arts league of lowell™

Greenwald Gallery Rental 2027

307 Market Street
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www.ArtsLeagueofLowell.org

The Arts League of Lowell is pleased to make the John Greenwald Gallery available to current ALL members for one-person or small group shows in 2027.

Show time slots are about 25 days in duration. Please note: shows will run from Wednesday through Sunday. The gallery is closed on Mondays and Tuesdays, making days before and after a show available for tear-down and set-up for Greenwald Gallery exhibitors.

FEE

$200 for use of the Greenwald Gallery. A $100 non-refundable deposit is required to secure the space for a specific time period. The balance will be due on your start date.

CONTACT

For 2027, Roberta Bloom will be the ALL point person for scheduling shows and receptions in the Greenwald Gallery. (roberta@mediapersecond.com)

SHOW PROPOSALS

Contact roberta@mediapersecond.com for availability and to submit your proposal for a show. Proposals should include:

- a brief description of the show concept or theme
- sample photos of your work or work from participants in a group.
  The photos do not have to be of the actual work that will be in the show but should reflect the type of work that will be shown.
- Approximate number and type of pieces to be displayed (approximate 2D, 3D, sizes etc.)
- contact information for single artist or artist taking the lead for a group show.

Please note: work exhibited in the Greenwald Gallery must be the creation of a single artist or group of artists (if a group show is proposed) who are listed as participating artists. Please do not plan to show work by additional artists during your show.

To encourage variety and wide participation, there must be a 12 month interval between proposed shows in the Greenwald Gallery for any artist.

ALL reserves the right to post a notice at the door to the gallery if it is felt that the content of your artwork might prove to be offensive or inappropriate for some viewers.

We will review your proposal and contact you with acceptance or rejection for a show in 2026. Time slots are limited. Review will be based on whether the type of work in the proposed show will complement or make a good counterpoint to the show scheduled in the ALL Gallery as well as first-come, first-served basis. It is not a formal jury, but quality of work, craftsmanship and professional exhibition standards will be considered. Exhibiting ALL members must be in good standing at the Arts League of Lowell with all prior fees and annual dues paid to date.

GENERAL GUIDELINES

Please consider before you decide to make a proposal.

CONTACTS

- For show and reception scheduling and promotional materials, Roberta (roberta@mediapersecond.com)
- For set-up, tear-down, hanging and lighting, Steve (steve@vangoghsgear.com)
- For reception planning and advice, Pat Caron (serenitymt@comcast.net)

SHOW HOURS

The Greenwald Gallery will be open for the same hours as the ALL Arts Gallery. Please be aware that there may be extended hours for special events during your time slot.

SALES

All sales from your show will be handled at the ALL sales desk. **A list of all pieces in the show is required for the sales desk.** The list should include artist, the title of the work, the price, media or description. MA state sales tax will be charged. A 25% sales commission for work sold by current ALL members or a 40% sales commission for artists who are not ALL members will be retained by ALL. You will be paid for sold art work within 15 days after the close of your show.

GALLERY SITTING

It will not be necessary for you to sign up for gallery shifts during your show. The Gallery maintains a gallery-sitting schedule for ALL Gallery and Co-op obligations. If you volunteer for gallery shifts on the schedule, you will be expected to be present and manage the entire gallery as usual.

CLASSES & EVENTS

The Greenwald Gallery is a multi-functional space and may be used for art classes and occasional events that take place in the gallery during closed hours and days. It may be necessary to move work that is displayed in the center of the room (on floating panels or pedestals) to the edges during a class or event. ALL personnel will be responsible for moving and replacing your art work on these occasions. Every effort will be made to treat your work with respect and to prevent damage. It is important to design your exhibit with this in mind. Attach wall hangers securely. Make sure pedestals can be moved, if necessary. ALL carries some insurance for works in the gallery with a deductible. Please ask for details.

MARKETING & PROMOTION

You will be responsible for the design and printing of any promotional materials pertaining to your show (postcards, posters, wall lettering etc.). We will be happy to help you with technical details and advice if you are unfamiliar with printing processes.

