GENERAL GUIDELINES

Galerie Westerhoff has appointed Earth Studio as the sole manager and curator of its gallery space. The decisions and transactions regarding our Call for Artists, Registration Fees, Curation, and Sales Commission are decided and handled exclusively by Earth Studio.

Please refer to the following guidelines. For any other questions, contact Charu Bakshi at charu@earth.studio.

**ENTRY REQUIREMENTS**

Eligibility

* Unless otherwise noted, open juried exhibitions are open to all artists. Artists participating from outside the United States may contact Earth Studio for specific shipping details. Galerie Westerhoff does not discriminate based on sex, age, race, color, disability or national origin.

Entries and Submission Fees

* Fees and size requirements are announced by our call for entry system and can change with every show.
* Registrations must be submitted online; most juried and non-juried member exhibitions require work to be dropped off at Galerie Westerhoff.
* Images must be in JPEG files less than 5MB in size, with the recommended longest pixel dimension between 1600 and 2000 pixels.
* Images of accepted works may be used at the sole discretion of Galerie Westerhoff for promotional purposes including but not limited to the invitation, catalog, website or on a subsequent year’s prospectus. Image will include attribution whenever possible.

Sales

* All work entered into any exhibition must be for sale unless prior agreements are made, and marked with a price.
* Earth Studio will retain 30% from all sales,
* Sold artwork requiring shipment will be handled by the artist. The cost for shipment will be payable by the buyer and approved at the time of sale. All negotiations will be managed by Earth Studio. Buyers will be asked if the work may be retained until the exhibit ends. If the buyer disagrees, the Gallery will let the work go, and the artist will be informed.

Work

* Works in a juried show may be exhibited at a given location only once.
* Sizes specific to an exhibition will be specified in the Call for Artists.
* Work must be original in concept and design and created by the artist. No commercially produced or reproduced artwork will be accepted.
* Photographic prints not made directly by the artist, should have been analog or digitally processed by the artist.
* No works produced in multiple quantities are accepted, unless produced from the original means by the artist’s hand and doesn’t exist in another medium. The Gallery strongly suggests that editions are signed and numbered.

Digital Image Requirements

* JPEG images only
* Maximum file size limited to 5 MB
* As a guideline, we recommend that you set the pixel dimension to approximately 2000 pixels on the longest side to provide the best image for the juror.

**DELIVERY, INSTALLATION, AND PRESENTATION**

Delivery

* All work delivered to the gallery must have the following information affixed to the non-viewing side of artwork:
	+ Artist Name
	+ Address, phone number and email
	+ Title of the work, medium and price. Be specific with medium descriptions (e.g., oil on hardboard or canvas, not oil; chromogenic print or archival ink jet print, not photography or digital print; oil pastel on paper, not pastel; etc.)
* Work must arrive on scheduled dates.
* Paintings must be dry.
* Measure to ensure work meets size limitations before delivery, include outer edges of frames. Work not in compliance will not be exhibited.
* Please affix packing/repacking instructions to OUTSIDE of shipping box.

Installation of Artwork

* Solo/Group and Juried Shows: Placement of works is the responsibility of Earth Studio.
* Solo/Small Group Exhibitions: Artists are encouraged to work with the gallery staff to install their exhibition as part of the professional development process. The Gallery has final say on presentation. Once a work is selected for exhibition, the artist cannot remove it from the gallery unless unusual circumstances require an exception.

Presentation Guidelines

Galerie Westerhoff strives to provide a professional exhibition space and asks artists to present their artwork professionally as well. The work must conform to the following standards unless otherwise stated for a particular exhibition. Artwork will not be installed if improperly presented or misrepresented.

* Two-dimensional work must be suitably framed (clip frames not allowed) and under glass or Plexiglas when appropriate.
* Artwork that is intentionally unframed, such as stretched canvas, must have well finished painted edges. Edges cannot be taped. Mats, if used, must be well cut and clean.
* All prints, including photographic prints must be signed and numbered, and include a certificate or label of authenticity.
* All work must be equipped for safe installation; gallery personnel will determine safety.
* Works considered as being too fragile for handling by gallery personnel will not be accepted.
* All wall and suspended work must be equipped with a secure wire hanging system.
* Coordination with the Gallery is required for installation work.
	+ Artwork or display materials to be directly affixed to the wall must have gallery approval and artist must provide own hardware.
	+ Works requiring electrical outlets or other special considerations should consult with gallery prior to application.
	+ The Gallery has limited numbers of display materials for 3-D work; please discuss with the gallery prior to application.
* The artist is responsible for special security of artwork, such as jewelry.
* When two or three-dimensional work is unusually heavy or difficult to handle, timely assistance may be required of the artist. Prior notice is required for any three-dimensional works exceeding 50 pounds, and two-dimensional work exceeding 20 pounds to ensure gallery floor or wall can bear weight load. Three-dimensional work must fit through a standard single door.

Pickup and Storage

* When the exhibit ends, unless specified otherwise, you may pick up your work no earlier than 3:00 pm on the closing day of the exhibit.
* You must pick up your work within 48 hours of the closing day of the exhibit, or notify Earth Studio if you will be late.

Liability

All work will be handled with all possible care, but pieces submitted for exhibition are at the artist’s risk. In the event of damage or theft, Galerie Westerhoff or Earth Studio will not be held liable. If insurance is desired, the artist must carry it.

Waiver Form

All participating artists are required to sign a waiver form. Copy of the waiver form can be downloaded from the website.

**GALERIE WESTERHOFF HOURS**

Unless specified otherwise, the regular hours of operations are:

Monday-Friday 3-8 pm

Saturday - 10 am- 4 pm

Sunday - By appointment only