



## Heron Hall Art Exhibit Parameters and Application

900 Sanford Road  
Santa Rosa, CA 95401  
(707) 527-9277  
[www.lagunafoundation.org](http://www.lagunafoundation.org)

Dear Artist,

Thank you for your interest in exhibiting your artwork at Great Blue Heron Hall! Our goal is not only to provide beautiful art for the diverse community that uses the hall, but to reach a broader audience and touch people with the art-nature connection in meaningful ways. Before you fill-out the application located at the end of this document, please make sure you can comply with the following parameters:

### Duration of exhibit

- Gallery shows generally run for 4 months, with 3 shows each year: Jan-Apr, May-Aug, and Sept-Dec.

### Art Specifications:

- Art should be 2-dimensional and nature-based (e.g., not figure).
- Art must be **original**, framed and ready to hang.
- Minimum size for framed art piece is 20"x20".
- Label all pieces with Artist Name, Title and Price on the back.

### Physical space & Lighting:

- Only the interior walls are available for hanging art work (see Gallery Exhibit Wall Space diagram).
- The gallery offers 60 feet of linear wall space.
- Additional unframed artwork, secured in plastic sleeves with a firm backing, can be displayed in a free-standing rack (provided by the artist) in the Gift Shop. Label all pieces with Artist Name, Title and Price.
- The existing lighting is the only lighting. No additional lighting allowed.

### Hanging & Labeling:

- Artists hang their own show, with final approval (of placement, etc.) by the Art Exhibit Committee. At least 4 weeks before installation, the Artist will submit a layout plan for approval by the Art Exhibit Committee.
- Artwork must be hung at least 44" from the floor. In general, one row of paintings is preferred, spaciouly placed (not crowded together), but themed groupings are possible.
- Artwork will be displayed with a corresponding removable label that sticks to the wall, listing the Artist's Name, Title, Medium, and Price. At least 1 week before installation, the Artist will provide this information via email. Laguna Foundation staff will print and place the labels once the exhibit is installed.

### Prices, Commission & Sales

- 100% of the exhibited work must be for sale.
- The Artist will provide a price sheet, with the title of each numbered piece, for the Gift Shop and office staff.
- A 40% commission will be retained by the Laguna Foundation on all work sold from the exhibit.
- Laguna Guides will staff the sales during the Art Opening, Open Houses, and during Public Education events (approximately 3-4 events per month), otherwise Laguna Foundation staff handle sales.

### Promotion

- The Laguna Foundation will promote the exhibition in its monthly E-News and triannual newsletter, on its website, and through social media, as well as through press releases and online community calendars. At least 8 weeks before installation, the Artist will provide 4-5 photos of artwork to be exhibited, a brief description of the exhibited work, and a short biography. (An Artist Statement is also helpful to provide.)

- Artists are encouraged to create an Artist Statement to post at the exhibit and to have a Guest Book on hand for visitors to leave comments. A binder with clear plastic sleeves provided by the Artist works well for the Artist's business cards, Artist Statement, resume, and contact information.
- Artists *may* choose to create their own postcard/flyer and mail it to their own list. *Before printing:* please send a draft postcard/flyer to Laguna Foundation staff for proofreading and accuracy. Artists are welcome to leave postcards and/or flyers at the Laguna Foundation for visitors (in Heron Hall and in the office).

**Reception, Exhibit-Related Event & Viewing**

- The Artist takes the lead, with help from Laguna Foundation staff, in setting up his/her own Opening Reception.
- The Artist is responsible for providing the food and drinks, set-up and clean-up for the event. The Laguna Foundation will provide 2-3 volunteers to assist at the event, glassware, and serveware (e.g., platters, plates, silverware).
- The Laguna Foundation provides Heron Hall for the Opening Reception, and up to one other exhibit-related event, e.g., an evening slideshow or workshop – to be coordinated directly with the Public Education Manager.
- Guests are welcome to view the art Monday-Friday 9am-5pm, but we recommend they call ahead to make sure the hall is available: 707-527-9277, x107.

**Legal & Responsibility**

- The Laguna Foundation assumes no responsibility for the costs the Artist incurs with his/her exhibit.
- While all reasonable care and precautions will be taken, insurance for the art displayed will be the responsibility of the exhibiting Artist(s). The Laguna Foundation will assume no liability for damage or loss.

Please contact me if you have any questions. I look forward to hearing from you!

Maggie Hart, Outreach Coordinator  
 Laguna de Santa Rosa Foundation  
 (707) 527-9277 x.100  
[maggiehart@lagunafoundation.org](mailto:maggiehart@lagunafoundation.org)

*Detach & Return* -----

**Heron Hall Art Exhibition Application**

Artist's Name: \_\_\_\_\_ Today's Date: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_ Website: \_\_\_\_\_  
 Medium: \_\_\_\_\_  
 Proposed Title of art exhibition: \_\_\_\_\_  
 Description of proposed art exhibition: \_\_\_\_\_  
 \_\_\_\_\_  
 Is the art framed? \_\_\_\_\_ Approximate size(s)? \_\_\_\_\_  
 How did you hear about Heron Hall's gallery space? \_\_\_\_\_  
 Do you have a preference for exhibiting in the Winter, Summer or Fall? (circle one)  
 Are you interested in holding an exhibit-related event, e.g., slideshow lecture or workshop? Yes/No (circle one)  
 If yes, please describe: \_\_\_\_\_  
 \_\_\_\_\_

**Please return to:**  
 Maggie Hart, Outreach Coordinator  
 Laguna de Santa Rosa Foundation  
 900 Sanford Road  
 Santa Rosa, CA 95401