



Artist Application

Welcome Community Artist,

Thank you for your interest in the City of Fontana Community Services Department Galleries. The objectives of the galleries are:

- ◆ Provide exhibition space and opportunities for artist with different mediums to showcase their artwork.
- ◆ Increase the awareness of local fine art within the Fontana and surrounding communities.
- ◆ Act as an educational organization for the arts.

The Community Services Department offers three different venues for artist to exhibit their artwork with two different programs for artists to work through. These programs include the Artist Showcase Program and the Roving Receptions. Each program includes different opportunities and exposure to the public including local and surrounding communities.

Applications are reviewed on a first come, first served basis and application completion does not guarantee the applicant a display space. All information provided will be used to select the artist and develop promotional materials needed for the appropriate program selected; therefore, it is imperative that all sections of the application be completed. Exhibitors are required to abide by the exhibition guidelines in order to display works in any of the City of Fontana Galleries. All artists are encouraged to submit completed applications which will be held for one year.

For more information about how you can become more involved with the Art Depot Gallery programming, please contact Ana Casillas at acasillas@fontana.org or 909.349.6974.

Ana Casillas
Cultural Arts Coordinator
City of Fontana
909.349.6974 | acasillas@fontana.org



Venue and Program Information

There are three different venues available for artist to exhibit their artwork within the City of Fontana. Three of these venues are located in the downtown Cultural Arts District of the City of Fontana and include the Art Depot Gallery, the Steelworkers' Auditorium located in the Lewis Library and Technology Center and the Fontana Community Senior Center Gallery. These venues offer a unique opportunity to exhibit and showcase artwork.

Featured Artist Showcase

The Featured Artist Showcase program offers artists the opportunity to showcase their artwork in the Art Depot Gallery and the City Council Chamber Foyer for a two month period. Through this program, there is no fee to the exhibitor selected to show in either of these venues. A donation of artwork of exhibitor's choice is optional. The piece will part of the City of Fontana's permanent collection to be exhibited throughout the City. The artist selected will receive the following for participating in this program:

- ◆ Showcase in a small presentation with City Council and officials
- ◆ Recognition with a plaque and awarded a nominal stipend for their contribution to the arts in Fontana.
- ◆ A public reception (optional)
- ◆ Marketing and promotional material through post cards, Fontana Arts website, and newsletters.

Artist Showcase:

The Artist Showcase Program is an opportunity for artists to exhibit their work at one of three gallery locations. Exhibit location will be chosen by availability and subject matter. Depending on the venue the exhibitor will have the assigned venue for duration of one or two months. There is a \$63.00 fee to exhibit at the Art Depot Gallery and a \$53.00 fee to exhibit in other venues. A donation of artwork of exhibitor's choice is optional. The exhibitor will receive the following items for participating in this program:

- ◆ A public reception (optional)
- ◆ Marketing and promotional material through Fontana Arts website and newsletters.

Exhibit Guidelines for all Venues

Installation and de-installation process

- ◆ The exhibitor is responsible for the transportation of the works to and from the gallery space.
- ◆ Gallery staff will arrange a date and mutually agreed upon time for installation and de-installation with the artist.
- ◆ Gallery will supply all equipment needed to hang and display artwork. The artwork is hung using the Walker Gallery hanging system (this is a hook and rod system).
- ◆ The exhibitor will have the option to install artwork, otherwise gallery staff will be responsible for installation of the art. On average, it takes two hours to set up an exhibit.
- ◆ All paintings, prints, photographs, and other 2D artwork must be suitably framed or wired to fit on gallery's hardware. Unframed paintings that employ the wrap around canvas technique are acceptable if they are properly wired and have clean or painted boxes.
- ◆ Artwork that is not ready for hanging may be rejected for the exhibit. Absolutely no nails, tacks, pins, tape or other adhesives may be used on the walls.
- ◆ Artwork must be removed at the end of the assigned reservation period. If the exhibitor fails to remove the work by the agreed upon time, the City reserves the right to remove and store the artwork.
- ◆ Works not picked up by exhibitor after thirty (30) days will be considered abandoned and become property of the City.
- ◆ All artwork and design concept of gallery space will be subject to approval from the Gallery coordinator. At any time, artwork is subject to removal and rearrangement. Gallery space can be changed or altered at the site coordinators direction.
- ◆ Venues collect **no commission** on sales and all proceeds go to the exhibitor.
- ◆ The exhibitor is responsible for all sales transactions during the exhibit. Artwork that is sold must remain in the gallery for the duration of the show.

Liability

Reasonable safeguards will be taken to ensure the security and safety of all artwork at all locations.

