

# How to Plan a L'Arche Art Exhibition



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Core member artists have the ability to articulate the vision and gifts of L'Arche in a unique and visual expression, that people respond to with appreciative and immediate connection. By exhibiting this art with professional presentation, L'Arche honours the value and artistic insights of these artists.

Listed below, by category, are details from art exhibition experiences by L'Arche Canada communities. Consider what works best for your community and then adapt to your specific locale. These are suggestions, and you are encouraged to be creative with your own ideas. Enjoy the experience!

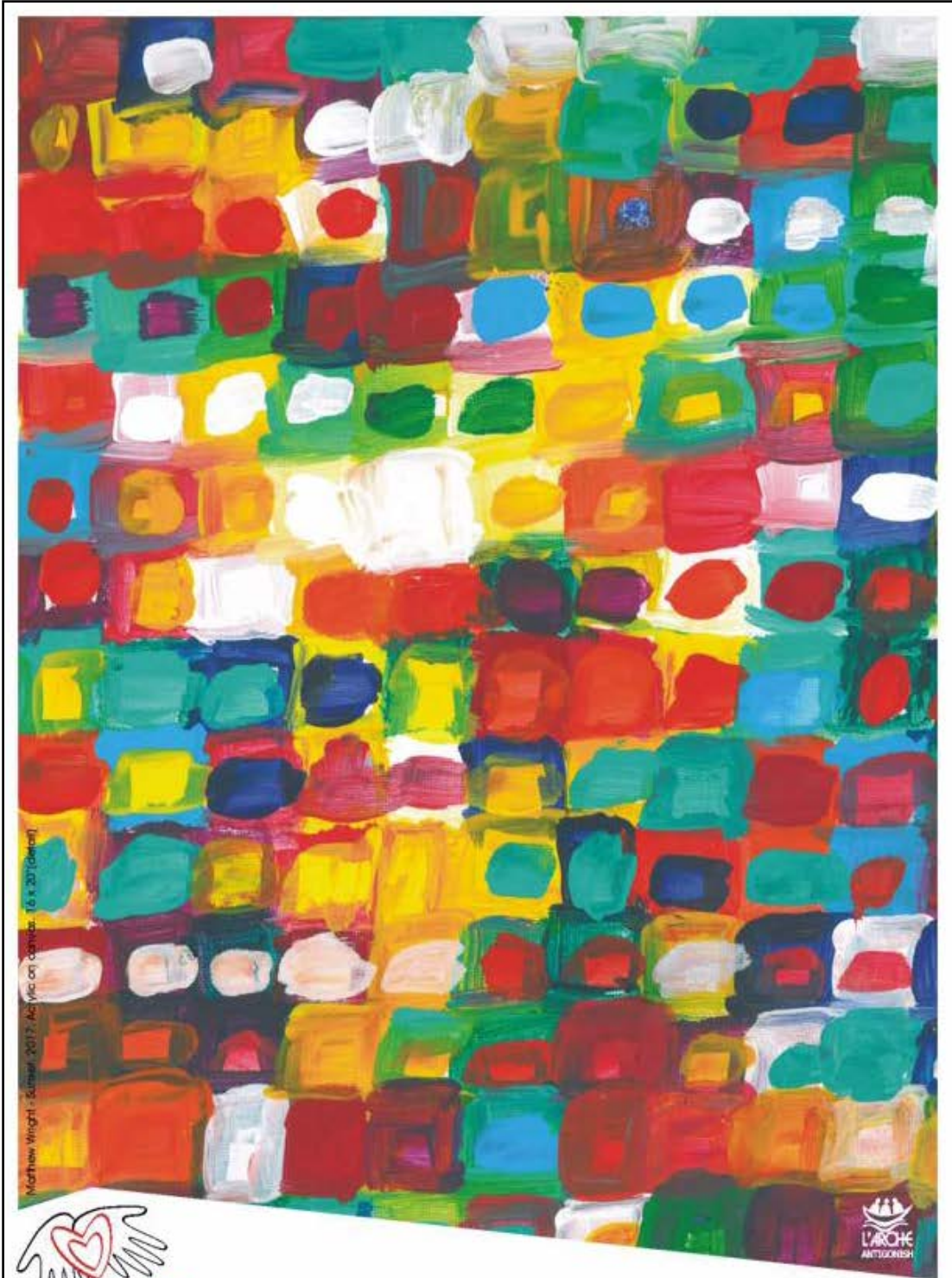
## **To Begin:**

1. The Community Leader can appoint a planning committee with a designated curator who acts as a 'project manager' for the process of selecting/negotiating a venue, organising, and displaying the art works, opening event logistics, media etc.
2. Partnerships:
  - a. An outside organization can invite L'Arche artists to participate in a joint art show and will outline the art requirements. The L'Arche community contact person will organise contributed art works.
  - b. A L'Arche community can invite an organization with similar interests and mission to partner for a joint art show.

