

## EXHIBITION PROPOSAL SUBMISSION GUIDELINES

Visual artists (individuals, groups of two or more artists, artists' collectives), curators, and art associations are invited to submit exhibition proposals to the John B. Aird Gallery.

Proposals should include the following Documentation and written Information:

1. Visual documentation, in digital format, either of artworks to be exhibited or works that are representative of those to be exhibited. All images must be clearly labeled with the name of the artist, title of work, date of production, media, and dimensions.

### 2. Written Information

a) A statement of exhibition purpose describing why you are proposing this exhibition, why you think the John B. Aird Gallery is an appropriate venue for it, and what milestones you hope to achieve through this exhibition.

b) A description of what will be presented, including the number of works (no more than 40), and making note of any special installation requirements, equipment or display materials.

c) Statements from participating artists' outlining their artistic vision, and/or a curatorial statement that notes why a particular exhibition of artwork(s) is noteworthy, who the audience will be, and what the goals are in presenting the work.

d) Artists' biographies including exhibition history, background, education/training and website.

e) Statement specifying the preferred month for the exhibition, giving first, second and third choices.

f) Statement of preliminary plans for publicity, opening reception, exhibition signage and promotion.

g) Statement indicating willingness to work with the Gallery Director in the realization of these plans, and recognizing the Director's right to approve printed materials and installation plans.

h) Statement of awareness of the rental fee and of the Guidelines and rules for the use of the Gallery which are found on the Gallery's website, [www.airdgallery.org](http://www.airdgallery.org) <<http://www.airdgallery.org>>

## GALLERY FEES & COSTS

The John B. Aird Gallery charges exhibitors \$2,500.00 for a four week exhibition, including an initial non-refundable deposit of \$500.00 with the balance due 30 days before the exhibition opens. This fee covers a portion of the cost of hosting the exhibition in our 2,400 sq. ft. gallery, including production and distribution of electronic invitations (e-vites and pdfs), and marketing the exhibition on the gallery's website and via social media.

Over and above these costs, the gallery subsidizes every exhibition by covering the cost of the exhibition installation, lighting, signage, insurance up to a maximum of \$85,000, and electronic surveillance of the gallery by the Ontario Provincial Police.

In summary, exhibitors are provided the following:

- presentation of a 4 week long exhibition
- 2,400 sq. ft. of exhibition space in the heart of Toronto
- a maximum of 250 useable running ft. of wall space (with moveable walls)
- 3 Moveable Dividing Walls, 8' high x 8' wide x 2' deep
- 2 Moveable Dividing Walls, 8' high x 4' wide x 2' deep
- display pedestals of varying sizes
- digital exhibition invite (in pdf format) for distribution to e-contacts
- distribution of digital exhibition invite to a 1,200 person contact list, including media contacts
- exhibition signage (1 banner, 1 exhibition poster)
- insurance on works in the exhibition to a total of \$85,000
- professional installation and lighting of the exhibition

For further information, please contact the Director at [director@airdgallery.org](mailto:director@airdgallery.org)

Please mail or deliver proposals in writing, accompanied by a \$35.00 non-refundable administration fee (cheque made out to John. B. Aird Gallery) to:

John B. Aird Gallery  
c/o Director/Curator  
900 Bay Street  
Toronto, ON  
M7A 1C2