

Waverly Street Gallery

Tel. 301 951-9441

Featured/Guest Artist's Prospectus for Waverly Street Gallery

Waverly Street Gallery (WSG) is a co-operative of approximately 20 local artists who exhibit their work at 4600 East West Highway in Bethesda. The gallery is open Tuesday through Saturday, 12 – 6 pm.

Shows are scheduled for one month's duration with the featured artist's work displayed in the Waverly Street and side alley windows. The December show is exclusively for the partners, that is, there is no featured artist during this show. The gallery is closed in August. For the remaining months, a featured artist(s), juried by the Exhibition Committee, is given prime space in the gallery.

To be considered for featured artist, an artist must present a portfolio of work (from 3-5 framed pieces of current work) along with supporting materials (resume, slides, photos, etc.) to WSG for jurying. The work is judged on technical competence, presentation, originality, diversity of medium .

Once an artist is accepted and a show date has been agreed upon the artist must sign a contract and make a **non-refundable payment of \$350** to WSG. This fee is used to cover show expenses such as stamps for invitations and press releases, and other related costs. The artist, with the help of a curator (from the WSG membership), goes through the process of preparing for the show (e.g. decides on show name, prepares a show invitation, writes an artist statement for press releases, etc.). A step-by-step time guideline is available to assist the featured artist in preparing for the show.

The featured artist is responsible for providing the gallery with **2000 invitations**. These will be distributed to the gallery's mailing list, press release contacts and various locations that hand out WSG monthly notifications such as Round House Theatre, Bethesda Urban Partnership and others. The featured artist is also strongly encouraged to develop an extensive personal mailing list as these friends and colleagues contribute greatly to the success of the show.

A **25% commission** will be charged for all work sold as a result of the show. Occasionally the gallery will offer promotional discounts in local publications (e.g. the Round House Theater playbill, WETA magazine) in which case an **additional 10%** will be charged to the featured artist for purchases made with a discount coupon.

Finally, the featured artist is responsible for **attending a reception**, usually held from 6-9 pm on the second Friday of the month, to coincide with Bethesda Art Walk. Note: Set-up is usually the Saturday evening and Sunday morning prior to the Friday Art Walk. The gallery provides cups, napkins, non-alcoholic beverages and light snacks. A featured artist may elect to serve wine or more elaborate food at their own expense.

Jurying of prospective featured artists is done on an ad hoc basis. Interested artists are encouraged to leave their name, address, phone number and e-mail address at the gallery (301 951- 9441). When a jurying is scheduled, an artist will be notified at least

two weeks in advance. Notification of the results will be made by letter within a 2 week period after the jurying. If interested, please call Ruth Meixner Bird at 301-320-1609.

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