



## **Project Art**



## ***Mastering the Art of Caring!***

### **How to Exhibit Art at Estes Park Medical Center**

#### **Art Exhibit Procedures**

Project Art coordinates exhibits throughout the Estes Park Medical Center. It accepts applications from staff, students, and artists from Larimer and Boulder Counties. Preference and priority is given to healing art exhibits.

To apply for exhibit space, read the guidelines within this document, complete and submit the Project Art exhibit application. Questions regarding this application process may be directed to the Project Art Coordinator at [Project Art@epmedcenter.com](mailto:Project Art@epmedcenter.com), phone 970-577-4445.

Applicants will be notified by phone or email of acceptance or non-acceptance as soon as possible following submission of the application. A copy of the approved application,

including installation and dismantling dates and times, will be emailed or faxed to the exhibitor.

The planning and installation of an exhibit is typically time-consuming. Should an exhibitor decide to cancel a confirmed reservation, please give Project Art immediate notification - preferably no later than two weeks prior to the installation date.

## Promotion of Exhibits, and Events at EPMC

Project Art will promote your exhibit in a variety of ways, which may include:

- Flyers
- EPMC website
- EPMC newsletter "The Central Line"
- Local media calendars
- Press releases

If you would like control over how and where your display is promoted, we will be happy to discuss it with you. Project Art is all about working together with local artists to promote their work as well as increase the therapeutic impact of Estes Park Medical Center.

## Guidelines for Art Show Installations

1. Read this document and submit application form. Await contact by Project Art Coordinator regarding acceptance and date of show.
2. If two-dimensional art (photos, paintings, prints), install appropriate hardware on framed art work (see "Hardware Recommendations" below)
3. Create 8 ½" x 11" display for show title and artist's statement, and piece titles (see "labels" below) for each work displayed.
4. Transport artwork to Estes Park Medical Center gallery.
5. Layout works (see "Laying out an Effective Show" below) with representative from Art Committee.
6. Hang cables with installed security hooks on tape hanging system.
7. Measure center height and install (see "To Find Hook Height on the Wire" below)
8. Attach easy to remove self adhesive title labels to wall adjacent to each art piece.
9. Conduct show opening, if applicable.
10. At end of show period, arrange with Project Art Coordinator for removal of artwork from gallery and/or showcase.

## Additional Guidelines for Exhibit Case Installations

The exhibitor must make arrangements to get the case keys from the Project Art Coordinator on the day of the installation if the display case will be used. The key must remain at EPMC at all times. If the installation occurs at more than one time or date,

arrangements must be made for returning the key and picking it up again. Similar arrangements are required for dismounting exhibits.

The upright case includes one or more glass shelves. Exhibitors are responsible for providing all other display items and materials. Materials may be mounted on fabric backing with Velcro, pins, or tacks ONLY. Removable – but not double-sided- clear tape, poster tape, or mounting putty may be used on wood and glass surfaces. Exhibitors are responsible for cleaning cases inside and out before AND AFTER use.

The exhibitor is responsible for the appropriate use and care of cases, glass, windows, pedestals, etc. Alterations (painting, holes, etc.) are expressly forbidden. The exhibitor is responsible for any damage they may cause and will be expected to repair and /or cover the costs of any damage.

Exhibitors are responsible for the delivery and pick up of display materials directly to and from the assigned exhibit area. If materials are shipped, the exhibitor is responsible for meeting the delivery and transporting it to the assigned exhibit area. Project Art CANNOT store exhibit or shipping material before or after assigned installation or dismount dates/times due to extreme space shortage.

## Policy:

All exhibits must include a printed, highly visible title, and the artist statement.

The exhibitor is responsible for knowing and abiding by all rules of Project Art use during the installation and dismount of displays. The exhibitor is expected to adhere to entrance door hours, unless prior arrangements are made through the Project Art Coordinator. Food is expressly forbidden in the exhibit area unless permission to hold an opening function is obtained. If an opening function is permitted, the artist will be solely responsible for setup, take-down and cleanup. Loud talking and excessive noise is prohibited during this function.

