

# HOFFMAN CENTER FOR THE ARTS GALLERY

## Gallery Selection Process 2019/2020:

- ❖ The Hoffman Center Art Gallery opens submissions for a 6-week period starting Sept. 1 through Oct. 15.
- ❖ We invite artists from the North Oregon Coast and visiting instructors to apply through the website. *Two to three images representing your proposed show must be submitted electronically using the Submit to Gallery button to be considered.*
- ❖ Once the submission period closes, the Exhibition Curatorial committee meets to select the coming year's artists and shows. The Exhibition Curatorial committee is made up of individuals with experience/expertise in a variety of disciplines such as visual arts, arts education, gallery management, etc.
- ❖ Applications are printed with their associated images and reviewed in a blind process. Curatorial committee members review, discuss, and vote to make selections. Once the art is selected, the team assembles the shows into a proposed schedule taking into account a number of considerations (below).
- ❖ After the proposed schedule is set, the Gallery Manager contacts all who applied regarding their submission. For the artists selected, the communication is about timing, the amount and kind of display space. Once the artist confirms they can meet the dates and space, the schedule is set.
- ❖ For gallery communication: [hoffmancenterartgallery@gmail.com](mailto:hoffmancenterartgallery@gmail.com).

### Considerations:

1. Variety of Exhibits:
  - a. Community shows- The committee reviews and selects general themes to which the community is invited to participate. (1-2 shows/year)
  - b. Program shows- Featuring a project from one or more of the programs. (1-2 shows/year)
  - c. Artist shows: 2-5 artists with bodies of work depending on size of art, proposed space, number of pieces each is showing. Usually there are a minimum of 10-12 pieces per featured artist. (8-10 shows/year)
2. Priorities:
  - a. Art instructors offering Hoffman workshops.
  - b. North Coast Artists from Tillamook and Clatsop County—full or part time
  - c. Artists who have not been featured in the last 2 years.

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3. Seasons:
  - a. Off-Season Months (October through May)
  - b. Shoulder Months (September and June)
  - c. High Season Months (July and August)
4. Bodies of work: A point of view or particular subject matter is preferred over a collection of diverse ideas and techniques unless the show is a retrospective.
5. Gallery Cohesiveness: Artists are paired with compatible art and themes.
6. Finances: We will contribute to overall finances of the Hoffman Center by having positive income. The gallery cannot lose money.
7. Engagement: We intentionally reach out and select from the North Coast community at large.
8. Exposure: We look for additional opportunities to both educate and inform our coastal community as a whole.
9. Center Activities: We plan around events, receptions or bigger workshop/seminars that require flexibility of space.
10. Applications: The completeness of the on-line application, the quality of art photos, and the willingness of the artist to help market their art are considered. Artists must be in good standing with the center to be selected (unfinished business from past shows must be resolved.)