

The Art League of Germantown Spring Show
“Shades of Spring – Artists In Action”
April 11 – April 15, 2018

Our spring show format, “Artists in Action” is an exciting direction for the art league and also promises to be more inclusive, and much simpler to participate and produce.

Show days and process:

Wednesday through Sunday we will have 2D art hanging on the gallery walls, with each artist submitting two pieces to be hung together (if possible). Wednesday we will hold an open art session in the Kay Gallery which will feature a live clothed model. This session will be moderated by Bill Mapes and is free and open to all ALOG members. Visitors are welcome to watch our artists in action.

Saturday and Sunday will be the main days for our “Artists In Action”. These are typically our busiest and most profitable show days.

Both 2-D and 3-D artists will have their own table, either inside the gallery or outside the gallery door, where we will each demonstrate our art process. We will sell to our customers directly from our table, and then run the sales through the ALOG cashier. There will be a reception on Sunday, 1:00 – 3:00 pm.

We begin show registration at the March 7th meeting and continue to, and including, the April 4th meeting. If you can't attend one of these meetings, please ask another member to register for you, since there will be no other registration opportunities. The registration form is greatly simplified and easy to fill out. You can download the registration form and framing instruction/2D art labels on the ALOG website “Shows” page (www.alog.org). We will have a registration table at both the March and April meeting. Any questions about the registration form can be addressed then. Come early to avoid waiting.

There will be a Google Sheet link sent out for all 2-D artists to fill in the information for the show tags. The ALOG iPad will also be available the night of take-in for entry of the show tag information. Please label the front of your art with the 2D art labels provided.

<https://docs.google.com/spreadsheets/d/152qbs7tj60bJrMwPo6WaQ-SulhfERGDvYsc0uNJOSFk/htmlview>

Start thinking about what 2-D pieces you will exhibit (title, medium, size, price); what 2-D or 3-D work you will be demonstrating at your table and what your needs will be (electricity, etc.); and what work you will sell at your table.

For 3-D artists, no inventory list or photos will be required.

Every artist with work in the show will need to either demonstrate or fulfill volunteer duty. The volunteer slots are also greatly simplified: we have cashier slots, a few monitor slots, a few runner slots, and perhaps one or two other slots. With the exception of the art on the wall, all work such as jewelry, glasswork, pottery, paintings, cards, small works, and prints will be sold from your table. Providing a small treat for visitors at your table is always welcome.

Here are few demonstration ideas: examples of commissioned art, demo part of your process, PowerPoint slide show (iPad), portfolio samples, etc. Showing tools and materials will complement your art process.

*The ALOG requirement is still in place of having attended 2 meetings since the last show and/or done 2 volunteer slots.

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Important Dates

Wednesday, March 7, 2018, 6-7 pm	Show registration and Postcard Labeling (tentatively)
Wednesday, April 4, 2018, 6-7 pm	Show registration
Monday, April 9, 2018, 5-7 pm	2D Take-In
Tuesday, April 10, 2018, 1 pm	Show Hanging
Wednesday April 11, 2018, 4-7 pm	Show Opens
Wednesday April 11, 2018, 4-7 pm	Live ALOG Figure Drawing from Model
Thursday, April 12, 2018, 4-7 pm	Show
Friday, April 13, 2018, 4-7 pm	Show
Friday, April 13, 2018, 7-8 pm	Table Set-Up (show committee only)
Saturday, April 14, 2018, 10-11 am	Demo Table Set-Up (all artists should arrive prepared and on time to have their tables set-up in time for the show to open at 11 am)
Saturday, April 14, 2018, 11-8 pm	Show - Artists In Action!
Saturday, April 14, 2018, 8-9 pm	Artists Table Clean-up, Prep for next day
Sunday April 15, 2018, 11-12 pm	Demo Table Set-Up (all artists should arrive prepared and on time to have their tables set-up in time for the show to open at 12 pm)
Sunday April 15, 2018, 12-5pm	Show - Artists In Action!
Sunday April 15, 2018, 12-5 pm	Artist Wine Reception 1-3 pm (all participating artists 2D only and Demonstration are required to attend)
Sunday April 15, 2018, 5-6 pm	Show Take-Down

Important Note:

All participating artist demonstrators will be receiving an email prior to the show that outlines the sales procedures. They will be simple and easy to follow!