## **Planning Committee**

**Members:** Generally there are 3- 4 regulars in an advisory capacity with a designated lead or curator. This group is involved in the planning, organizing, and working with the artists. This can be: Art Workshop leader, Craft Studio head, Craft Studio assistant, Homes Coordinator, Fundraising and Development, Assistant Fundraising and Development, Director of Day Programs, Program Leader, Board member, and volunteer.

**Budget:** to include venue rental, art supplies and framing, invitations and advertising, opening event costs. Some of these costs will be provided by sponsors, grants, donations and the community.



Matthew Wright - Summer, 2017. Acrylic on canvas. 16 x 20" (detail)



**HEARTS & HANDS**

L'ARCHE ANTIGONISH

# STUDIO ARTWORKS

Meet & Greet - February 9 - 7-8:30 PM

**FEBRUARY 1-28**

The Tall & Small Café - 342 Main Street

## Information

**Date and duration:** Most communities prefer to schedule art exhibitions through the months of February to June because of the L'Arche calendar year. An exhibition can last from 1 day, to a few weeks or longer, or be a show of revolving paintings in a permanent space (Community office) or a travelling show in different L'Arche communities.

**Locations:** Arts Centre, Church Hall, non-profit organization, Café, Artist-Run Gallery, Lobby of downtown business building, Community Centre Art Gallery, Public/private room in Provincial Legislature building, Public Library, Historical Museum, Municipal offices/foyer, Private home, Fire Hall, and in a L'Arche craft studio, atelier, coffee house, store, restaurant, office or community space.

Venue contact can be made through previous relationships and visits by L'Arche community members to the exhibition space; after an invitation to an Art Gallery director for a community visit; a direct email ask; a personal visit and ask by planning committee member; or by a community member with a personal connection.

L'Arche quotes: "It was beautiful, available and free". "Had developed a long standing relationship with arts center/church/ organization/cafe. "Partnered with existing exhibition on disability", "Space designed for art shows", "Location presented a venue for new audience for L'Arche", "An opportunity for collaboration with other organizations", "Space was offered, affordable, accessible", "Personal invitation by Director of Performing Arts Centre/ Government official/ Gallery Curator etc".

**Exhibition space (i.e., running feet, or size of room):** This can vary from a small café to a large Public Gallery. Calculate running feet of actual exhibition wall space with allowance for windows, door openings etc., noting that paintings can be hung in rows or displayed on easels.

**Installation:** Determine if the art works will be installed and taken down by L'Arche representatives, by the venue staff or a combination of both. Decide what technical equipment is necessary (wire, hangers etc.) and how many volunteers are needed as installers. Confirm installation and take down dates when booking venue.

**Insurance:** Determine if this is the responsible of the venue host or L'Arche community.

**Sponsors:** Local merchants, art supplies store, local stores, community members, exhibition venue, bank, printing company, board member, community donor, restaurants.

The most effective approach is in person with local businesses and enterprises. Write a one page description of event stating that sponsors will be acknowledged in local newspapers, on invitations, printed handouts and at the event. Send invitations in writing by email or personal letter. Follow up with written thank you after event.

Sponsor's contributions can be financial, gift in kind, or free rent. Samples: \$25 gifts certificates to local coffee shops to participants, art materials at cost, financial donation for food for opening, undersigned financial contribution, supplied volunteers for opening, discounts on printed material, space and refreshments.

## Art Exhibition Preparations

**Timing:** Advance time will vary depending on if the art works are chosen from an existing art work inventory or if they are prepared specifically for the exhibition. Generally one to two months are given for art preparation and planning. View the exhibition space beforehand to estimate the number of artworks.

**Art mediums:** Paintings (acrylic, watercolours), photographs, weaving, felting, fabrics, papier mache, sculptures, ceramics, papermaking, photos, reproductions, prints etc.

**Selection:** The process can be: a call for submission on a theme, a juried selection with prizes awarded, using existing artwork, a community member selection process, planning committee selection or the artists choose the work themselves.

