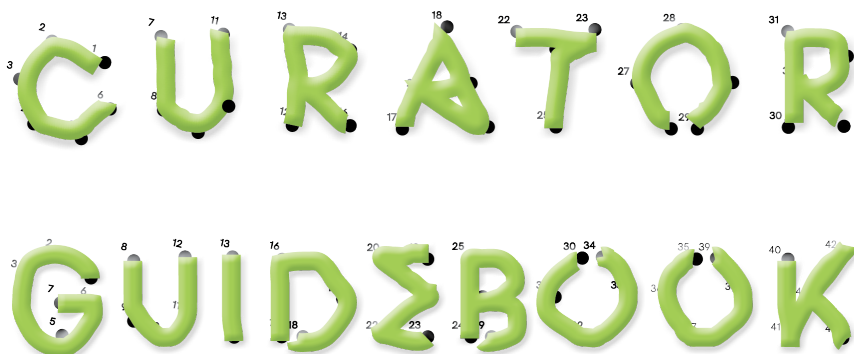


**Art Matters
2018**



Curator: _____

Venue: _____

Dates: _____

Vernissage: _____

Introduction

The purpose of this guidebook is to help Art Matters Curators navigate the festival and the staging of their exhibition. Inside you will find all of the information you need concerning your role and responsibilities as a Curator.

If, at any point, you have a concern about your communications with the Coordinators, need to resolve a potential conflict, or would like to lodge a formal complaint, please contact the Chair of the Art Matters Board of Directors.

Contact Information:

Exhibitions Coordinator

Mattia Zylak

Email: exhibitions@artmattersfestival.org

Tel.: 514 466-6756

Administrative Coordinator

Jordan Beaulieu

Email: admin@artmattersfestival.org

Tel.: 902 969-6085

Outreach Coordinator

Diana Tapia

Email: info@artmattersfestival.org

Volunteer Coordinator

TBD

Email: volunteer@artmattersfestival.org

Chair, Board of Directors

Clara Micheau

Email: board@artmattersfestival.org

Table of Contents

Introduction

Curator Workshop	01
-------------------------	----

Artist Selection	06
-------------------------	----

Preliminary Artist Selection	09
------------------------------	----

Artist Selection Jury	11
-----------------------	----

Artist Confirmation	13
---------------------	----

Artist Contract & Invoice	14
---------------------------	----

Planning your Exhibition	16
---------------------------------	----

Gallery Tour	17
--------------	----

Installation & Demontage	17
--------------------------	----

Technical Coordination	18
------------------------	----

Volunteers	19
------------	----

Budget & Reimbursement of Expenses	22
---	----

Outreach & Printed Material	26
--	----

Important Dates:

December 1	Curator Workshop Deadline for curator payment info
January 5	Deadline to submit Artist groupings Deadline to RSVP to Artist Selection Jury
January 11	Deadline to submit revised Artist groupings
January 13	Artist Selection Jury
January 19	Deadline to submit: Updated curatorial statement and exhibition title List of confirmed Artists High-resolution images of artworks
January 26	Deadline to update catalogue info
February 2	Deadline to submit equipment and technical assistance requests
February 16	Deadline to submit: Volunteer requests Signed Artist contracts and invoices
February 23	Deadline to submit exhibition budget
March 3 - 25	Art Matters Festival
March 30	Deadline to submit reimbursement paperwork

Curator Workshop

Important Dates:

December 1 Curator Workshop

Deadline to submit Curator payment info.

Curator Workshop

The Art Matters Festival is a platform to provide students with opportunities and support them in occupying new creative and professional positions. As a part of this mandate, a Curator Workshop is organized as a way to provide students with the basic skills that they need to be successful in their role as Curators.

The Curator Workshop will be formatted as a roundtable discussion with professionals from the Leonard and Bina Ella Gallery. Art Matters Curators will have the opportunity to ask about everything from the practical to the more theoretical challenges of curating an exhibition.

In order to make the most of the Curator Workshop, we encourages Curators to consider possible questions beforehand. (e.g. What information is pertinent to a curatorial statement? What steps should curators take to make sure artists are treated fairly / retain creative control over the presentation of their artworks? How do you determine the location of each artwork in the gallery?...)

This year, the Curator Workshop will take place from **9:00am - 12:00pm** on **December 1st, 2017** at the **Leonard and Bina Ella Gallery**.

Artist Selection

Important Dates:

- | | |
|--------------------|---|
| December 1 | End of Artist Call-Out |
| January 5 | Deadline to submit artist groupings
Deadline to RSVP to Artist Selection Jury |
| January 11 | Deadline to submit revised Artist groupings |
| January 13 | Artist Selection Jury |
| January 19 | Deadline to submit:
Updated curatorial statement and exhibition title
List of confirmed artists
High-resolution images of artworks |
| February 16 | Deadline to submit:
Signed Artist Contract
Completed Artist invoice |

Preliminary Artist Selection

Prior to the Artist Selection Jury, where the artist roster for each exhibition will be confirmed, a preliminary artist selection process will take place. The aim of this preliminary selection process is to provide each Curator with approximately half of their artists in advance of the Artist Selection Jury.

