



## Important Information for Exhibitors

The goal of the Summer Street Gallery, located in the lobby and main performance hall of TCAN, is to provide an opportunity for accomplished visual artists in the region to have their work prominently displayed for TCAN's diverse and loyal audience. Exhibitions at TCAN are seen by thousands of area residents during performances and gallery/business hours. Gallery announcements are included in TCAN's marketing and social media content which reaches 20,000 members and patrons.

### **TCAN'S VISUAL ARTS PROGRAM IS SELF-SUPPORTING, RESTRICTING THE RESOURCES AVAILABLE FOR SUPPORT AND PROMOTION**

*\*\*Make sure that you have read, signed, and returned the Artist Exhibit Agreement contract. If you have not, ask for one and we will email you the documentation. You can drop it off at the Box Office or mail it to 14 Summer Street, Natick Ma, 01760 – or email a signed copy to [kfraser@natickarts.org](mailto:kfraser@natickarts.org)\*\**

#### **Do I have to be a TCAN Member?**

It is not mandatory to be a TCAN member to show in the Gallery. But please keep in mind that there is NO FEE to display your work, so we strongly encourage Artists to become contributing members of the community in which they are exhibiting. Here is [more information about our membership and benefits](#)

#### **When can people see my work?**

The Summer Street Gallery is open to the general public during box office hours (12 pm-6 pm Tuesday through Friday, and 11 am to 2 pm Saturday) and available for viewing before and during performances. TCAN is closed on Sundays and Mondays.

#### **What kind of artwork can I display?**

The gallery (lobby and main performance hall) are open to the general public, including children of all ages who attend daily theater classes, school camps, and family performances within the shared space. Please keep pieces appropriate for all ages from preschoolers to senior citizens. We do reserve the right to decline the exhibition and / or removal of pieces at our discretion, if necessary.

#### **What kind of publicity/promotional will be done for my show?**

The gallery is supported by volunteers with some assistance from TCAN staff members, making resources limited to the marketing efforts. Therefore YOU, the artist, are SOLELY RESPONSIBLE, for all promotions, mailings, invitations, and other marketing activities to encourage attendance to your exhibit. If you need advice on what you should be doing to promote your gallery, you may reach out to our Marketing Coordinator for assistance – [kfraser@natickarts.org](mailto:kfraser@natickarts.org). Your exhibit information will be placed on the TCAN website in the [summer street gallery](#) section, in our member guides and promotional flyers, and within the [Natick Local Town paper](#).

Artist collateral (business cards, postcards, etc) may be placed in the lobby DURING your exhibit.

If you decide to create marketing material, the official TCAN logo needs to be used. Again, email [kfraser@natickarts.org](mailto:kfraser@natickarts.org) for approved logo.

### **What does the installation process look like?**

The Marketing Coordinator will be able to book time for installing and taking down your artwork. The space is shared with other programs and shows throughout the day so it is very important to have an installation plan created prior to the big day. It is **STRONGLY ENCOURAGED** that you and your team visit the space prior to your installation day so you are fully prepared.

Installation times are usually blocked out in 3 hours increments the day before your exhibit opens. We have a volunteer that occasional can aid in hanging up artwork, but is **NOT A PROFESSIONAL ART HANGER**. Therefore, we recommend you put together a team of your own (friends/family) to help you hang. Depending on the size of your work, the gallery can house anywhere from 20-30 pieces. **AGAIN, MAKE SURE YOU PREPLAN WHICH PIECES YOU WANT TO HANG AND WHERE YOU WANT TO HANG THEM.**

The canvases are hung with cable wires, hooks and loops. All artwork must be completed and prepared to hang prior to installation day. Some material is provided, but if in doubt, please feel free to bring what you will need / want to make installation quick and easy.

**ARTWORK LABELS:** Artists are responsible for labelling all pieces with professional and appropriate signage. They **CAN** include price information.

### **Can I sell my artwork?**

Of course! We recommend each piece in the gallery be available for purchase. All artwork sales will be handled by the box office and the buyer can pick up their purchase at the end of the exhibit. TCAN will collect payment, including 5% sales tax, and remit a check, net of commission, to the Artist.

For artists that are TCAN members, TCAN receives 25% commission on all artwork sales. For artists that **ARE NOT** members, TCAN receives 30% commission on all artwork sales.

**REMINDER:** Artist should provide typed copies of a current price list for all piece offered for sale that will be located at the box office.

### **What does TCAN insure?**

The exhibition space is a multi-facility that is a venue for concerts, theater, classes, and rentals. Artists should be aware that it may be necessary to make accommodations for other events, For example: the removal of one or more paintings or hanging a backdrop over one or more paintings for a theater performance. TCAN is **NOT** responsible for any damage or loss of artwork during the exhibit, except to extent that TCAN receives compensation from insurance policies which may cover the loss in question. For more information, please contact Kerry Fraser.

Any questions or concerns you have please feel free to reach out to our Marketing Coordinator Kerry Fraser – [kfraser@natickarts.org](mailto:kfraser@natickarts.org)

**Thank you!**