



OVERVIEW OF RED BRICK CAFÉ'S GALLERY

Thank you for reaching out to display in our gallery! Please read over the following information carefully before getting back to us to submit a show request:

INTRODUCTION:

The Red Brick Café on Douglas Street opened in October 2006. Since then, we've hosted nine successful art shows each year. With over 500 customers per day, exposure is high and many art enthusiasts come regularly. Red Brick has developed a reputation for showcasing high quality art, and competition for shows is robust. The café was designed specifically as a gallery and the space is ideal for exhibitions.

NUMBERS:

- 6 – 7 shows per year.
- 7 - 8 weeks per exhibit.
- Usually need approximately 14 – 20 pieces needed per show, varied based on size
- There are spaces for a variety of sized: small (1' x 1'); medium (2' x 3'); and large (4' x 6' approx)
- 12' foot ceiling height allows for some very large pieces (ie. 9' wide x 5' tall possible)

COMMISSION & SALES:

- No commission is taken. No fees are charged.
- All sales are 100% responsibility of the artist. This allows you to retain the relationships with people interested in your work. The café takes no role in processing sales.
- Sold signs and red dots are done by the artist (unless they live outside Guelph).
- All pieces must be left up until the show is done. If a piece must come down early (ie. birthday present), it needs to be replaced.

- Title plates, postcards, contact information, are the sole responsibility of the artist. Prices on title cards required.
- The fireplace in the backroom is reserved for the current artist. Space is for: postcards, opening announcements, bios. Managers & staff direct all interested buyers to the fireplace. To comply with Canadian Privacy Laws, we would encourage you to direct people to your site to sign up for your mailing list.
- Sales history: Sales are variable including a few sold out shows. Most artists sell several pieces in the \$200 - \$2500 range.

SUBMISSION GUIDELINES:

- Submissions accepted by email only to our curator, Anne MacKay at: gallery@redbrickcafe.ca.
- Do not call the café or drop off submissions in person. Email Anne directly.
- In late summer-early fall, Anne visits studios and sets up shows for the following calendar year.
- Include: CV; website or 10 jpegs; size of pieces; description of current work.
- Shows can be solo or shared by a maximum of 3 artists - shows lately have been solo.

STYLES & LEVEL:

- Styles: abstract, encaustic, photography, landscape & mixed media are all welcome. With customers of all ages & backgrounds, anything that might be perceived as disturbing or violent cannot be shown.
- Level: emerging artists are accepted but they must be fully ready to hang a show independently. Assistance cannot be provided with hanging, or pricing.
- Overall, the level of art accepted at the café is very high. Please look at the websites of previous artists to get a sense of whether you're ready to apply. The majority are full time artists.

PREVIOUS ARTISTS:

- Here is a representative sample of artists who have shown at the gallery in the last few years:
 - Tammy Ratcliff; Ivano Stocco, Lisa Graziotto, Scott Pattinson, Andrea Bird, Paul Morin, Gillian Farnsworth, and Larry Lawrence. Please check them out through the "Art Shows" page on our site.

HANGING & CURATION:

- Hanging is done by the artist. A second person is always needed to assist.
- Red Brick provides a ladder. All else brought by artist (hammers, drills, hangers etc).
- All pieces must be ready to hang: wired and fully finished.
- Hangings are done on Mondays after 5:00 p.m. when the café closes and once customers have left, hanging can be done in 2-4 hours.
- Curating and veto: Anne will assist in the placement of art and may make some recommendations about pieces or location, to best show your work and allow for patron movement. She reserves the right to a final veto on all shows.
- NO pieces may be removed or hung when the café is open!!!
- All pieces must be hung very securely on proper nails or hangers.
- All bottom corners must be secured with sticky tack so pieces stay straight throughout show.
- The café has a lot of hangers in place. Try and use what is already there, or current holes, so wall damage is kept to a minimum.

PROMOTION:

- Promotion is shared between the café and artist.
- The artist must provide a couple jpegs, a brief description of the show, and weblinks. The show is then posted on Facebook, Twitter, Instagram and redbrickcafe.ca.
- Artists should list exhibit in: SNAP, GuelphMercuryTribune.com, or other local sources. Please link your own social media and website to our site. Cross promotion is greatly encouraged.

OPENING PARTIES:

- Opening parties are most welcome but optional. They are usually held on Thursday or Friday. Confirm dates with Anne before posting.
- 99% of attendees are invited by the artist. From experience, few people from the public attend.
- The back room or front space is reserved for your show. Guests can order food and drinks as they choose.
- Openings are a great way to introduce people to your work.

INSURANCE & CONTRACTS:

- The café has general insurance but there is not a separate rider for art (this is how we are able to give artists 100% of their sales). The café does not insure the art and cannot guarantee any pieces. With over 1400 pieces hung, only 1 has been damaged (an encaustic piece hung in a window-we've *learned!*).

- Customers are very respectful. That said, pieces need to be hung securely and high enough to avoid heads, Anne will guide you in this area.
- This document is used as a contract between artist and café. It must be signed by all artists when a show date is accepted.

Red Brick's focus is to help new and established artists be seen by the community.

*We have tried to clarify all steps here involved in hosting a successful shows.
In providing free space to artists who are chosen to be shown, the artist's part is to
make a commitment to the show dates and be ready to hang a
great show on the dates chosen.*

Thank you and warm regards,

Red Brick Gallery