

# BRICKBOTTOM OPEN STUDIOS

## NOV 19 & 20 NOON to SIX

### INFORMATION AND FORMS

Dear fellow artist and neighbor and Brickbottom fan,

The upcoming Open Studios Event will be the highlight of the year. For us to do our complex organizational job best, please return the enclosed form by the posted deadline. To avoid unnecessary complications, make sure you provide **complete and accurate information**. Any incomplete forms will be left unprocessed. On behalf of the Open Studios Committee, The BAA Board and the Gallery Director, we thank you.

**REGISTRATION:** All registration forms are due by **Monday, October 10**. There is a \$25.00 discount for those who get the form to us on time! Forms arriving after that date pay the full fee.

**INVITATIONS:** We'll be designing two invitations: paper and digital. All participants will receive 25 printed cards standard; however more will be allotted if requested. They will be available by the start of November. The other invitation will be an e-vite, which you personally e-mail to your contacts. We recommend adding information about the event to your e-mail's outgoing signature.

**WEB SITE:** The Open Studios portion of the Brickbottom.com website will be updated once all the registration forms have been processed. It will include a list of participating artists and have a link to your official BAA member page. Update your BAA member page as often as you like; but, above all, make sure your contact information is accurate.

**HALLWAYS:** Participating artists may display their work in the halls around your door and a piece near the elevators. Share the available space with other artists on your floor. Please do not hang work in areas marked "reserved". **DO NOT** post signs pointing the way to your individual studio. We will post generic "more art" arrow signs directing traffic to ALL studios.

**PUBLICITY:** Every year, we find that nearly half of the total number of attendees is comprised of first-timers. They heard the message from the WBUR radio ad or saw our print ads. In addition to last year's methods, we will be sending out press releases and broadcasting the event on various websites; but we can't do it alone! IT IS VERY important for all of **YOU** to send out flyers and e-mails to all your clients and friends. You can help us out by tweeting about us on your Twitter page or making a quick post on your Facebook page. "Friend" our Brickbottom Group Facebook page and post there, too.

**NON RESIDENT BAA MEMBER ARTISTS:** If you have shown here before, contact the resident who hosted you previously. We will try to find a host for everyone if you cannot find one. We may also have the opportunity to use units in the building that may be empty and for sale. If you have a portable wall display, racks or tables and lighting that you can bring with you, that would make it easier for us to fit you in.

**SHARING SPACE:** If you have hosted nonresident artists in your unit before, you may be contacted directly by those artists in the coming days. If you have not hosted an artist before and wish to share your space this year, please sign up on the chart in the lobby. You will receive a \$25 dollar **discount** to your OS fee for **each** affiliate artist you host within your space.

**WORK:** There will be a list of necessary jobs for **every participating resident artist** to do. They are posted on the office door. You can sign up for one on a first-come-first-serve basis. You needn't do any work if you are either hosting an affiliate artist in your space or if you make a donation of \$25.

**DIRECTORY EXHIBIT:** Drop off work to the Gallery on **Tuesday, October 25th** between the hours of 9 to 11 AM or 6 to 8 PM. Complete and attach the enclosed artist loan agreement form to the piece. If you personally cannot bring your work to the gallery at that time, arrange for a neighbor to do it. Pick up your work promptly after Open Studios closes on Sunday.

# Artist Directory Exhibition

**Drop off work to the Gallery on Tuesday, October 25th  
between the hours of 9 to 11 AM or 6 to 8 PM.**

**No work will be accepted after the deadline**, so PLEASE DO NOT BE LATE!

If you cannot personally submit your work at the scheduled times, please have a neighbor do it for you. Once the show is set, we cannot rearrange it to fit late-comers.

This should be a piece (no larger than roughly 24 inches wide) to represent the work you would be showing in your studio. We would prefer to hang your original piece; however, if your work exceeds the size restrictions, a framed photograph, print or preliminary sketch thereof is also acceptable. **DO NOT submit a sign, advertisement or poster.**

**PLEASE HAVE IT READY FOR HANGING OR DISPLAY.** You will need to supply the following:

- 1) **Wires** or hanging hardware attached for any work to be hung on the wall
- 2) A freshly painted, appropriately-sized white **pedestal** for sculptural work.  
We'll use the glass case for small sculptures, glass, books and jewelry, etc)
- 3) Any additional materials you think would be necessary.

If there are any special instructions for hanging that we should know, please include that in writing on the back of the form - print neatly.

Complete the loan agreement below.

Affix it to your piece and bring it to the gallery on the 25th of October at the times listed above.

## BRICKBOTTOM GALLERY Loan Agreement

PRINT CLEARLY AND FILL OUT IN FULL

Name: \_\_\_\_\_

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

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Title: \_\_\_\_\_

Medium: \_\_\_\_\_ Dimensions : \_\_\_\_\_ Value: \_\_\_\_\_ For Sale?: Yes\_\_\_ No\_\_\_

Unit #, or location where **you will be showing** during open studios: \_\_\_\_\_

**Three words** which describe your overall work: ( e.g. "Abstract Oil Painting" or "Hand Sewn Quilts" or "Graphic Design & Illustration") This will be used on the gallery label directing visitors to your studio.

