through you?

**IF YOU FIND THE CORRECT PERSON:** for appropriate questions:

- Do you accept exhibition proposals from outside groups?
- Do you think an exhibit of NAWA women artists would be a good fit?
- May NAWA send you a venue questionnaire to determine your specifications?

# THE NAWA ELEVATOR SPEECH

- The first women's fine art organization in the United States
- Founded in 1889 with a deep history with many woman artist luminaries
- Signature Members, US citizens or permanent residents, age 18 and over are admitted through a jury process, plus we have Associate and Graduating Student Members and Educator Members, and building out new types of membership (more to come...)
- NAWA has a historical archive at the Rutgers University Alexander Library and a permanent collection at the Zimmerli Art Museum at Rutgers University in New Brunswick, New Jersey
- NAWA members are living in 42 states of the USA, DC and Virgin Islands
- NAWA members are proficient in one or more of the following categories: painting, works on paper, sculpture, photography, mixed media, collage, fiber arts and digital artwork

# NAWA EXHIBITIONS

- Can be arranged by medium, theme, geographical area, or any number of delineations
- May be curated and/or juried by an outside curator, by NAWA peers, or by the venue
- May be managed (received, installed/de-installed + shipping, if applicable) by NAWA volunteers or gallery staff or a combination
- May be sponsored, or carry an entry fee
- Exhibits may be small (10-20 pieces) or large (NAWA Annual is usually over 200 works)
- A NAWA Venue Questionnaire is available for a venue to communicate its size, price, and all other pertinent parameters.

# VENUE QUESTIONNAIRE

## GALLERY/EXHIBITION SPACE QUESTIONNAIRE

Name of Venue: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Cell #: \_\_\_\_\_

1. Will the exhibition be curated by NAWA or Gallery/Venue? \_\_\_\_\_

2. Are there any restrictions? Theme? Subject matter? Nudes? etc.

3. What is the number of pieces of artwork able to be exhibited in the gallery/exhibition space? \_\_\_\_\_

Minimum size \_\_\_\_\_ Maximum size? \_\_\_\_\_

4. Will sculpture be accepted? \_\_\_ Free Standing? \_\_\_ Wall Hung? \_\_\_

Minimum size \_\_\_\_\_ Maximum size? \_\_\_\_\_

5. Are pedestals provided? \_\_\_\_\_

If so what are the pedestal sizes? \_\_\_\_\_

6. What kind of publicity will the gallery/venue provide? \_\_\_\_\_

Web? \_\_\_ Newspapers? \_\_\_ Print Publications? \_\_\_\_\_

7. Will the Gallery/Venue use publicity materials provided by NAWA or produce its own? \_\_\_\_\_

8. Will NAWA members be able to ship work directly to the gallery/exhibition space? \_\_\_\_\_

9. Can wrapping and shipping materials and boxes be stored at the gallery/exhibition space? \_\_\_\_\_

10. Is there security/insurance at the gallery/exhibition space for exhibited works? \_\_\_\_\_

11. Does the Gallery take a commission on sales. NAWA's normal commission is 70% artist and 30% NAWA.

12. What are the proposed dates of the exhibition? \_\_\_\_\_

13. What date(s) should the artwork arrive on site? \_\_\_\_\_

14. What date(s) would the artwork be uninstalled and removed from the gallery/exhibition space? \_\_\_\_\_

15. Is there a fee for the use of the space? \_\_\_\_\_

If so, what is the proposed fee? \_\_\_\_\_

16. Who will install the exhibition? \_\_\_\_\_

17. What is the proposed date and time for the reception? \_\_\_\_\_

18. Who will be responsible for Reception beverages & food? \_\_\_\_\_

19. Does the Gallery want a Certificate of Insurance? \_\_\_\_\_

\_\_\_\_\_ Date \_\_\_\_\_

Gallery Curator

# FOLLOW THROUGH!

- Once you have established a connection with a gallery or museum, and it seems like a viable possibility, *follow through!*
- If it is an interested party, there are various steps, depending on the venue- the venue questionnaire will help determine those next steps.
- If you are willing to continue being the POC – person of contact- report all information back to the Exhibition Committee. Consider yourself the liaison with the venue, also reporting all committee decisions back to the venue contact
- Your part may end here, or you may continue managing the exhibition
- Note: NAWA is a non-profit and any rental fees, if applicable, must be within our means. This means that it cannot be held at a loss. Consult with the President, Executive Director and/or Exhibition Chair on these details (or your local chapter if applicable).



# NEXT STEPS: THE EXHIBITION

The POC or others on the Exhibition Committee may manage the following next steps.

- Obtain or create a contract. If terms need discussion, have the Executive Director or President (or Chapter admin) negotiate the terms, unless you are able and willing to do this.
- The Exhibition Committee and/or the Venue will create a theme and title, entry fees, etc.
- Inform the Exhibition Committee chair(s) when a prospectus is ready to be generated, when all DATES are determined:
  - Open for submission
  - Deadline for submission
  - Delivery date(s)
  - Opening of exhibit
  - Reception and/or event date(s)
  - Closing date
- Generate the Prospectus (this may be done by the chairs or committee member but must be approved by the committee and/or office)
- Determine what volunteers might be needed for various tasks (unpack, install, re-pack), and report to appropriate participants

# NEXT NEXT STEPS

- Who juries the the exhibit?
- If it is juried by Peer Jurors, report to the juror manager (Diane Salamon)
- Report awards to Awards Committee (Kay Clarke and/or Jill Baratta) for processing
- Accepted and non-accepted letters are generated and artists are informed
- PR is informed of all accepted entries and promotes the Exhibit, along with any Venue-generated PR
- Artworks are delivered
- Artworks are curated for installation
- Artworks are installed
- A reception is held, if applicable; if other events, those are promoted and held; awards announced
- Sales are reported and recorded (to Executive Director or Chapter Admin, artists informed of their sale; shipping arranged if applicable
- Exhibit is un-installed, picked up or re-packed and shipped

THANKS FOR  
YOUR  
ATTENTION!

