



## Application to become a HAL Exhibitor

Thank you for considering the Huntsville Art League Gallery as a venue to display and sell your art. HAL has been the “home Gallery” for Tennessee Valley artists for the last 50 years. We hope you become a regular Exhibitor at HAL.

The process is fairly simple, but we feel it is important to provide some “orientation”. We want a good and lasting relationship with our artists. To do that, we need good communication.

**The first step of becoming an Exhibitor is to become a Member of HAL** (if you are not one already). One of the “faces” of HAL is our “Club” or “Organization”. We collect annual membership dues, publish a monthly Newsletter, and hold various meetings each month for members. Staying informed is important to get the most out of HAL, and, as a HAL artist, **you** will be responsible for informing the public of what’s happening at HAL too. If you are not already a member, please fill out the form on page 3. [By the way, our definition of “Exhibitor” is a Member who has completed the application process, and has art hanging in Gallery.]

Even if you DON’T complete the application, just as a Member, you can participate in 4 special HAL shows each year: our two mall shows, the Christmas Boutique, and our juried show “Unique Views of Huntsville”, which we put on at the Huntsville Museum of Art.

**The second step in Orientation is to explain what kind of Gallery HAL is, and is NOT.**

HAL is not a Museum. You do not install your art and leave it indefinitely. We consider ourselves “working artists”, and change our offerings on a regular basis. HAL does not buy art; it is left on a consignment basis.

HAL is not a “commercial” Gallery. A commercial Gallery depends entirely on sales for its existence. Therefore they only exhibit artists who are well established and have a proven track record.

HAL is a “co-op” Gallery. It is a Gallery of the artist, by the artist, and for the artist. It is a cooperative effort of 60+ Tennessee Valley artists. We are here to nurture and grow and display our local artists, some of who go on to hang in commercial Galleries. Our artists have been collected nationally and internationally, and have won awards and honors of every kind. We offer exposure for our Exhibitors in many venues; not just our own Gallery. We are the official “booking agent” for the Huntsville Times gallery, and the Heritage Club. We also put on shows at local Malls, host a HAL tent at Panoply, and participate in the citywide “Gallery Tour”. Every month, we feature a different artist in our “Limelight” area. Again, there is our annual show at the *Huntsville Museum of Art*, and our annual Collector’s Draw is always a sellout. We also offer classes and workshops for the up and coming artist. We keep artists informed of other area shows, and advertise accomplishments of HAL artists in our newsletter and in other media outlets including newspaper, Internet, radio, and TV.

We do not receive tax money from any city, state or Federal entity We are a 501(C)3 nonprofit corporation, and solicit tax-deductible donations from area corporations.

We do need *your participation* to carry all this off. We expect you to:

1. **Pay a \$20/month “Gallery Fee” for your space on the first of each month**
2. **Schedule shifts a month in advance, and work two 3-hour shifts per month, at the front desk.**
3. **Pay a 35% commission on sales**
4. **Change your artwork every other month**
5. **Participate on a HAL committee**
6. **Pay your yearly membership fees**
7. **2-3 times a year, contribute some snacks at receptions**

There are modifications to the above. If you do “3D” (pottery/jewelry/sculpture), your Gallery fees are \$15. If you also sell matted “prints” in bins, you ADD \$10/month. If you live over 25 miles from HAL, you only have to work one shift, and over 50 miles, zero shifts. You CAN “hire” someone (HAL trained) to work your shifts, at \$6/hr.

**The next step: your art must pass a review by our Standards committee;** a group of respected HAL artists, who meet each month.

*You must be evaluated separately for EACH medium you want to exhibit in.*

For example: oil, pastel, acrylic, mixed media, photography, calligraphy, pottery

*You must bring FIVE examples of your work in EACH medium.*

You can go through the Standards process multiple times, for different media. Up to TWO media can be evaluated at one time, with five examples of each.

