

ArtHub |

ARTIST'S GUIDE

INTRODUCTION

The **ArtHub** is the collaboration between the Nashua Area Artists' Association and artists of various media and interests. Our goal is to support artists in the growing arts community of the Greater Nashua area by offering a gallery to display their work, technique based demos, workshops and classes, exhibitions, and many more opportunities.

This guide will help walk artist through the process of displaying their artwork at the ArtHub, from the online registration to preparing their artwork for display.

The online registration is crucial to the workflow. It allows the NAAA to create a list of those on display, coordinate the inventory itself but also the intake of the work at drop-off/pick-up, print the labels, and setup of the Point of Sale terminal. For instance, in the December 2016 – January 2017 exhibition, there were over 275 pieces of art for sale that was easily transferred into the P.O.S. system because of the use of online inventory submission.

COMMISSION & FEES

In order to provide this opportunity for artists at the ArtHub there is no fee for artists to display. In order to maintain the gallery and the NAAA, the ArtHub works off of a tiered-commission system based on prices of the items sold.

\$0.01 – 20.00	20%
\$20.01 – 100.00	25%
\$100.01 – 499.99	30%
\$500.00+	35%

SUBMISSION PROCESS

It is imperative that each artist thoroughly reads the following information. The ArtHub is open to all NAAA Members in good standing and all pieces submitted for display must be original and completed solely by the artist. Additionally, no early removal of artwork is allowed and any unfinished work will be rejected and returned to the artist.

Each artist is required to download and sign the **ArtHub & Artist Contract** annually and submit it at their first drop-off. Each artist must submit digital inventories via the ArtHub website before the set deadline. There are THREE separate forms for the online inventory – 2-D, 3-D, and CARDS/PRINTS. Make sure that the information is correct and that there are NO SPECIAL CHARACTERS (i.e. ? , “ - # \$). Please keep the prices as whole dollar amount – nothing that has cents (i.e. we cannot accept a sale price of 99.99 or 99.50, please submit as 100)

RETAIL CODES | Each artist must assign a unique retail code for anything they wish to sell in the ArtHub. There is a section in the inventory sheets (links below) where artists will enter a unique set of letters and numbers. Due to the chance of artists having the same initials, please consider this setup: Initials (first, middle or "x" if you don't have one, last), followed by 3 numbers (unique from one piece to another), then the first initials of the months that work will be displayed.

Example || Artist's name: Isaac Mendez,
 Rotation: Dec/Jan --> IXM001DJ, IXM002DJ, IXM003DJ, etc.

UPLOAD IMAGES | We will be utilizing Google Photos for this process. These photos will be uploaded to the ArtHub website for digital sales and promotions. Artists will log into the ArtHubArtist@gmail.com account using the password NAAAart16. To check out the "How-To" on YouTube, visit: <https://youtu.be/3tiWB1Ciqns>. Make sure that when you upload the files the images is rotated the correct way. All files **MUST** be properly labeled with the artist's name, title of the work, size, price and media. These files are for the online shop – so upload all 2-D and 3-D work (not cards/prints). In the submission of inventory, you will be asked to upload one image for publicity. This uploading for the online shop doesn't need to be done by the deadline but before the 1st opening day of the new rotation.

If an artist is having troubles with the online submission forms, please email the NAAA at inventory@naaa-arthub.org PRIOR TO DEADLINE.

INVENTORY PREPARATION AND GUIDELINES:

2-D Inventory | ALL hanging art:

- Allotment: 4
- Must be framed or otherwise secured and professionally presented.
 - Pieces may be gallery wrapped, framed, or mounted on Bristol board or other heavy-weight matting.
- Must be completely secured for hanging/installation in the gallery.
 - All hanging art must be ready to hang with a wire that is installed approximately 1/4 to 1/3 of the way from the top of frame on the back.
 - **NO saw-tooth hangers, keyhole hangers, etc.**
 - Wire must be tautly and securely installed.
- Works on paper must be under glass (or Plexiglas).
- Work over 40 pounds and work requiring special installation or handling must be installed by the artist in conjunction with the AAI Director or other ArtHub representative.
- All hanging art must have a **label on the back** with the following details:
 - Artist name
 - Title of work
 - Medium
 - Price
 - Retail code.

Cards/Prints:

- Allotment: 10 prints, 20 cards.
- If bringing in new cards/prints for a rotation, you must remove the old inventory.
- All cards and prints **MUST** be individually labelled using a small sticker with price and retail code prior to drop-off.



3-D/Jewelry Inventory:

- Allotment: 30 pieces of 3-D/Jewelry will be accepted, depending on size.
- May be free-standing if no support is needed, or ready for mounting on a pedestal - artist must provide pedestals for secure installation if they wish for it to be mounted.
- Artists displaying jewelry must provide their own display stands.
- Must be presented in a professional manner and tagged with information regarding materials used. Artist can provide printed information on materials and methods.
- All 3-D pieces **MUST** be individually labelled using a small sticker with price and retail code prior to drop-off.
- If any of these pieces need special packaging (i.e. necklace to be put in a box or glass/wood/ceramic piece needs a box or tissue paper) please place your sales material in a shoe-sized box with your name on the side. The box will be kept under the sales desk for easy access. You can place any special care instructions in your box also. This will make packing more professional than just placing items in a bag.



DROP-OFF/PICK-UP INFORMATION

Each rotation will have TWO dates for drop-off/pick-up, one Saturday and one Monday. Saturday will accept 2-D & 3-D during the one hour drop-off time (1:30-2:30p) while on Monday 3D can drop-off between 4:30 – 5:30p and 2D can drop-off between 5:30-6:30p. Each artist must select the time they can drop-off at www.naaa-arthub.org. This is to stagger the influx and make the swap more manageable.

2018 Rotation Schedule

Rotation: Sept/Oct 2018

Theme: Flora and Fauna 8/29-10/27/2018

Open Online Registration: 8/6/18

Close Online Registration: 8/22/18 midnight

Pickup/Drop Off: Saturday, August 25 from 12:30-2 PM
Monday, August 27 from 4:30-6 PM

Rotation: Nov/Dec 2018

Theme: Joyful Giving: Big and Small 11/1/2018-1/5/2019

Open Online Registration: 9/5/18

Close Online Registration: 10/24/18 midnight

Pickup/Drop Off: Saturday, October 27 from 12:30-2 PM
Monday, October 29 from 4:30-6 PM

ARTIST'S RESPONSIBILITIES

Artists are responsible for packing/unpacking their artwork during drop-off/pick-up and assisting with the installation of their work. Receptions, are held during the 2nd week and are done at the discretion of the participating artists who will work together to plan the art reception. All artists are required to attend the entire reception and assist in providing for reception, set-up/clean-up as well as attend a meeting to prep for the reception. It is also suggested that artists provide e-mailing list to NAAA and help with PR on websites and social media.

Gallery Sitting: Required to do two shifts (about 8 hours) of gallery sitting per rotation and if, for any reason, an artist cannot work their shift, that person is responsible for finding a replacement and notifying the Association. This gallery is highly dependent upon the sitters, a charge of \$15 per monthly requirement will incur towards the person originally scheduled, unless they found coverage and filled the quota for that month at another date/time. While gallery sitting, please feel free to work art projects, but please be careful with paint around other hanging art and on the floor and be sure to clean up when you are finished.