

Call to Artists



Hearth Gallery 2024 Season

Application Deadline: Tuesday August 1st, 2023

Looking Forward to 2024...

The Hearth Gallery (Bowen Island Arts Council) is now planning for the 2024 gallery season. We will be scheduling a variety of art shows & cultural events at the gallery; celebrating our youth, hosting visiting artists, fundraising events, art workshops and gallery shows for artists who answer the Call to Artists invitation...

We strive to stay innovative and creative in keeping up with the changing world of art retail, maximizing opportunities for artists of all genres and being financially responsible with our non-profit organization – while keeping it all **creative**. We believe in supporting our local artists, so offering a cultural venue for them to create, perform, sell, teach, learn AND share is what we do here at the Hearth - a vibrant gallery for locals and visitors to visit and *experience art in all its forms!*

The Hearth is an inclusive community art gallery - ALL artists are strongly encouraged to apply.

The Gallery will consider work in any medium, style, 2D & 3D, literary and in any subject area. All ideas, designs and reference material must be the artist's own work. Art, in a cultural style to which the artist has no cultural or ancestral ties, cannot be considered. We welcome proposals from Bowen Island artists, connections to Bowen Island, and a limited number of artists from the Vancouver Lower Mainland. Solo, collaborative or group exhibitions are welcome. If you've shown in the Gallery in the past, please note that you must wait 2 years to apply again.

Please include the following information with your proposal:

1. Cover letter
2. Completed Application
3. Theme of proposed exhibition with an example of your work that supports your theme
4. Artist Statement related to the proposed theme
5. Resume/CV: biographical information, education, exhibition history
6. Digital images of 3-5 finished art pieces representative of your current body of work (last two years) with your name, title, date, size, medium, and price.

Selection Process

The selection and scheduling process for Artists applying for an art show includes many important steps. The Selection Committee base their decisions on the Artist Application from these six criteria:

- | | |
|---------------------|---------------------------------------|
| 1) Visual Impact | 4) Uniqueness |
| 2) Skill/Technique | 5) Fulfilled Intention |
| 3) Inherent Meaning | 6) Overall quality of the Application |

The gallery calendar and the scheduling of each Artist is set by the Selection Committee. An incomplete application cannot be considered. Keep in mind that the Selection Committee is looking for artist's intention, purpose and genuine consideration to apply for an art show at the Hearth Gallery.

We encourage artists to consider offering workshops, demonstrations, artist talks or other creative interactive opportunities.

DETAILS

- In consultation with the artist, the Curator reserves the right to choose the location of where the art will be placed and the number of pieces that will be included in the art show. Shows start mid-week and end on Monday.
- The Artist pARTy is held on Saturday evenings. Exhibition lengths are typically 2 to 3 weeks.
- We hope artists will promote their own art show to their clients, friends and families.

Business of Art

The Hearth Arts on Bowen is striving to grow the support for our local arts community and in doing so it's been decided to waive the previous required artist fee. In addition, we have expanded our marketing and promotion initiatives to include the following:

- Hearth Gallery Website is managed in-house by staff (check it out: thehearth.ca)
 - Current show - Gallery of images, video, info on the artist (s)
 - Showcase Gift Shop artists
 - Artists in Our Midst – featuring local artists
 - Sign up for the e-newsletter
 - Ways to support the Hearth
 - And more...
- E-newsletter that is up-to-date, focused on the Hearth and the arts on Bowen
- Regular posts on Facebook with opportunities to create events to target audiences
- Regular posts on Instagram - this platform is the way to reach the younger clients
- Professional digital design of Poster & media files
 - Print and distribution
- Artist pARTy with live music, refreshments and appetizers for each art show
- Articles in local media
- Sales training for staff and volunteers

Our usual offerings:

- Install the art show, sell and wrap art safely when sold
- Provide info on the artist and their artwork to clients
- Provide & print computer generated art tags, artist statement and additional information on the art pieces & artist
- Keep inventory lists and sales records
 - Quick turnaround for commission payments to the artist

The commission split for art sales is 65% for the artist and 35% for the Hearth. The 35% commission retained from all art sales will go directly to the promotion and management of the art shows. The Hearth hopes that with our improved marketing initiatives and artists promoting their art shows, we will see increased traffic through the gallery, participation in our events and support for the local artist community.

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Artist Profile:

Name: _____

Mailing Address: _____ Town: _____ Province: _____

Postal Code: _____ Email: _____

Cell Phone: _____ Artist's Website: _____

Social Media links: _____

Approximate (range) price of your work: _____

- **Should the artist be unable to meet their exhibition commitment, notice of at least two months should be submitted in writing to the Gallery Manager. And please specify dates you CANNOT show**

- Artists are expected to have current Membership to the Hearth Arts on Bowen.

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Artist Signature: _____ Date: _____

Hearth Gallery

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