*You will prepare your art just as it will be shown in the Gallery:*

All hanging art is original; no mechanically reproduced work is accepted

All hanging art is to be in frames using wire hangers (no saw teeth)

Stretched canvas may be “Gallery Wrapped”

Mats should be a neutral color, preferably off-white

Frames should be relatively simple; not distracting

- All art should be signed by the artist.
- All work should have been completed in the last 3 years.
- *Each piece of art for review must have your name and phone number attached.*
- You may also attach an information card to each, describing the process or materials and any aspect of the work that is not readily apparent.
- Artists are NOT to be present during judging... (not even in the building)
- Attached to *one* piece of your work should be a bio and any other information that might help the committee in their evaluation. (See page 4)
- Though HAL takes the utmost care of all artwork in our possession, we do not assume any liability for damage or loss while it is our keeping.
- You will be contacted by the Gallery Director with the date of the next Standards review, and where to put your artwork when you bring it in.
- You will pick up your artwork the day after the Standards meeting, or at your earliest convenience. You will be informed of the results by letter, email or phone.

**KEEP PAGE ONE AND TWO. MAIL OR BRING PAGE 3 & 4 TO HAL, WITH MEMBERSHIP FEE IF YOU ARE NOT ALREADY A MEMBER.**

**We DO take Visa/MasterCard, credit or debit**  
*(Desk worker, this page goes to the Gallery Director)*

<b>HAL Huntsville Art League - Membership Form</b>		<b>Membership Type (Check One)</b>	
Name _____	Date _____	<input type="checkbox"/> \$20 Senior (62 and older)	
Address _____	<b>Receipt Number</b>	<input type="checkbox"/> \$30 Individual	
City _____	State _____ Zip _____	<input type="checkbox"/> \$40 Family	
Home Phone _____	Work Phone _____	Cell Phone _____	<input type="checkbox"/> \$50 Supporting
Email <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/> \$100 Sponsor
<input type="checkbox"/> I would like to be a HAL volunteer	<input type="checkbox"/> List me as an Artist	<input type="checkbox"/> Put me on the Education Mailing List	<input type="checkbox"/> \$250 Patron
Payment: Check# _____ Visa/Master# _____		Expires: _____ CVV# _____	<input type="checkbox"/> \$500 Benefactor
<b>Mail this form and your check or CC# to: HUNTSVILLE ART LEAGUE, 3005 L&amp;N DRIVE, HUNTSVILLE AL 35801</b>			

**REQUEST FOR STANDARDS REVIEW (you must be 18) -----**

**Artist's Name** \_\_\_\_\_

**Phone #s** \_\_\_\_\_

**Media to be Evaluated (2 max)** \_\_\_\_\_

**If accepted, you agree to:**

1. Pay a \$20/month "Gallery Fee" for your space on the first of each month
2. Schedule shifts a month in advance, and work two 3-hour shifts per month
3. Pay a 35% commission on sales
4. Change your artwork every other month
5. Participate on a HAL committee
6. Pay your yearly membership fees.
7. 2-3 times a year, contribute some snacks at receptions

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Mail or bring this form to HAL - ATTN: Gallery Director**  
 The Gallery Director will inform you when to bring your art, and where to put it

Our hours are 10AM-6PM, Monday thru Saturday, and 1-4 on Sunday.

**Mail to: Gallery Director, Huntsville Art League, 3005 L&N Drive, Huntsville, AL 35801**

**THIS PAGE IS TO BE FILLED OUT COMPLETELY,  
ONE PAGE FOR EACH MEDIUM**

Turn in with your Request for Review

**Artist's Name** \_\_\_\_\_

**Phone #s** \_\_\_\_\_

**Email address** \_\_\_\_\_

**Medium to be Evaluated** \_\_\_\_\_

Criteria for evaluation will be: Creativity, Expressiveness, Craftsmanship, Quality, Composition, Appeal, Design, use of Archival materials, and evidence of a Body of work.

*Please review the Guidelines for preparing your art for review, on Page 2.*

Each piece of art must have your name and phone number attached

An artist must not only be able to produce art, but also be able to talk about him/her self, and his/her art. So, please fill in the information, below.

- If you are accepted, this info will go into the HAL newsletter, and the book of Bios at the front desk.
- If you have a typed copy, please attach it to this sheet.

**BIO**

**Methods/Materials/Training**