

Allentown Art Museum Community Gallery Guidelines

Thank you for your interest in the Community Gallery at the Allentown Art Museum!

Please read through the following guidelines prior to submitting an Exhibition Proposal.

ABOUT THE COMMUNITY GALLERY

The Community Gallery at the Allentown Art Museum (AAM) is a multi-use exhibition and event space available to community organizations, schools, non-profit organizations, and artist groups from the Lehigh Valley. AAM strives to be an inclusive regional resource that uses arts and culture to inspire, teach, transform, and engage our local community. Organizations interested in exhibiting at the Community Gallery are encouraged to submit an Exhibition Proposal for consideration.

ABOUT THE FACILITY

The Community Gallery is a 1,920 square foot room located on the lower level of the Museum. This gallery is open to the public during Museum public hours: Thursday through Sunday, 11am – 4pm. Three of the room's four walls are fabric-covered and available for displaying artwork. Two dimensional works may be hung directly onto the walls and three dimensional works may be installed on pedestals near the walls. The display walls have a total of 131 feet of hanging space. The walls are 10 ft tall and 64 ft, 49 ft, and 18 ft. long respectively for a total of 131 ft of hanging space. Additional information about installation procedures may be found in the 'Installation and Deinstallation' section.

APPLICATION PROCESS and ELIGIBILITY

Organizations must submit an [Exhibition Proposal Form](#) at least four months before the proposed opening date for consideration. Please note, it is recommended to apply at least one year in advance to best secure your exhibition dates. Reservations are available on a first come first serve basis. The following items are AAM's highest priorities when considering applications:

- Exhibitions must demonstrate relevance to our community or our region.
- Organizations that serve families, artists, or historically underrepresented populations in the Lehigh Valley are given priority.
- Groups with a 501-c3 (non-profit) status are given priority.
- Exhibitions must feature multiple artists/contributors.
- Exhibition dates that do not conflict with other programming or events.

Please note: AAM does not allow rentals for single artist shows. Additionally, AAM reserves the right to remove artwork or cancel an exhibition at any time. Works that display violent or graphic materials or other offensive subject matters may be denied or removed from the Community Gallery at AAM's discretion.

FEES

The Community Gallery rental fee is \$200 per week the exhibition is open to the public (AAM is open Thursday – Sunday from 11am – 4pm) with an additional \$50 refundable deposit. AAM does not allow discounts for partial week rentals.

The following items are included with your rental fees:

- Space for a reception to be held during Museum public hours.
- Gallery signage with the title of your exhibition displayed at the entrance to the Community Gallery.
- Secure receiving and storage of artworks during jurying and installation.
- Communication/connection with any media or press inquiries.
- Exhibition listing on AAM's website on the Community Gallery page and Museum Calendar.

Please note, the Museum's community gallery is a multi-use space. Meetings, lectures, performances, family events, and parties may be scheduled during times the exhibition would otherwise be open to the public. A schedule of event programming in the Community Gallery may be provided upon request.

INSTALLATION AND DEINSTALLATION

AAM is not responsible for installing or de-installing exhibitions in the Community Gallery.

It is the responsibility of the renting organization to install and de-install exhibitions in the Community Gallery.

The Community Gallery has a picture rail hanging system. While the Museum is able to provide rods and hooks to hang artworks from the rail system, AAM is not responsible for any other installation tools. The renting party must provide all necessary labor and materials to hand and remove artworks from the gallery.

Please note the following installation and exhibition parameters:

- Organizations are permitted to hang works directly on the wall using pins, thumbtacks, or Velcro. Organizations may also use rods and hooks provided by the Museum. Nails, screws, and other similar hardware are strictly prohibited.
- All artworks must be ready to hang upon arrival at the Museum. No work with wet paint/ink, wet clay, or wet glue may enter the Museum.
- All artworks MUST be installed and deinstalled on the contracted dates.
- AAM is not responsible for damages incurred to art works while on the museum premises.
- Lighting in the Community Gallery cannot be adjusted to accommodate individual exhibitions.
- The Museum may have pedestals and acrylic caps available for three-dimensional works, but cannot guarantee availability. The availability of these items may be ascertained by request if submitted at least 2 weeks in advance of the installation date.

- AAM reserves the right to refuse or remove artwork for any reason. Works that are overly graphic, sexual, or inflammatory are not permitted in the Community Gallery.

EVENTS

Renting organizations may host one free exhibition-related event such as a reception during Museum public hours. Additional events or after-hours events are subject to fees and must be coordinated through special event rentals. All events are subject to AAM discretion and availability. Please note on the Exhibition Proposal Form if you intend to host one or more programs in relation to your show. Please note all event-related costs, preparations, and clean up are the responsibility of the renting organization.

Additionally, please be aware of the following event guidelines:

- No red sauces or drinks are permitted inside the community gallery. This includes but is not limited to the following: Red wine, fruit punch, tomato sauce or soup, etc
- No food or drinks are allowed outside of the Community Gallery.
- AAM may provide tables, chairs, microphones, or a stage upon request, however this is dependent upon availability. Please submit event requests at least 4 weeks prior to your event.
- AAM does not provide table cloths or other event décor. Additionally, the Museum does not permit changes to light settings during events.
- AAM strongly encourages an event run-through with Museum staff when utilizing the projector, sound system, or other Community Gallery tech. Event run-throughs should be scheduled 1 – 2 weeks before the event.
- Renting organizations are responsible for all set up and clean up. Please note that all food and garbage should be removed from the Community Gallery and disposed of outside the Museum. A large bin is available in the Museum's loading dock.
- Any outside equipment needed for events must be approved by AAM prior to the event. This includes but is not limited to instruments, sound amplification systems (i.e. speakers), heating elements for food, additional lighting or projectors, etc.

For additional information on event rentals, please visit allentownartmuseum.org/event-space-rentals/ or contact Irene Smith, Manager of Donor Relations and Special Events, at ismith@allentownartmuseum.org.

SIGNAGE AND PUBLICITY

The Museum will provide a sign with the exhibition name and dates to be hung outside the Community Gallery to help direct Museum visitors. Additionally, the Museum will promote Community Gallery exhibitions in print, social media, and on the Museum website when possible, however AAM does not guarantee publicity through their channels.

All publications coordinated by the renting organization must be submitted for approval through AAM's Marketing and Public Relations Department. Please submit all questions related to promotion or

materials for approval to Chris Potash, Marketing and Public Relations Manager, at cpotash@allentownartmuseum.org.

If the renting organization produces any publications, invitations, etc. pertaining to the exhibition, they must refer to the Allentown Art Museum as the location of the exhibition in the following way:

Community Gallery
Allentown Art Museum
31 North 5th Street
Allentown, PA 18101

ART SALES

Renting organizations may list sales prices with exhibited work, however the Museum does not facilitate any sales or take commission. Any sale transactions are the responsibility of the renting organization.

QUESTIONS?

Please contact Rei Ukon, Manager of Arts Engagement, at rukon@allentownartmuesum.org