



Frequently Asked Questions

Art Exhibit Selection Process

Q: What criteria do you use in selecting art exhibitors?

A: The selection of art exhibits for the Poway Center for the Performing Arts (PCPA) is selected by an objective panel of committee members.

- Art Exhibitors are selected based on:
 - Artistic merit of the work to be exhibited.
 - Appropriateness for viewing by audiences of all ages, including children.
 - Variety and type of media exhibited from month to month.
 - Most recent previous exhibit at the PCPA by an applicant (applicants cannot be guaranteed acceptance for consecutive years, though they may still apply).
- Artwork exhibited must be a product of the individual or members or other affiliates of the applicant.

Application Submittal Process

Q: What are the application submittal requirements?

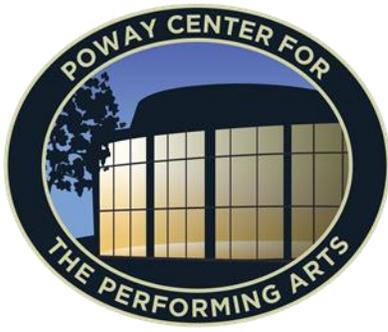
A: The application must be completed in full and received by the postmark deadline of **April 15th**.

- Six to ten photos of art pieces or art typical of the work to be exhibited by the applicant must be submitted. “Six to ten photos” is the total, not a per artist count.
- Each photo must be accompanied with a listing of the artist’s name, title of work, media, and size.

Guidelines for Art Exhibitions

Q: Do you have any curator tips?

A: The best exhibitions are often those that have an organizing idea and clear point of view. Solo exhibitions or those presenting two or three artists, simplify the Curator’s task because artworks created by the same artist are likely to suggest connections between the works. Large group exhibitions that include scores of artists represent a Curator’s most substantial challenge. Here are some tips to assist you in showcasing your selected art works to their best advantage:



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- If you will be hanging art works by multiple artists in many different styles, sizes and media, try to identify over-arching themes and hang the works accordingly. To clarify your curatorial perspective, consider inventing subtitles for various sections of your exhibition that help communicate the different themes.
- If no over-arching themes are evident, you can group art works by subject matter, size, and art technique.
- If your show includes prizes, you may want to display the winners together.

Q: What are the designated exhibit spaces?

A: A diagram of available exhibit spaces can be found at powaycenter.com.

Q: Is there space to exhibit sculptures?

A: Two pedestals of varying heights with a 13 x 13 inch surface may be used to display small sculptures; no other sculpture display space is available.

Q: What art hanging system will be used?

A: The Poway Center for the Performing Arts has an art hanging system utilizing wires with adjustable hooks. To ensure the artwork hangs properly, it is imperative that the artists prepare frames as follows:

- Prepare the wooden frame wires with eyehooks and wire that is approximately an inch and a half to two inches from the top of the frame using at least one-eighth inch eyehooks or larger. The hole on the eyehooks should be parallel to the ceiling.
- Prepare metal frames by adjusting the hooks to the top of the channel of the frame.

Q: How do we schedule the load-in and load-out of our art?

A: PCPA Staff will work with you upon selection to determine the load-in/load-out date. You are required to have staff assistance for the art exhibit load-in for a minimum of 2 hours at \$23 per hour. Should your group require staff assistance for the load-out, a fee of \$23 per hour will be assessed.



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Q: Are there labeling requirements?

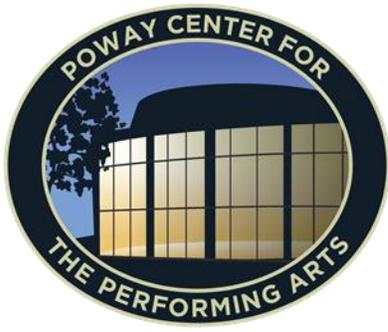
A: Create labels on a computer by printing them on clear label stock that can apply easily to the PCPA's white walls. We have had success with: Avery 15663 Clear, Easy Peel Shipping labels and Avery 58163 Repositionable Shipping labels. All labels look best at the same level on the wall. Here is the standard format for labels:

- Artist name
- Title and Date
- Medium & size of art work in inches
- Price info (if any)
- You may also include more information about the artwork or artist if so desired (e.g. contact info)

Q: How will the exhibit be advertised?

A:

- We post information about your art show and reception (if applicable) on our website. Provide a brief description and photo of your art. Photo must be in JPEG format, landscape orientation, 421pixels x 266pixels
- You may provide brochures explaining the exhibit (i.e. names of exhibitors, pieces for sale, etc.). They will be placed on the lobby kiosk shelf designated for art exhibit information. The brochures should address questions by the public about the exhibit and the artists. Specifically, this should include the name and telephone of the contact person for the sale of the artwork.
- During the month of your show, we advertise your exhibit on the digital sign located at the corner of Espola Road and Titan Way.
- Prior to your exhibition month, an email will be sent to members of the public who have signed up for "e-Notify" (the email blast available through the City of Poway's website).
- Quarterly, we feature upcoming art shows in our Community Services Guide, which is distributed to every Poway resident at our local facilities.



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- In all publications, include your contact information and art gallery viewing hours. Art Gallery viewing hours are:

Tuesday-Friday: 10:00 a.m.-2:00 p.m.

Saturday: 10:00 a.m.-3:00 p.m.

**Performances may affect gallery hours. Refer to powaycenter.com for current schedule.*

Closed Sunday, Monday, and major Holidays

- Please advise your patrons that they will need a free, temporary parking pass when visiting the exhibit Tuesday through Friday, until 2:00 p.m. They should pick-up a parking pass from the Administrative Office before parking. To do so, park at the green curb, come into the lobby, come into the office to get the pass, and then park in the parking lot located at the back of the building.

Q: Can I sell my artwork?

A: All artists exhibiting artwork agree to pay 15% of gross revenue for any sale of artwork to the City of Poway. Group or individual artists exhibiting at the PCPA agree to collect and report all applicable sales tax on any artwork sold.

Q: Can I have an art reception?

A: Yes, there is a \$100 per hour fee that applies for any group that requests the use of the PCPA facility for an art reception. You will be billed per hour for tech staff and front of house staff.

- You will be given a date during your art exhibit month that works with the PCPA performance calendar.
- Prior to your reception, you will need to schedule a walk-through with our Front of House Coordinator to pre-determine table and chair locations and food. Call (858) 668-4694 to schedule a walk-through.
- You may choose to provide your own food/beverage or have City staff provide food and beverage. If you choose to provide your own food/beverage, a County of San Diego Health Permit is required, and all food items must be individual pre-package items. Beverages must also be in single serving containers. To obtain a health permit from San Diego County you will need to begin the process as soon as possible as a minimum of 30 days is required.

Q: Do you require insurance?

A: The Applicant will be responsible for all liability arising out of the applicant's use of the facility. As a reminder, the applicant, for himself or herself, and the above-named group and all members thereof, hereby waive any and all rights to make a claim for any loss or damage against the City of Poway, and its officials, employees, and agents, arising out of the use of City property pursuant to this agreement; and further agrees to indemnify, defend, and save free and harmless the City, and its officials, employees, and agents for all costs and claims for damages to real or personal property, or personal injury to any third party, including reasonable attorney fees, resulting from the use of said property pursuant to this agreement.

Questions? Contact business@powaycenter.com.