ALL will publish an image and show information on the ALL website. Additionally, ALL will promote your show on our social media channels and to our email list. Please provide images or files of promotional materials that you plan to produce for your show in advance of the show opening to Roberta (roberta@mediapersecond.com) for use on ALL's web site, ALL e-mailings and social media channels.

SETUP & TEARDOWN

The Gallery is closed on Mondays and Tuesdays. Each available time slot includes a Monday or Tuesday (or both) on either end of the slot for setup and teardown. Teardown includes leaving the space in good condition for the next person to set up their show. If you need additional time for setup or teardown, work with Steve to arrange access to the ALL Gallery.

Contact Steve Syverson (steve@vangoghsgear.com, 978-973-1144) for assistance with and information about setting up and tearing down your show, hanging and lighting as well as information about availability of ALL's gallery furniture and pedestals for your time period.

Floor and wall plans of the Greenwald Gallery are available for download from the ALL web site.(https://artsleagueoflowell.org/gallery/greenwaldgallery/).

HANGING

The following guidelines are intended to insure a professional looking show, consistent with our main gallery and coop hanging. **The gallery manager reserves the right to ask for changes to your installation if it does not meet gallery standards.**

- Work can be hung on the homasote panels, using small nails and hangers.
- Work may also be hung on the walls using drop lines (on brick) from existing posts, or small nails and hangers (on plaster walls) additionally, light weight pieces may be hung on the sliding doors, provided that the nail does not pierce through the wood!
- If you are showing 3D work, a small number of pedestals are available for your use.
- For safety and cleaning precautions no work may be placed directly on the floor, except for sculptures or installations that are too large to fit on a pedestal.

It is important to plan your show so that your work is presented professionally. Consider finished edges and frames. The work needs to be wired and ready to hang when you bring it to set up your show. If you are new to designing or hanging a show, please ask Steve for advice and/or help ahead of the show. Steve will be happy to provide guidelines and advice to help make your show successful.

LABELS & SHOW LIST

Work in the show **must be labeled with printed labels**. Please do not present hand-written labels. A matching label should be affixed to the back of the work.

ALL policy for shows is to encourage buyers to leave pieces for the duration of the show. If a buyer insists on taking a piece, we certainly allow it.

You will need to decide whether you will prefer that sold pieces to remain in the show until the close if the buyer agrees. If that's your policy, you will be responsible for delivering sold pieces to customers after the show closes. Sales personnel will be instructed to get contact information from the buyer at the time of the sale.

ARTIST RECEPTION

If you choose to have a reception, you are responsible for planning and executing the reception for your show.

Date and time:

To schedule a date and time for your reception, please contact the ALL point person (roberta@mediapersecond.com) after your show is scheduled.

- Receptions for the Greenwald Gallery may not be on the same date or time as other scheduled gallery events. Please consult the gallery schedule at https://artsleagueoflowell.org/calendars/gallerycalendar/ to consider available dates. You will be able to choose a date for your reception after the main gallery schedule is posted in mid-September of 2024.

Serving food and wine:

To plan a successful reception, please contact Pat Caron, chair of the ALL Hospitality Committee (serenitymt@comcast.net) after you have selected a reception date. Please provide the dates and title of your show, scheduled reception date and a contact person. Pat will provide guidance and details for requirements for serving food and wine at your show reception.

If you choose to serve wine, a permit/license will be requested from the City of Lowell for you at a cost of $10.00 which will be added to the final rental invoice.

- Wine served at receptions must be purchased from a distributor, or from ALL at cost.
- Wine served at public events may not be self-served. A server is required. Discuss alcohol service for your reception with Pat.
- The ALL prep kitchen will be available to you. It is your responsibility to clean up after your reception.
- Food, non-alcoholic beverages, disposable tableware are your responsibility.
- ALL can provide serving platters, bowls and serving utensils.
- Please discuss food service for your reception with Pat.