



1) **THE YPAC GALLERY**

- a) The YPAC Gallery, located in the lobby of the theater, allows artists to showcase their artwork in three different glass enclosed spaces (see page 7).
- b) This beautiful gallery space has three large enclosed glass cases with a professional gallery hanging system that will exhibit the artwork.
- c) Artwork cannot be heavier than 8 pounds.
- d) The YPAC will provide the following for participating in this program:
 - i) A public reception (optional)
 - ii) Marketing and promotional material through social media

2) **INSTALLATION AND REMOVAL OF ARTWORK**

- a) The exhibitor is responsible for the transportation of the works to and from the gallery space.
- b) YPAC staff will arrange dates for installation and removal with the artist.
- c) YPAC Gallery will be equipped with reasonable and usual equipment needed to hang and display artwork. In the YPAC Gallery, artwork is installed with a professional gallery wire hanging system, and glass shelving.
- d) The exhibitor will work with the YPAC staff regarding installation of the art, ensuring artwork is ready to hang or display.
- e) Artwork that presents difficulties or challenges in presentation may cause it not to be selected for these venues.
- f) All paintings, prints, photographs, and other 2D artwork must be suitably framed with wire backing. Unframed work that employs the wrap around canvas technique are acceptable if they are properly wired and have clean or painted edges.
- g) Artwork must be removed at the end of the assigned reservation period. If the exhibitor fails to remove the work by the agreed upon time, YPAC reserves the right to remove the artwork.
- h) Works not picked up by exhibitor after thirty (30) days will be considered abandoned and become property of the YPAC.
- i) If the artwork impacts the ability of the YPAC to function, then it is subject to removal and/or

rearrangement.

j) YPAC collects no commission on sales and all proceeds go to the artist.

k) The artist is responsible for all sales transactions during the exhibit. Artwork that is sold must remain in the gallery for the duration of the show.

3) LIABILITY

a) Reasonable safeguards will be taken to ensure the security and safety of all artwork at all locations.

b) The City of Yucaipa assumes no responsibility for the preservation, protection, possible damage or theft of any items displayed.

c) The City does not provide insurance coverage for the artwork. Artists are responsible for insuring their artwork should they desire insurance.

d) The artist by the execution of the Artist Application agrees to indemnify, defend and hold harmless the City of Yucaipa, its officers, employees and agents from any claim, demand, damage, liability, loss, cost or expense attributable to the Program, the artwork, and/or display of the artwork.

4) MARKETING

a) Marketing, at the discretion of the YPAC Coordinator, will occur for artists exhibiting in the YPAC Gallery only. To assist in marketing, the exhibitor is required to provide YPAC with a high resolution 300 dpi, digital images of artwork to be exhibited. Marketing material includes:

b) Social Media – YPAC website, Facebook and Instagram

c) Press Release

d) All images of artwork shall be subject to use for marketing purposes, but it is not guaranteed that all images will be used. Marketing expenses incurred by YPAC shall be paid by YPAC. YPAC has the right to alter said images to create YPAC marketing campaign. Exhibitor is not limited to City marketing; additional marketing venues shall be at Exhibitor's expense.

5) APPLICATION AND SELECTION PROCESS

a) To be considered as an exhibitor for either of the YPAC Galleries, applicants must submit the following:

i) Completed Artist Application

ii) Completed Hold Harmless Agreement

iii) Brief Biography (optional for open call shows)

iv) Artist statement (optional for open call shows)

v) High resolution images of artwork via email OR flash drive. Please save images in JPEG

format.

Note: All completed Artist Applications will be held for one year. Submission of Artist Application does not guarantee selection for display. The City Manager, or his designee, will have complete administrative responsibility for the approval of applications. Selection process is based upon content, volume of work, artist credentials and ability to meet the program criteria set forth below. Incomplete applications will not be reviewed.

6) CRITERIA/REQUIREMENTS

a) The City Manager, or his designee, will ensure that the following criteria/requirements are met for artwork to be displayed as part of the Program:

- i) Artwork must demonstrate originality, artistic excellence, and appropriate quality.
- ii) All artwork should be appropriate in content and value for the immediate, general, and social environments with which it relates. Artist should keep in mind that the YPAC is open to the public, which at times includes children. For purposes of this criterion, the artwork must focus on the City and its local environment, wildlife, landscapes, architecture, people, or performing arts and activities. Artwork involving nudity, sex, or political or religious subject matter or messaging, do not further the limited purpose of the Program, and thus will not qualify to be displayed in the YPAC Galleries.

8) RECEPTIONS

a) YPAC may host a reception at the YPAC Gallery during the time of each exhibition. YPAC will promote the reception through YPAC social media accounts.

b) Artists are invited to promote the exhibition and reception through their own personal marketing means in addition to YPAC efforts.

c) YPAC will provide the following for receptions: Maximum of 12 cocktail tables and 32 chairs, and background music. The option to serve or sell food and non-alcoholic drinks is at the discretion of the YPAC concessionaire.

Submit completed application materials to:

Yucaipa Performing Arts Center

12062 California Street

Yucaipa, CA 92399

Attn: Michelle Dickson

– OR –

Email application documents in a single PDF.

Email subject: YPAC Galleries Artist Application

mdickson@yucaipa.org

YPAC Gallery

