



## Center for the Arts Evergreen Pop-Up Show Requirements 2024 Exhibition Season

### Center for the Arts Evergreen

You want more opportunities to show your work, and we heard you. Center for the Arts Evergreen in Evergreen, Colorado is a non-profit arts organization offering a robust exhibit program, as well as an educational program for adults and children, lectures, workshops, concerts, and much more. The mission of CAE is to enrich and serve our mountain community by promoting and cultivating the arts through quality educational programming, exhibitions, and events. We encourage local artists to create proposals for Pop-Up Shows to be on display when the gallery is dark.

### Available Pop-Up Dates

- **March 20-25, 2025**
  - March 19, 2024: Assist with gallery patch/paint and deliver artwork
  - Mar 20: Show hanging and opening
  - Mar 25: Show closing day
  - Mar 26: Take down show and assist with gallery patch/paint
- **July 10-15, 2024**
  - July 9, 2024: Assist with gallery patch/paint and deliver artwork
  - July 10: Show hanging and opening
  - July 15: Show closing day
  - July 16: Take down show and assist with gallery patch/paint

### Pop-Up Show Requirements

A pop-up exhibition is a temporary art event, less formal than a gallery or museum but more formal than private artistic showing of work.

- Pop-Up shows must include a minimum of three artists.
- All work displayed in the Pop-Up show must have been created within the last 24 months.
- All work must be original artwork. Giclée reproductions and numbered photographic prints (on all media) will be allowed.
- All artists participating in the Pop-Up Show must be current Artists Members of CAE. The [Artist Membership is \\$100](#) and entitles Artists to multiple benefits at CAE.
- Artists must present a Pop-Up Show proposal to be reviewed by CAE staff and CAE Curatorial Committee. CAE staff and Curatorial Committee reserve the right to decline a proposal for any reason, including but not limited to offensive content, dates conflicts, artistic vision of the Pop-Up show is too similar to a recently scheduled exhibit or Pop-Up at CAE, etc.
- Proposals must be made at least two months prior to show opening date.

- All CAE Pop-Up shows will have a 5-day duration and occur on Wednesday-Sunday.
- If Pop-Up show is scheduled for outside the business hours of CAE (currently 9 am – 5 pm on weekdays or 10 am-4 pm on Saturdays), artists must cover the hourly rate of additional administrative staffing at CAE or be trained in how to make sales.
- Pop-Up shows are only allowed on dates when the gallery is dark, and all artists involved in the pop-up show are responsible for assisting with gallery preparation (patching, painting, hanging) Senior Director, Sara Miller, will be onsite to help curate the exhibit.
- Artists may provide food and non-alcoholic drinks for a show reception. Alcoholic beverages cannot be sold without a TIPS trained volunteer or staff person. Artist teams must cover the cost of a TIPS trained individual. There are no guarantees that TIPS trained individuals will be available for your requested dates.
- At least 75% of the artwork in the Pop-Up Show must be for sale.
- All artwork for sale in the show will be sold at the agreed upon Artist/CAE commission structure in the Pop-Up Show contract (60% artist/40% CAE) and must be entered into the CAE inventory/point-of-sale system. We must receive your inventory and price list at least 3 weeks before the Pop-Up Show to provide time to build a price sheet and get all artwork entered into CAE inventory.
- Sara Miller, Senior Director of Exhibitions will assist with curation of the show. Artists must be on site to help hang the show.

### **Show Publicity**

- All publicity for the Pop-Up show (whether print, radio, television, or social media) must be pre-approved by CAE staff.
- CAE logo must be used on all material for Pop-Up shows.
- CAE does not have marketing dollars budgeted for Pop-Up shows. However, we are happy to work with you to provide (free of charge):
  - Announcement in CAE's newsletter
  - Announcements on CAE calendar of events (evergreenarts.org)
  - Announcements on all digital calendars where CAE lists exhibitions
  - Design of 8.5"x11" color flyer (CAE can print up to 50 flyers in-house)
  - Press release sent to the *Canyon Courier* and other local media
  - Publicity on all CAE social media (Facebook, Instagram, Twitter)
  - Banner with the message ("Pop-Up Exhibition this Saturday") to hang for one week (or longer depending on exhibition schedule) on the posts in front of CAE (design, printing, hanging)
- If the artistic team wishes to provide additional marketing dollars, CAE staff can arrange for the creation, design, printing, or placement of:
  - One customized (1) banner to hang for one week (or longer depending on exhibition schedule) on the posts in front of CAE (design, printing, hanging)
  - One (1) print ad to run the Wednesday before the Pop-Up show in the *Canyon Courier* (ad design and placement)

- Additional printing of flyers or posters advertising the show
- Additional marketing collateral such as direct mail postcards, bookmarks, etc.

CAE cannot guarantee the sale of work will result from this advertising. Please discuss additional marketing requests and budget with Sara Miller, Senior Director of Exhibitions ([sara@evergreenarts.org](mailto:sara@evergreenarts.org)).

### **Pop-Up Show Proposal**

All Pop-Up Show proposals should contain the following information and be submitted to Sara Miller, CAE Director of Exhibits and Marketing, by email ([sara@evergreenarts.org](mailto:sara@evergreenarts.org)) no less than 45 days before proposed show. We recommend that you check the Pop-Up page of our website for a list of open dates at the CAE Main Gallery.

- Submissions must be in digital format. The CAE Curatorial Committee will not accept slides, prints, or other formats during its initial review, but may request samples of such work during the selection process.
- Submission must include:
  - A representative selection of 10 – 15 images from all artists on the Pop-Up show Artistic Team;
  - A short bio (limit 200 words) and resume (limit 1 page) for each artist in the Pop-Up show.
  - A statement of conception: Why should this show exist? (Limit 500 words).
  - Image files must be jpg format, at least 1200 pixels on the long side, and no larger than 1 MB.
- All types of artwork can be displayed: framed, raw, in-process. However, the show must be standardized. If one artist is hanging all of the artwork unframed/raw, all artists must follow suit.