

Waverly Street Gallery

Featured/Guest Artist's Prospectus

telephone: 301-951-9441

www.waverlystreetgallery.com

Waverly Street Gallery (WSG) is a co-operative of approximately 24 local artists who exhibit their work at 4600 East West Highway in Bethesda. The gallery is open Tuesday through Saturday, 12 noon to 6 pm.

Shows are scheduled for one month's duration. The December show is exclusively for the partners with no featured artist during this show and the gallery is closed in August. For a show during one of the remaining months, a featured artist(s) is selected by the Exhibition Committee and given prime space in the front of the gallery and the Waverly Street and side alley windows.

To be considered for a featured artist(s) show, an artist must present a portfolio of work (from 3-5 framed pieces of current work) along with supporting materials (resume, slides, photos, etc.) to WSG for jurying. The work is judged on originality, technical competence, presentation, diversity of medium, etc.

Once an artist(s) is accepted and a show date has been agreed upon, the artist(s) must sign a contract and make a **non-refundable payment of \$350** to WSG. This fee is used to cover show expenses such as stamps for invitations, press releases and other related costs. The artist, with the help of a curator from the WSG membership goes through the process of preparing for the show. This includes deciding on a show name, preparing an invitation and writing an artist's statement for press releases. A step-by-step time guideline is available to assist the featured artist in preparing for the show. Examples of postcards and PR documents are in a book in the gallery.

The featured artist is responsible for providing the gallery with **2000 invitations**. These will be distributed to the gallery's mailing list, press release contacts and various locations that hand out WSG monthly notifications such as the Round House Theatre, Bethesda Urban Partnership and others. The featured artist is also strongly encouraged to develop an extensive personal mailing list as these friends and colleagues contribute greatly to the success of the show.

A **35% commission** will be charged for all work sold as a result of the show.

Finally, the featured artist is responsible for **attending a reception**, usually held from 6-9 pm on the second Friday of the month, to coincide with Bethesda Art Walk. Note: set-up is usually the Saturday evening and Sunday morning prior to the Friday Art Walk. The gallery provides cups, napkins, non-alcoholic beverages and light snacks. A featured artist may elect to serve wine or more elaborate food at their own expense.

Jurying of prospective featured artists is done on an ad hoc basis. Interested artists are encouraged to leave their name, address, phone number and e-mail address at the gallery (301-951-9441.) When a jurying is scheduled, the artists will be notified at least two weeks in advance. Notification of the results will be made by letter with a 2 week period after the jurying. If interested, please call **Ruth Meixner-Bird at 301-320-1609**, email: rmbird01@hotmail.com

Rev 2/09