**Theme:** None or a specific theme. Samples: 'The Art of Belonging', 'I belong', 'Songs of the Heart', 'Celebrating Inclusion in the Arts', 'Journeying Together', 'Artisans of the Heart', 'Artists in Motion', 'Making Room', 'Heart and Hands', 'Art Night Out', 'For the Love of Art', 'Art Together', 'Adventures in Art', 'Belonging as I am', L'Arche community/National/ International themes.



## Art Work Presentation and Installation

**Presentation:** Whether framed or unframed the art works should be exhibited in a professional presentation. This would include framed acrylic/oil paintings or with unframed having outer edges taped/painted; watercolours and prints matted/framed with glass. Framing can be done by a custom framer, a L'Arche workshop, or bought frames (i.e., Ikea). Beside each art work, on one card (foam core if possible) the artist's biography, photo, and artist's statement can be displayed, and with a separate smaller identification card (card stock weight) stating the artist's name, title, medium, year, and sale price.

A sale is indicated by a red dot on the identification card.



**Sale of art works:** If the public or gallery space has a policy for sales and commission, then that will be applicable or can be renegotiated for the L'Arche show. Each community will decide their own commission policy for art work but generally if the art work has been produced and framed in a L'Arche workshop then a 50% commission goes to the artist and 50% to the L'Arche workshop. For reproduction prints of an artwork, artists' commissions vary from 10% to 20% per sale.

**Artist's copyright agreement:** It should be stated in the art exhibition proposal, and explained to the artists that by submitting art work, the artists have agreed that their art work can be used within L'Arche for purposes of publicity, fundraising, and illustration (i.e., newsletters etc.) without copyright infringement. Any entity/business/person outside of L'Arche that wants to use the artist's art work image for reproduction or monetary gain, they will have to negotiate the copyright with the artist directly.

**Copyright Sample:** "Each artist will own and retain the copyright of the image of their artwork. By participating in the L'Arche Canada On-Line Art Exhibition, they agree to and permit the sole use of that image within the context of the L'Arche Canada On-Line Art Exhibition; and agree and permit that image use by those within L'Arche Canada for purposes of internal use, local shows, advertising, and fundraising. For use outside of the L'Arche Canada On-Line Art Exhibition and the L'Arche Canada copyright, permission will have to be negotiated with the artist directly."

## Opening Event

**Date:** An opening event can be held the first day or any day of the exhibition schedule, in the afternoon or evening.

**Food catering budget:** The event can be self-catered by food donations and volunteers or with catered food. The food is usually light refreshments (coffee, tea, cookies).

**Services by:**



- a. Venue host: gallery space, tables, chairs, marketing and promotion, all installation material, tools, lights, tea and coffee
- b. L'Arche: Food, light snacks, coffee, tea, set up, clean up; easels, signage, volunteers

**Invitations:** Printed invitations can be sent via direct mail and email to artists' friends and family, all community members, Board members, L'Arche supporters, general public, community mailing list, donors and supporters, city council members, mayor, provincial and federal government representatives, church leaders, media outlets, and provincial social services staff etc.

**Programme:** The opening event can include live music, videos or other entertainment with the Community Leader introducing participants and volunteers, judges, and dignitaries, a dialogue about the artwork with the artists and an assistant.

**L'Arche Information:** On an information table can be posters, pamphlets, brochures, annual reports, and community merchandise and art reproductions for sale and a visitor's comment book.

**Media coverage:** Submit newspaper articles, contact local cable TV, media outlets, media blogs, entertainment newspaper; art magazine; Library bulletin board, church newsletters, social media (Facebook, Twitter etc.)

**Volunteers:** sell art, serve coffee and tea, be greeters, cater food, coat check, take donations, help with installation, sell community merchandise (candles, cards), be available to provide information.

## Evaluation

**Afterwards:** Schedule an evaluation process with the planning committee to discuss and track details: of attendance numbers, budget, effect on community members and artists, comment book entries and general visitor feedback , effect on fundraising, etc. This debrief can identify what ideas and methods were useful or not effective.

**Future:** Building on the success and community awareness created by the exhibition, using the practical details as a template, and continuing relationships and connections will ensure that the planning process of a future exhibition will be informed and successful.

With thanks to the L'Arche Canada Communities who have shared their creativity and insights. [www.art.larche.ca](http://www.art.larche.ca)

*John Guido, Jacquie Boughner, Warren Pot 2018*

*Cover Artwork: Lucille Martial, 'The Red Forest', Pencil, L'Arche Beloeil*

*Art Poster: L'Arche Antigonish*

*Installation photo: L'Arche Comox Valley*

*Exhibition photos: L'Arche Daybreak*