- ◆ The Art Depot Gallery does not insure work exhibited in the gallery, however, we do have a modern alarm system, and a docent is always on duty during normal gallery hours.
- ◆ The City of Fontana assumes no responsibility for the preservation, protection, possible damage or theft of any items displayed.
- ◆ The City does not provide any insurance coverage for the artwork, if need be artists are responsible for insuring their artwork should they desire insurance.
- ◆ The owner of displayed artwork agrees to defend, indemnify and hold harmless the City from any and all losses, claims or liability arising out of or relating directly to the use of its premises.

Marketing

To assist in the development of promotional and marketing materials, the exhibitor is required to provide the City with a minimum of eight (8) digital images of artwork to be exhibited. Marketing material includes:

- ◆ all advertising
- ◆ press releases
- ◆ invitations
- ◆ postcards
- ◆ all graphic design work
- ◆ All images of artwork shall be subject to use for marketing purposes but not guaranteed that all images will be used. Marketing expenses created by City shall be paid by the city. City has the right to alter said images to create City marketing campaign. Contractor is not limited to City marketing; additional marketing venues shall be at Contractor's expense.

Application and Selection Process

To be considered as an exhibitor for any of the venues or programs that the City offers, applicants must submit the following:

- ◆ Completed Artist Application
- ◆ Brief Biography
- ◆ Artist Statement
- ◆ 8 to 12 high quality images of artwork on CD Rom. Please save images in JPEG format. If you are using a MAC, please ensure the *.jpeg is added to the file name.

Note:

*All completed Artist Applications will be held for one year. Submission of Artist Application does not guarantee show. Artists cannot be selected to display more than once a year at any location. City Art Committee will have complete administrative responsibility for the approval of applications. Selection process is based upon content, volume of work, artist credentials and subject matter. All exhibitors must be willing to submit between 20 and 35 pieces of artwork depending on venue, program selected and size of work. Those chosen to exhibit are required to sign a contract, which must be returned no later than sixty (30) days prior to the first day of exhibit. Failure to do so may result in the cancellation of the exhibit (Featured Artist Showcase exhibitors must obtain a City of Fontana business license). **Incomplete applications will not be reviewed.***

Subject Matter

Due to the sensitivities that must be considered in the City environment, the City reserves the right to refuse the display of any works that contain obscenities. Artwork must respect the diverse beliefs and values of the Fontana community. The City also does not permit the display of works which are offensive to decency or so suggestive as to be offensive to the moral sense. The gallery staff has final say of artwork that is to be shown. At any time, artwork may be rejected from showing at any City gallery.

Receptions

Exhibiting artists may host a traditional reception at the Art Depot Gallery during the time of their exhibition. The City will promote the reception throughout the City website and promotional material created.

- ◆ Date and time of reception must be agreed upon by both Gallery Coordinator and Artist no later than 60 days prior to exhibit date (if date and time is agreed upon after the 60 days, artist is solely responsible for the promotion of reception)
- ◆ Artists are required to promote reception through their own personal means in addition to City efforts

The City will provide the following for receptions

- ◆ Art Depot Gallery
- ◆ Tables and chairs
- ◆ Background music

Submit completed application materials to:
City of Fontana
Community Services Department
16860 Valencia Ave
Fontana Ca 92335
Attn: Ana Casillas

APPLICATION FORM

Name (Single applicant only, No company names)

Phone

Mailing Address

City

State

Zip

Email

Other Phone

How did you hear about us?

Newspaper/Magazine City of Fontana Website

Other _____

Brief description of work (e.g., bronze sculpture, oils, acrylic, mixed-media, digital photography, etc.)

Please type responses to the following questions on a separate sheet and attach to application:

1. Describe the work to be exhibited (i.e.: average size, style, subject matter) is there a general theme you would like to present? If so, please describe.
2. What other galleries have you exhibited at and when?
3. Do you have a website or other means of publicity for your artwork? If so, please list.
4. Are you willing to donate a work of art for the City's Permanent Collection?
5. Will your artwork be for sale? If so, what is the price range of your artwork?
6. What dates is your artwork available for display?

All artists selected for the Featured Artist Showcase program will be required to submit their social security number or a tax identification number to receive a stipend. All promotional publications will be developed or authorized by the City of Fontana prior to distribution. All exhibitors must be willing to submit between 20 and 35 pieces of artwork depending on venue, program selected and size of work.

I understand the requirements, rules and regulations set forth in participating in gallery programs and confirm that the above information is accurate.

Signature

Date

Print Name

Internal Use Only

Received By: _____

Date Received: _____

Reviewed: _____

Artist Contracted: Y N

Location: _____