

Gallery submissions Process 2020/2021:

- Submissions are opened for a 6-week period, annually, which we announce via Hoffman Facebook, Hoffman Newsletter, Hoffman Flyers, Community newsletters, and direct emails.
- We invite and require artists with North Oregon Coast connections and visiting instructors to apply through the website.
- Once the submission period closes, the Gallery manager invites the exhibition curatorial committee 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 shared with the selection committee. Committee members review, discuss, and vote to make selections. Once the art is selected, the team develops a proposed schedule which take into account a number of factors (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 of artwork involved and type of display space. Once the artist confirms they can meet the dates and space, the schedule is set.

Considerations

1. Variety of Exhibits:

- a. Community shows: The committee reviews and selects general themes to which the community is invited to participate.
- b. Program shows: Featuring a project from one or more of the other Hoffman programs. These shows are intended to support the other Hoffman programs.
- c. Informative shows: To take advantage of opportunities to inform/expose the Hoffman community to important art from outside our geographical area.

- d. Artist shows: Featuring 1 or more artists (usually 3/month) 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 in order to make a statement.
2. Priorities:
 - a. Artists and art instructors offering Hoffman workshops.
 - b. Artists with connections to the Northern Oregon Coast.
 - c. Artists who have not had a featured show the last year.
 3. 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.
 4. Gallery Cohesiveness: Artists are paired with compatible artwork and themes
 5. Finances: We will contribute to overall finances of the Hoffman Center by having positive income. The gallery should not lose money.
 6. Engagement: We intentionally reach out and select from artists with a connection to the Northern Oregon Coast.
 7. Exposure: We look for additional opportunities to both educate and inform our coastal community as a whole.
 8. Center Activities: We plan around events and virtual events, receptions or bigger workshop/seminars that require flexibility of space.
 9. Applications: The completeness of the application, the quality of the art photos, and the willingness of the artist to help market their art are all considered. Artists must be in good standing with the center to be selected.