

# ARTspace Exhibition Proposal Guidelines

Madison Arts Commission  
City of Madison Department of Planning and  
Community and Economic Development  
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EXHIBITION PERIOD: **JANUARY 1 TO DECEMBER 31**  
LOCATIONS: **MADISON MUNICIPAL BUILDING / MAYOR'S CONFERENCE ROOM**

DEADLINE: **OCTOBER 1**

## Madison Arts Commission (MAC)

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MAC is an 11-member citizen commission appointed by the Mayor to advise the City of Madison on municipal art policy. The Madison Arts Commission's mission is to foster an appreciation for the arts by initiating partnerships, developing new audiences, and sponsoring diverse artistic activities by emerging and established artists and arts organizations while preserving Madison's rich artistic tradition.

## Guidelines

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The ARTspace of the **Madison Municipal Building** offers local artists a chance to display their work in a well-trafficked public area and invites the rest of the community to discover the local art scene.

Mayor Dave Cieslewicz, in collaboration with the Madison Arts Commission, has made the **Mayor's Conference Room** available for semi-annual exhibitions. The Mayor's Conference Room, located within the Mayor's Office in the City-County Building, is host to hundreds of meetings each year. This opportunity provides Madison artists with the chance to exhibit work in a highly utilized city space.

## Available Space

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### MADISON MUNICIPAL BUILDING

- Gallery I: Central lobby of Municipal Building – for 2D framed – approx. 30'
- Gallery II: West/Affirmative Action Hallway MMB – for 2D framed (30')
- Case # 1: 3-dimensional work – 3' x 4' x 4' locked, lighted glass case
- Case # 2: 3-dimensional work – 3' x 4' x 4' locked, lighted case

### MAYOR'S CONFERENCE ROOM

- Wall 1: 13' x 5'6"
- Wall 2: 9' x 5'6"
- Wall 3: 4'9" x 5'6" and 2'6" x 5'6"
- Wall 4: 2' x 5'6"

## Basic Policies

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Artists of two-dimensional, ready-to-hang, framed works of art and three-dimensional works of art or craft may apply for consideration to exhibit in the space. Artists will be asked to submit digital images of the work they intend to exhibit and will be selected by an Arts Commission panel. If you are not able to send images of the specific pieces you intend to exhibit—either because they are currently at a gallery or because you wish to exhibit new work that hasn't been completed or even created yet, submit images that will give the jury a sense of your aesthetic craft, and be specific in the narrative section of the application form. The ARTspace Exhibition Selection Committee will meet in late November to select and schedule works for exhibition in the ARTspace for the following year.

1. **Eligibility:** In order to be eligible for consideration, submissions should meet the following criteria:
  - Artwork must be original (ready-to-hang). (Madison Arts Commission recognized that some exhibits may serve purposes that may not include original art, however, original artwork by a local artist is preferred.)
  - Applicant must live in the city of Madison.
  - Applicant must have completed and submitted all required application materials by October 1.
2. The ARTspace is provided by the Madison Arts Commission Exhibition Program as a service to the Madison arts community and the general public and as such, there is no rental charge.
3. Prices may not be displayed. The Madison Arts Commission Administrator will, however, indicate in the "Artist's Statement" that anyone desiring pricing information may contact the artist directly and list the phone number or e-mail to do so.
4. As part of the application process, artists are asked to submit digital images of their proposed exhibition and an ARTspace application (including images and exhibition narrative).
5. Artists who are selected for an exhibition will be asked to sign an ARTspace contract with the City of Madison, detailing the terms and conditions of the exhibition.
6. If your exhibition proposal is chosen, you will be offered the opportunity to have the artwork insured by the City of Madison, when you sign the ARTspace contract. The City offers to insure your work against theft or damage while on display. If you choose this option, you will need to submit the following information, at least one (1) month before the opening date of your exhibition: an inventory of all of the artwork including: title, description, dimensions, medium, appraised market value, frame type (if any.) The City will insure only the artwork that is actually displayed in the City's art display space, and only for the time period that it actually displayed, according to the terms of the signed contract. This does not include set-up, installation, take-down, or transportation, which is the sole responsibility of the Artist. In the event that a claim would be necessary, the declared value of the work will be reimbursed less a \$500 deductible, which the artist is responsible for.
7. The Madison Arts Commission reserves the right to decline, schedule, or cancel any exhibit at any time if the Exhibition Committee determines those courses of action to be in the City's best interest.
8. Madison Arts Commission is not responsible for the installation or the takedown of the exhibition. The Madison Arts Commission Administrator will be available during installation, provide and be able to provide some installation assistance. All exhibitors must bring an assistant to help them hang the exhibit.
9. **The exhibitor agrees to supply titles for each piece, an artist's statement and a biography or resume to the Arts Administrator at least one week prior to the installation.** Scheduling a meeting with the Madison Arts Commission Administrator in the exhibition space prior to the installation is advisable.
10. Exhibitions are scheduled for two to six-month periods.\*

## Compliance

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The exhibitor must comply with all Federal, State and local laws, ordinances and codes, the terms of the ARTspace contract, and these Guidelines. The exhibitor must agree to indemnify the City of Madison, its agents, officials and employees for any loss or claim against the City, as described in the ARTspace contract. Exhibitors must observe all applicable provisions of Madison General Ordinance (MGO) Sec. 39.02(9)(b) (Nondiscrimination,) Sec. 39.03 (Equal Opportunities Ordinance), which requires, among other things, equal opportunities in employment, public accommodations and City facilities without regard to sex, race, religion, color, national origin or ancestry, age, handicap, marital record, less than honorable discharge, physical appearance, sexual orientation, political beliefs, or student status; and sec. 39.05, Nondiscrimination Based on Disability in City-Assisted Programs and Activities. (You may request a copy of the ARTspace contract, and applicable city ordinances from the MAC Office.)

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\*Two month periods in the Madison Municipal Building, and three to six month periods in the Mayor's Conference Room. The committee may select multiple artists for a space if necessary.

## **Selection Process**

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The Madison Arts Commission Exhibition Selection Committee will review applications and image submissions in November. By the end of the month they will announce the selected exhibitions for the following year.

## **Selection Criteria: 50 Total Points Possible**

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1. Artistic merit of the work (25 points)
2. Understanding of the medium (5 points)
3. Technical expertise (5 points)
4. Appropriateness for the space (i.e. size, materials used, subject matter, safety, ability to install) (5 points)
5. If there is a theme—how well the work achieves its goal (5 points)
6. Innovation (5 points)

## **Selection Rules**

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1. Digital images (maximum 10); .JPG format, 200 dpi, maximum 600 x 800 pixels, presented on a PC compatible CD. Name files and number images.
2. A current resume.
3. A completed application form (including exhibition narrative).

## **Application Deadline**

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**~ LATE OR INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED ~**

To be considered to exhibit between January-December of the following calendar year, your images and completed application materials must be received by The Madison Arts Commission on or before October 1 at 4:30 p.m. If October 1 falls on a weekend, your application must be received at the Madison Arts Commission by 4:30 p.m. the following Monday.

Application Mailing Address: Madison Arts Commission  
P.O. Box 2985  
Madison, WI 53701-2985

Application Delivery Address: Madison Arts Commission  
Department of Planning & Development  
215 Martin Luther King, Jr. Blvd., Suite LL-100  
Madison, WI 53703

Contact: Karin Wolf, Arts Program Administrator  
[madisonarts@cityofmadison.com](mailto:madisonarts@cityofmadison.com)  
(608) 261-9134