Project Art will review all exhibits as soon as possible after installation. Modifications may be requested to ensure conformity to these guidelines or baseline standards of professionalism and aesthetics as detailed in the Project Art Exhibits Policy. Project Art maintains the right to correct the method of installation.

If an exhibit is not removed on the date or at the time indicated on the application form, Project Art may remove the display items and store them until pick up by exhibitor. However, we maintain the right to discard materials that have not been retrieved after four weeks from the dismount date, and secure storage cannot be guaranteed.

Project Art does not assume any responsibility for the damage, destruction, or loss of any materials while they are displayed or stored in EPMC. Items on display are covered by the standard EPMC insurance policy. For informational purposes only, the exhibitor

may provide Project Art manager a descriptive list of items and their estimated value, which will be forwarded to the EPMC Administration office.

## Picture hanging rail system

Project Art has installed a Gallery Clear Tape System for use with your exhibit. Clear polypropylene tapes hang from a strong aluminum track to support the artwork and slide easily to any position along the track. Security hooks lock firmly into place along the tape using a key. A locking arm closes the hook to prevent snatch and run art theft. Recommended weight on one tape is no more than 30 pounds. You may hang more than one artwork on each tape hangar. Recommended weight on one security hook is no more than 20 pounds. Artwork up to 45 pounds may be supported by two tapes.

## Mounting technique for art works

The recommended mounting technique for art works is wire attached 1/3 down from the tip of the picture frame (see Hardware Recommendation below).

## Hanging Guidelines

Art is hung 60" on center. This is the National Gallery Standard height, the average height of the viewer's eye level.

### **To find hook height on the wire:**

- Measure the overall height of the work: Ex. 30"
- Divide the work by 1/2 of 15"
- Then, pull up on the picture wire in the center and measure the distance between the top of the frame and the wire, 3"
- Then deduct that number from 1/2 of the overall height  $15" - 3" = 12"$
- Add 60" [National Gallery standard height] and the last number  $+ 12" = 72"$
- Measure up from the ground to 72" and make a light pencil mark on the wall, unscrew the hook on the wire and slide hook to 72", erase the pencil mark and hang the work. Level the work by placing a torpedo level on the top of the frame and gently slide the hook left or right on the picture wire.

### **To find the hook heights of two works hung vertically:**

- Find overall height of both works + the distance in between for Ex 30"
- Divide by 2 and add the Nat'l Gallery height 60" = 72"
- Deduct the distance of the wire to the top of the frame 3" ,  $72" - 3" = 69"$
- Place the top art work on the hook at 69", then measure down from the bottom of the top art work the distance between the two works 10", then add the distance down to the wire pulled up, 3"  $10" + 3" = 13"$
- Place hook on wire 13" below the bottom of the top artwork.
- Total height of 2 art works + distance between = 30"
- Divide by 1/2 15"

- Find distances of wire pulled up to frame 3"
- Subtract wire to frame distance from ½ works 12"
- Add the National Gallery standard height 60"
- Total 72" first hook height
- Measure down from bottom of top work 10"
- Add distance of pulled up wire of lower art work, 3" = 13"
- Place hook and hang lower artwork

