

## AAI GALLERY GUIDELINES

### OBJECTIVES

1. The objectives of the AAI Gallery are, in order of priority:
  - 1) To provide every AAI member artist, who wishes to do so, the opportunity to display at least one piece of work in a functioning gallery.
  - 2) To avoid putting any undue financial burden on the AAI.
  - 3) To promote artist, gallery and art hotspot members as well as general business interests in Idyllwild.
  - 4) To provide an event space for AAI shows, workshops and a gathering place for AAI members.

### DECISION MAKING

2. **Gallery Committee.** Decisions regarding the operation of the gallery shall be determined by a sub-committee comprising:
  - I. **The AAI President or appointed Gallery Manager:** Leads on volunteer management and gallery administration (Cyn Grady).
  - II. **AAI Treasurer:** Ensure that any actions taken in the gallery do not compromise AAI financial security (Neil Jenkins).
  - III. **Gallery Curator:** Leads on gallery design, artwork choice and hanging. (Donna Elliot). Only the Gallery Curator is responsible for hanging and arranging artwork in the gallery. Please contact Donna on 562 822 5479 to discuss dropping off artwork for the gallery.
  - IV. Additional members co-opted as required.
  - V. In the event the gallery committee cannot come to a consensus, decisions will be referred to the AAI Board.

### GUIDELINES

3. **Allowed Display.** Only **Artist Level Members** in good standing may display work. All work must be for sale, this requirement may be waived for AAI shows, however not for sale items must be removed within 48 hours of the end the show. All work displayed in the gallery must be **original work by the member artist.** AAI accepts no liability for artists' work, all work is hung according to the AAI **Limited Liability Waiver** (attached ). To achieve financial viability, works of art which have not sold within 3 months of hanging shall be replaced or removed by the artist.
4. **Invitation to Display.** Artists may be approached to hang works of art by announcements on the AAI website, email or in person. It must be recognized that not all artist members will want to display, either through personal preference or circumstance, e.g. exclusive agreements with other galleries, and no pressure may be applied to artists to display. It must be clear that not exhibiting in the gallery in no way affects the status or reputation of artist members. Art

dropped off with volunteers running the gallery should be held in the storeroom until the curator hangs it.

5. **Priorities.** Once objective 1 is achieved, hanging priority for filling additional display space, inside and out, will be given as follows (in order of priority):
  - I. Members who worked to establish the gallery.
  - II. Members who work shifts in the gallery or who take an active part in managing the gallery.
  - III. High selling members (see objective 2).
  - IV. Members who volunteer to help at other AAI events.
6. **Gallery Space.** Because of limited space, members cannot be guaranteed wall space larger than 16"x20" or floor space greater than 1.5 sq ft. Larger pieces will be hung at the discretion of the gallery committee.
7. **Commission.** All sales are subject to 30% commission. Artists who sell in the area outside the gallery but use AAI Credit Card processing will be charged 10% commission. All sales in the gallery or from outside using AAI Credit Card processing must be recorded in the sales book. Artist payment for sales will be made monthly within 2 weeks of the end of the month whenever possible.
8. **AAI Shows.** Where possible, and to save expense, AAI shows will be held at the gallery. When shows are held at the gallery, members will be required to remove non-show works and may replace them with entries into the show. To maintain a high quality, the main source of artwork will be through organized shows. Artists should be encouraged to leave their artwork in the gallery in the months following each show.
9. **Pop-Up Gallery.** Artist members will be allowed to set up pop-up booths outside the gallery on Saturdays and Sundays except when there are scheduled AAI events at the gallery on those days. Artists must register on the AAI website [www.artinidyllwild.org](http://www.artinidyllwild.org) as only 3 popups are allowed per day. Artists will be required to use their own equipment which must be of a professional standard. On rare occasions, AAI may provide booth equipment but an AAI board member must be present when such equipment is used. Artists are encouraged to work on their art while operating a booth at the gallery.

## AAI LIMITED LIABILITY WAIVER

Participating artists in all Art Alliance of Idyllwild (AAI) events limit the liability of the AAI, their directors, Pine Idyllwild LLC, and any event partners upon registering for an AAI event or exhibiting artwork in the AAI Gallery & Visitors Center. This includes the following:



Artist warrants that he or she is the sole creator of the artwork, is the owner of the artwork and all of the rights under copyright in the artwork and has full authority to loan the artwork. The artist also warrants that, to the best of their information and belief, nothing in the artwork defames any person or entity, infringes any copyright, or otherwise violates the rights of any third party. The artist agrees to indemnify, defend and hold AAI, their directors, Village Center Partners and any event partners harmless from any liability (including attorney's fees and the costs of defending any actions) arising out of any claim by any individual, institution, or other person claiming full or partial title or copyright to the artwork.



The artist acknowledges and agrees that AAI, their directors, Pine Idyllwild LLC, and any event partners (shall not be responsible for providing insurance or security for exhibits including without limitation, set up, operation and teardown of the exhibits. The artist indemnifies and holds harmless AAI, their directors, and event partners from and against loss, claims, damages, liability, and lawsuits to protect all artwork while on display.



If AAI, their directors, Pine Idyllwild LLC, or any event partners are made party in a lawsuit, arbitration proceedings or mediation involving the exhibition of the artist's artwork, the artist shall be responsible for all costs incurred, including attorney fees, arbitration proceedings, or mediation.



The artist grants AAI Pine Idyllwild, LLC, and the location host permission to photograph and/or videotape the artwork, exhibit and special events for promotional purposes, and to work with the media in doing the same. When attending an AAI event, artists enter an area where photography, interviews, and audio and video recording may occur. By attending events, artists consent to these activities and the use of these materials for news, web casts, promotional purposes, telecasts, advertising, inclusion on websites or publications, in exhibits, or for any other marketing purpose by the Art Alliance of Idyllwild. The Art Alliance of Idyllwild, its representatives and volunteers, and each and all persons involved in an event are waived on any liability connected with such activities and artist waives claims of payment or royalties in connection with such activities.



The artist grants to AAI, Pine Idyllwild LLC, and the location host the right to display their artwork and to use images of the artwork in promotional materials before, during and after the exhibit. All other copyright privileges shall remain the sold exclusive property of the artist.