

Updated 08/13/24

## Emporium Exhibition Proposal: Tips and questions to consider



If you are new to submitting an exhibition proposal, we want to provide a few notes on the process to be helpful.

### GENERAL APPLICATION

We hope you have had a chance to visit many of the hundreds of exhibitions we have showcased over the past 20 years. The first and most important question to ask is: *Are the Emporium galleries the right fit for my artwork?* Generally, we welcome audiences of all ages, visitors from out of town, and many people for private events (such as wedding receptions).

**It is crucial to consider in advance all costs to prepare an exhibition and whether you will have the funds to cover them. Framing and matting 20+ pieces of artwork can be more costly than anticipated.**

All materials should be submitted digitally: upload images and other attachments with the online application per the instructions, as this is how panelists review all materials.

### APPLICATION QUESTIONS

If you are submitting a proposal on behalf of a group (or for a curated show), please identify one person to be the primary contact. This contact would be responsible for collecting any future information from the group, communicating requirements and deadlines, etc.

Under *Website / social media*, please consider that Instagram images can be viewed for only a short amount of time if being viewed by non-Instagram users.

In response to the statement: *I would consider being paired for a two-artist show*, please consider we regularly pair two artists together to make a very successful exhibition, whether it ends up being a combined show under one title OR two smaller shows housed within the same space. Both examples work well.

When choosing *Preferred month to show*, please remember a flexible schedule is easiest for us to accommodate.

In the *Artwork Information (title, medium, size)* section, please include ALL details for EACH image, as this helps the panelists form a more complete view of the artwork.

*File Upload* section: You are allowed to submit up to 20 images and are strongly encouraged to include 20 so long as the image quality is high. Please consider that a fewer number of images, carefully curated, may present stronger to the panel than a large collection of varied images. Consider including at least one example of how we can expect the work to be framed/presented or installed (if applicable).

*Exhibition statement* section: If this is a conceptual exhibition or by invitation (ie, an open call for which you don't yet have images to share), how can you prove your competence in curating/staging it? What is the source for your artwork? Please give examples of past curations you have done and/or artists and justification for their inclusion, etc.

Consider including:

- + Description of your current artistic practice, the proposed body of work, installation and overall intent or concept of the exhibition.
- + How will this body of work or installation differ from your current practice (if applicable)?
- + Proposed or working title of exhibition

If the show will be juried, please provide details on the process, potential jurors, etc. (or examples of past juried shows you plan to emulate). *It is recommended that group shows be juried.*

Click here to view an example of a high-scoring group application from a previous panel review:

<https://www.knoxalliance.com/wp-content/uploads/2024/08/group-applic-sample.pdf>

Please note that an exhibition statement can be adjusted prior to an exhibition.

*Biography* section: Include detailed information about the artist(s) or group applying for the show. If selected for an exhibition, this information can be adjusted/updated prior to the exhibition.

You are encouraged to upload a *resume/curriculum vitae* of the principal organizer/curator or artist, which we suggest reflects previous exhibitions, educational background, honors & awards, permanent collections & commissions and residencies.

### **TIPS FOR DIGITAL IMAGES**

Per the application: *Upload digital images as files identified with a number (1-20) and title of work (example: 1.Title.jpg). Image size is ideally 1600 pixels on the longest side. Uploaded images must be JPEG, JPG, or PNG files and may not exceed 5 MB in size.*

It is acceptable if you are unable to rename your digital images or match the ideal size per the instructions. However, you will be unable to upload any images that are not JPEG, JPG, or PNG files and/or that exceed 5 MB in size – no exceptions can be made.

If possible, we recommend professional-level photography of your submitted work. Poor photography is often cited as a main reason why images are rejected from juried shows/exhibitions. Panelists must be able to evaluate your artwork properly. In submitting a proposal, you are now considered a professional and are competing with like professionals. Your images are expected to be above an amateur's photographic standard; taking a quick snapshot is not considered a professional image. If you do not have the equipment or knowledge to take professional-level photography, consider working with or hiring someone who can help. *Peer reviews of images and artist statements are recommended.*

Photographic tips (reprinted from <https://artcall.org/pages/tips-for-photographing-artwork-for-digital-submissions>):

- Square up the piece
- No direct lighting or flash
- Take multiple shots
- Use a 'mid range' zoom
- Photograph before framing / varnishing

### **PANEL PROCESS**

Proposals will be juried by an anonymous panel of volunteers (usually at least five individuals) with a broad range of expertise in visual art. Jurors may include working professional artists, curators, collectors, artists from academia, etc. Remember, panelists make all their judgments based on your submission form and uploaded images.

The Arts & Culture Alliance compiles a slideshow of all submitted images and creates a digital packet of the applications, both of which are shared with all panelists prior to the review date. Panelists are typically allowed at least 20-30 days to review this information.

Panelists are asked to provide a preliminary score based on the below rubrics for each applicant. During the panel review, all images for a particular application are viewed, followed by a short time for panel discussion and questions. Before moving on to the next application, panelists are asked to finalize their score. The “overall” yes/no vote is each panelist’s opinion and not based on a group vote.

Panelists are asked to consider all applications equally without preference for a particular type of media. They will review individual applications using this scoring rubric:

Applicant # <u>  1  </u>	Poor	Fair	Good	Very Good	Excellent	TOTAL
<i>Content: Originality of idea or vision and effective communication of that idea or vision</i>	1	2	3	4	5	
<i>Composition: Effective use of elements and principles of design</i>	1	2	3	4	5	
<i>Craftsmanship: Technical proficiency and mastery of their medium. Are all works fully developed with no parts unresolved?</i>	1	2	3	4	5	
<i>Consistency: Do works form a recognizable unit and reflect a coherent vision by the artist?</i>	1	2	3	4	5	
<b>PANELIST COMMENTS:</b>   						
<b>VOTE based on criteria</b>	<b>yes / no</b>					

Panelists will review group applications using this scoring rubric:

Group Applicant # <u>  1  </u>	Poor	Fair	Good	Very Good	Excellent	TOTAL
<i>Content: Originality of idea or vision and effective communication of that idea or vision</i>	1	2	3	4	5	
<i>Composition: Effective use of elements and principles of design</i>	1	2	3	4	5	
<i>Craftsmanship: Technical proficiency and mastery of their medium. Are all works fully developed with no parts unresolved?</i>	1	2	3	4	5	
<i>Operation: Application is well-written and specifies how the numerous artists’ works will be juried, managed and organized</i>	1	2	3	4	5	
<b>PANELIST COMMENTS:</b>   						
<b>VOTE based on criteria</b>	<b>yes / no</b>					

The Arts & Culture Alliance does not have a vote; its only role is to rank the applications and schedule them based on preferences the applicants noted in their application.

For any questions, please contact Suzanne Cada at 865-523-7543 or [sc@knoxalliance.com](mailto:sc@knoxalliance.com).