I understand that the above work will be exhibited at the Brickbottom Gallery 1 Fitchburg St., Somerville, MA 02143 from Oct 25 to Nov 21, 2010. The work cannot be removed before the end of the exhibition. The Brickbottom Gallery will take a 30% commission on any work sold. The Brickbottom Gallery, Brickbottom Artists Association, and the Brickbottom Condominium Trust are not responsible for work left in the gallery after the designated pick up date of November 20.

Brickbottom Gallery has a limited insurance policy with a \$500. deductible per exhibition. The amount available for insurance would be calculated according to the amount of work damaged or stolen in a given exhibition minus the deductible. Insurance value of artwork will be calculated at 70% of the exhibition price. The Brickbottom Gallery, Brickbottom Artists Association and The Brickbottom Condominium Trust will not be held responsible for reimbursement of artwork beyond our insurance limit. The gallery is open and unattended.

Artist's Signature \_\_\_\_\_ Date: October 25, 2011

**YOU MUST PICK UP THE WORK FROM THE GALLERY IMMEDIATELY AFTER OPEN STUDIOS ENDS.  
SUNDAY FROM 6 TO 8**

# 2011 BRICKBOTTOM OPEN STUDIOS FORM PRINT CLEARLY.

The information you provide will be used on the official BAA website, the invitation and the building guide.

**Your name** (required): \_\_\_\_\_

Name of your **business** (should you want it included): \_\_\_\_\_

**Three** words which describe your work: ( e.g. "Abstract Oil Painting" or "Hand sewn Quilts" or "Graphic Design & Illustration") This will be used on the flyer handed out at the door.

\_\_\_\_\_

The **unit number** where you will be **showing**. (If you are a non-resident affiliate artist, let us know which Brickbottom resident will be hosting you.)

**Unit #:** \_\_\_\_\_ (**Host:** \_\_\_\_\_ )

Phone #: (office hours; for our use only. It will not be publicized.) \_\_\_\_\_

E-mail: (for our use only. It will not be publicized.) \_\_\_\_\_

## OPEN STUDIO FEES

The cost of **BAA membership renewal is \$50.**

Submit a check payable to the Brickbottom Artists Association and write "Membership" for the memo.

**You must be a paid member of the BAA** (Brickbottom Artists Association) to participate in Open Studios. If you have not renewed membership since last year's Open Studios, you will need to renew at this time.

The fee for **Open Studios is \$100. For those returning this form by the deadline will get a 25 dollar discount: \$75**

Submit a check payable to the "Brickbottom Artists Association" and write "Open Studios" for memo.

## PUBLIC SPACES FOR NON-RESIDENT ARTISTS

There are a few public spaces throughout the building available to non-resident affiliate artists who are unable to find a host studio. These are available on a first-come-first-served basis. You may show 4 to 15 wall-mounted pieces depending on their size and the size of the spaces available. Along with a typed artist statement (describing your work and any upcoming shows or gallery affiliations), you may also include a wall-mounted dispenser for business cards or flyers. Spaces are located along the uninterrupted hallways of the first, second and fourth floors of the Cannery Building. The first floor lobby of the Bakery Building has a similar spaces available. The outdoor courtyard may be used by sculptors. You will be able to have one piece in the directory show. It would be best if you would be here throughout the hours that we are open on that weekend. Neither the BAA nor the Trust are responsible for any work exhibited in this manner, so we would appreciate you picking it up as soon as Open Studios is over. Should we find a resident willing to host we may "upgrade" you to their unit. If we cannot find a space for you, your registration fee will be refunded.

E-mail pier.gustafson@gmail.com to get further information.

**Invitations:** You will receive 25 cards. If you would like more, you may request them. Qty. desired: \_\_\_\_\_

**Fill in the appropriate blanks and add up the total.**

**OPEN STUDIO FEE \$100** \_\_\_\_\_ (**or \$75 for those submitting by October 10**)

**YEARLY BAA MEMBERSHIP FEE \$50** \_\_\_\_\_ (required by **ALL** except the Founding Members)

**Payment instead of performing a task \$25** \_\_\_\_\_

**Less 25 dollar discount per artist you host in your studio** \_\_\_\_\_ (name of artist(s): \_\_\_\_\_)

**TOTAL ENCLOSED: \$** \_\_\_\_\_

**PRESS:** We will be providing images to the press. If you have a high resolution (300dpi+) image of a SINGLE piece of work that you would allow us to use, please copy it onto a CD-R disc and return it with the form and check(s). Make sure, on front of the disc, you write the title and medium of your piece, along with your name as you would like it to appear. As the press often reproduces images in black and white, it is best to select a piece that works well in gray-scale. Images that are out of focus, crooked or poorly lit cannot be used. Please provide us with a usable image.

Return this form, payment, and the **optional** press disc to our office by **Monday, October 10th**. Residents may slip it under the office door. Otherwise mail it to us at: **Brickbottom Artists Assn, Open Studios, 1 Fitchburg St., C111 Somerville, MA 02143**