

# Gallery Management

## COURSE DESCRIPTION

This class is designed to provide students with the opportunity to learn professional art gallery practices through hands on experience with all facets of working in and operating SHIFTSPACE Gallery - The Wichita State University Student Art Gallery in Old Town. Class members are responsible for the operation of The Shift Space Gallery through assisting with all exhibitions scheduled for the spring of 2009 and organizing the annual Fundraiser PROJECT RUN-A-WAY in April.

In addition to these hands on experiences you will be given relevant reading assignments, writing assignments, keep a journal and be expected to contribute to class discussions.

You will be working in the following areas and will rotate responsibilities each month to give everyone a variety of experiences in the gallery. You will be evaluated on the effort you put forth for each job and for the success of that work.

Promotion and Publicity

Planning and Mounting exhibitions

Gallery administration and record keeping

Gallery maintenance/improvements

Updating the Website /e-mail list

## TOPICS FOR READINGS/ CLASS DISCUSSIONS/DEMONSTRATIONS

Art Handling

Installation Design

Lighting and Gallery Preparation

Graphic Design

Gallery Administration

Development and Fundraising

Grant Writing

## Attendance and Availability

Class attendance is mandatory. Your final grade will be lowered by one letter grade on the second absence from a class meeting, installation or other agreed meeting time.

All Students are expected to be available to install/participate in all exhibitions, openings and scheduled events at Shift Space.

## Class Assignments

In addition to the regular rotating responsibilities that are required to run the gallery you will have readings and writing assignments that will be due throughout the semester.

## **INDIVIDUAL ASSIGNMENTS WILL INCLUDE**

\*Writing about Art- Describing what you see

\*Reviewing an Exhibition- This can be local or regional- you must visit the exhibition that you review.

\*Final- Exhibition Proposal- A proposal

## **GROUP PROJECTS WILL INCLUDE**

\*Organizing a Call for Entry- for students at WSU- this show will be Final Friday March 27 and will be a one night only show. The show will be organized around a theme that you all come up with, as a group- the show should be all media and something that will engage as many people as possible. You will come up with a timeline and prospectus by Feb 13. You will need to decide if you will invite a guest juror to select works to be included. You could ask a local artist or faculty member. This could be a student juried show, so as to include as many students as possible. We could have a very low \$5.00 entry fee to pay for printing and reception refreshments.

\* Help in to coordinate PROJECT RUN-A-WAY- BIG FUNDRAISER

\*Call for Exhibition Proposals- we will put out an open call to WSU students for Exhibition Proposals for the 2009-2010 Exhibition Season. This call should go out at the beginning of April and will be due the first week in May.

## **Journal**

Each student will keep a journal that will be used to take notes, respond to assigned readings and exhibition visits, and collect press clippings, exhibition cards and brainstorm ideas for fundraising and future exhibitions.

You will also log the hours that you worked for the gallery- recording how much time was devoted to the various tasks you performed over the semester.

The Journal will be reviewed twice this semester, once at Midterm and once at the Final.

## **WORK ASSIGNMENTS AND SCHEDULE**

All students will have an experience as part of all of the following work teams through out the semester. You will also have the experience of being the Exhibition/event coordinator. The positions are listed below.

## **DESCRIPTION OF WORK ASSIGNMENTS**

### **Installation/de-installation**

You will assist with laying out the exhibition and installation of the work. You will do the lighting and mount any vinyl text and title cards. When the show comes down, you will be responsible for taking the work down, packing the work, shipping the work or contacting the artists to pick up the work. You will also repair the walls/floors and paint the gallery to return it to pristine condition. You are responsible for making wall titles and mounting vinyl lettering if available.

## **Publicity**

You will write a press release for the show/film and e-mail it to the press list by the 15<sup>th</sup> of the month. You will design or assist the artists in designing post cards and posters for the exhibition/film night. You will distribute posters and postcards at least one week and a half prior to the exhibition. You will send e-mails to announce the show, one e-mail will go out one week prior to the show and another will go out the day before the show. You will update the website with the information about the upcoming show.

## **Working at the Reception**

You will purchase food and beverages for the exhibition and arrive at the gallery at least 60 minutes prior to the show opening. You will set up the food and drinks and make sure the bathroom is stocked with paper towels, toilet paper and soap. You will put out the sandwich board signs and make sure that our sign is on. You will double check to make sure the lights are all on and working and that they are correctly lighting the work. You will check to see if the floor has been swept and mopped and if it has not you will make sure it is done. You will put out information/flyers for upcoming events- such as free film Friday and Run-a-way. You will put the donation jars out in obvious places. You will welcome visitors, engage them in conversation about what SHIFTSPACE is and encourage them to have a bite to eat, buy a T-shirt or Postcard and let them know about upcoming events. At 10pm you will clean up the food, take out all of the trash, bring in the sandwich board, count the money and record what sales and donations we received. You will re-stock the bathroom and make sure everything is generally cleaned up, the lights are off, the door is locked and the alarm is set before you leave.

**For each Exhibition and Free Film night there will be a coordinator. The coordinator will still be assigned to one work area but in addition the coordinator will also perform the following duties.**

### **Exhibition/Event Coordinator**

The coordinator should be available to answer any questions and be of general assistance to the exhibitors. It is the coordinators responsibility to know and understand gallery policies, and procedures and to make sure that the exhibitors follow the guidelines. The coordinator will be in contact with al of the work crews and make sure that they meet deadlines and have performed all of the required tasks in an acceptable manner. The coordinator will fill out a report at the end of the exhibition/event and turn this into the director.