



# CITY OF IRVINE

## COMMUNITY SERVICES DEPARTMENT

**SECTION:**           **PROGRAMS – P-10-003**

**EFFECTIVE:**       **02/04/2010**

**REVISED:**       **02/03/2010**

**SUBJECT:**       **IRVINE FINE ARTS CENTER  
EXHIBITION PROGRAM**

**APPROVED:**     **Community  
02/03/2010       Services  
Commission**

**PURPOSE:**       To define direction and parameters of art gallery exhibitions coordinated by the Irvine Fine Arts Center.

**POLICY:**         The Irvine Fine Arts Center Exhibition Program will consistently present contemporary and cultural art created by local and regional artists that will benefit community members by expanding awareness, understanding and sensitivity to art, as well as provide leisurely viewing enjoyment.

The Fine Arts Center Curator will evaluate art exhibition proposals and select exhibition materials. Art will be selected to present many different art styles, techniques and subjects to appeal to the community's diverse audience. The Fine Arts Center reserves the right to exclude from exhibition any work deemed unsuitable.

The Irvine Fine Arts Center may designate space within the Irvine Fine Arts Center and other City facilities as gallery space. Since the purpose of the exhibitions is educational, not commercial, art sales will be permitted but not promoted.

**REFERENCES:**

- Irvine Fine Arts Center Exhibition Proposal Form
- Loan Form
- Contract Agreement
- Gallery Sales Form

**GLOSSARY:**       Not applicable.

**ATTACHMENT:**   None.

# COMMUNITY SERVICES DEPARTMENT POLICY

## Section – P-10-003 – Irvine Fine Arts Center Exhibition Policy

**PROCEDURES:** Artists and art collectors interested in exhibiting works in a City gallery will submit an Exhibition Proposal Form, résumé, images (or a link to images/website) and a brief statement of purpose.

Fine Arts staff will conduct the following activities once an exhibitor has been selected:

1. Contact artist prior to exhibition date to discuss invitation details, confirm biographical information provided by artist, and request any images or information needed for publicity.
2. Provide press releases and other promotional materials, graphics assistance, and distribute invitations to in-house mail list.
3. Provide hardware for hanging artworks such as nails, screws and mirror clips; prepare walls before and after exhibition.
4. Manage installation (including placement and hanging of work, lighting and labeling) unless special installation needs require otherwise. Costs of installations requiring non-customary supplies or equipment outside the Center's regular inventory may be charged to artist, as agreed upon prior to the commitment to exhibit.
5. Provide a modest reception, including non-alcoholic beverages, at no expense to artist.
6. Provide a maximum of \$100,000.00 in insurance coverage of installation and exhibition, based on amount valued through the City's Risk Management Program. This coverage protects against physical loss or damage during transportation of artwork by a City contractor, and special provisions for protection of fine art objects in the amount indicated on the face of the loan form. Loan agreement signature infers acceptance of the City's insurance coverage.
7. Coordinate with artists about appropriate related special events, such as lectures or demonstrations, in conjunction with exhibition.
8. Maintain a price list at the reception desk for the convenience of the gallery audience, and provide interested patrons contact with an artist upon request.

## COMMUNITY SERVICES DEPARTMENT POLICY

### Section – P-10-003 – Irvine Fine Arts Center Exhibition Policy

9. Secure a 25 percent (25%) commission on all sales of exhibited works. Total proceeds will be deposited in the Fine Arts Center revenue account and a warrant issued to the artist for his/her 75 percent (75%), plus sales tax on the sale, at conclusion of the show.

Selected artists or lenders must:

1. Provide an itemization and estimated value of each piece loaned to the Fine Arts Center.
2. Complete a Loan Form, Contract Agreement and Gallery Sales Form for all works loaned to the Fine Arts Center, by the specified date.
3. Ensure work arrives at the Fine Arts Center or where otherwise directed, at the designated time prior to exhibition installation, and is picked up on the designated date after close of exhibition. All work must be ready to hang (*i.e.*, framed, with glass, hooks, wire, etc.).
4. Agree not to remove their work from exhibition for any length of time it is scheduled to be displayed.
5. Pay state sales tax on any works sold through the Fine Arts Center.

It is in the interest of the artist to assist in exhibition promotion. Fine Arts Center staff will provide artists with exhibition invitations for distribution to artist's personal mailing list, at artist's expense. The artist should stamp all announcements to be sent by regular mail.

While not required, artist participation in related special events will facilitate the exchange of information between the artist and the public.