**Hardware recommendations:**

**D-ring**



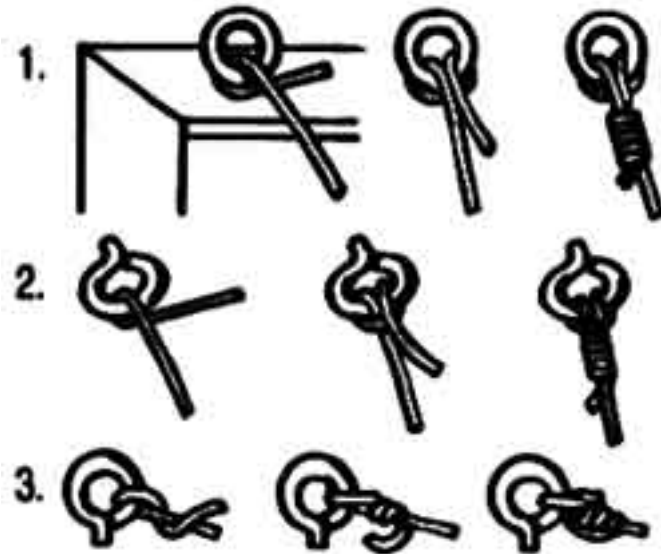
**Eye screw**



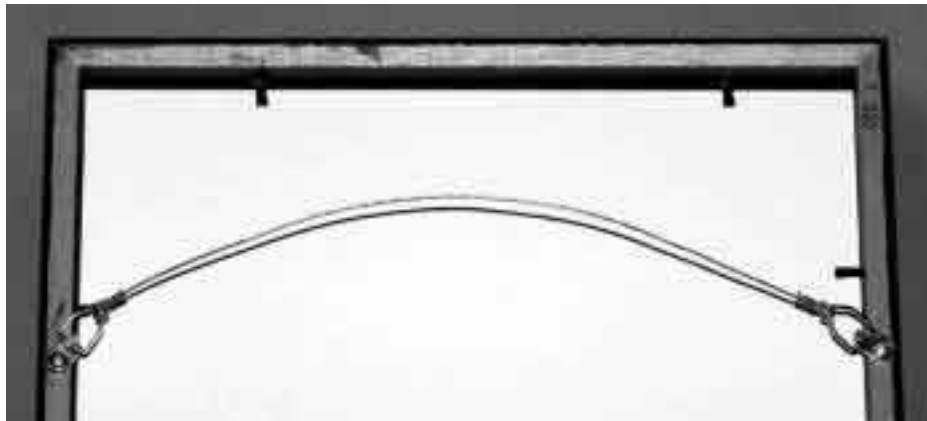
□ Attaching D ring to picture frame, continue to sink screw until it is flush notice D is angled in to minimize visibility



3 methods to tie off the picture wire:



Wire attached 1/3 down from top of picture frame:



Images from <http://www.framedestination.com/info12.html>

### Labels

A show title and artist(s)' statement are required. Not to exceed 8 ½ x 11 inches each, may be framed or laminated

After hanging the entire show place the title labels to the lower left of the work, 2 to 4 inches away from the bottom of the frame .

Labels should contain the work's title, year produced, media, and artist's name.

For Example:

**Superman and the Phone Booth, 2007**

Digital print

Clark Q. Kent

We recommend the font Times New Roman, size 14, printed on business card size cream card stock. Avery #8876 or its equivalent is an appropriate choice.

## Laying out an effective show

Consider subject or content groupings. Related subjects can be grouped near each other, for example all floral photographs grouped together, or they can be broken up with other subjects, to create visual variety. This approach applies to sizes of works and color palettes as well. Either group same sizes in areas that suit the scale or create variation by alternating large and small works.

Similar palettes also can be grouped together or contrasted next to palettes that are dissimilar but compliment each other. For example, all water color paintings with soft pastel purples and blues can be grouped together OR they can be located next to a field painting of yellow sunflowers, since purple and yellow are complimentary colors. If possible, series of works should be grouped together.

Use the negative space of the gallery walls to frame the art works. Even spacing for similar size works can create a quiet, static presentation. An alternative is to group works closer together to create bundles of visual information interspersed with wide white blank wall space where the eyes and the mind can rest before engaging in the next group of art works. Another approach is to hang one work above another on the same wire, 'salon style'. This is particularly effective with smaller, related works.

Once the exhibition layout is complete, the Project Art Coordinator will assist you in securing your art to the picture hanging rail system using the security hooks.

## Guidelines for Receptions and Other Events

For event and reception guidelines contact the Project Art Coordinator at [ProjectArt@epmedcenter.com](mailto:ProjectArt@epmedcenter.com) or call 970-577-4445.