The deadline for the festival's Artist Call-Out is December 1st, 2017. Shortly after, Curators will receive access to a Google Drive containing every application (Curators can expect to review between 300-400 applications).

The preliminary artist selection will then take place as follows:

1. **Review all Artist applications.**

It will be possible to co-reference applications using key words allowing Curators to access relevant works more efficiently.

2. **Select 3-4 groups of 5-8 Artists.**

No more than half of the Artists selected in one Artist group can be repeated in another group. Each Curator must provide a minimum of 3 Artist groupings.

3. **E-mail Artist groupings to the Exhibitions Coordinator by January 5th, 2018.** Format the subject line as follows:
(Name's) Artist Groupings

4. The festival Coordinators will review each Curator's Artist groupings to locate Artists that have been chosen without conflict. Once an Artist has been allocated to a Curator, they will be removed from consideration during the Artist Selection Jury.

5. The Coordinators will email the Curators, notifying them of which Artists they have secured.
6. Knowing which Artists they have secured, Curators will prepare a new set of 3-4 Artist groupings that could complete their exhibition. Email these new groupings to the Exhibitions Coordinator by January 11th, 2018.
7. Bring the revised Artist groupings to the Artist Selection Jury.

The Artist Selection Jury will be an opportunity for each Curator to secure the remaining Artists needed to complete their exhibitions. Only the Artists that have not been allocated to a Curator by the Coordinators will be considered during the Artist Selection Jury.

Important Notes:

- Art Matters typically receives between 300-400 Artist applications. Curators are advised to set aside enough time in order to review the applications thoughtfully.
- The festival's mandate encourages inclusivity across artistic mediums. Please keep this in mind when reviewing applications (the Art Matters mandate can be located at www.artmattersfestival.org/about)
- Consider the size, technical capacity, and limitations of your respective venue when selecting Artist groupings.

Artist Selection Jury

The Artist Selection Jury will take place on Saturday January 13th, 2018. The jury is scheduled to take place between 11:00am and 3:00pm, however, there is a possibility it may run over or under this time frame. A lunch break will be scheduled and refreshments will be provided.

The Artist Selection Jury is the final opportunity for Curators to select Artists and resolve potential conflicts with fellow Curators. Therefore, it is mandatory that Curators attend. Please confirm your attendance to the Artist Selection Jury by January 5th, 2018.

The Artist Selection Jury will take place as follows:

- At the beginning of the jury, Curators will have 30 minutes to discuss and resolve conflicts with the Artist selections between themselves.

Should conflicts still exist after the 30 minute discussion period, the following procedure will take place for each conflict:

1. Each Curator interested in the specific artwork will be given 3 minutes to express why that artwork should be included in their exhibition.
2. Curators not involved in the conflict will be given the opportunity to make points or ask questions by way of a speaker's list.
3. Each person on the speaker's list can speak for up to 2 minutes. Curators will have the opportunity to respond to each speaker.
4. If the Curators involved in the conflict cannot come to an agreement after this process, the decision will be put to a vote. Each Curator has one vote, the Coordinators will serve as moderators.

Important Notes:

- In order to ensure a successful jury, it is imperative that each participant remains respectful throughout the process.
- Due to the size of venues as well as financial feasibility, Art Matters dictates how many Artists the festival can accommodate. The Coordinators will intervene if a maximum number of Artists per exhibition (5-8) is being approached. The Coordinators may also approve the acceptance of more artists should it be possible to accommodate them.

Artist Confirmation

Following the Artist Selection Jury, each Curator will be provided with their respective Artist's contact information.

You will be responsible for immediately contacting your artists to confirm their participation in your exhibition. It is advised that you send an email that includes a brief description of your exhibition as well as a copy of the Artist contract to be reviewed by the Artist before they confirm their participation. If an Artist does not respond to your email in a timely fashion, it will be necessary to phone them.

A confirmed list of Artists is due by Friday, January 19th, 2018. Please send this list to all three of the Art Matters Coordinators, and ensure that each Artist has been cc'd.

Information provided in this email must include:

- **Updated exhibition title and curatorial statement**

The curatorial statement must be between 100-150 words and can be submitted in English or French. This statement will appear in the festival catalogue in both English and French. Curators will receive feedback on their texts, if necessary.

- **List of confirmed artists**

This list should include the name by which the Artist would like to be accredited by the festival. Please confirm with your Artist if they prefer alternative spelling, spacing, capitalization, or a pseudonym.

- **High resolution images of Artist's works**

These images will be published in the Festival's catalogue. If the images provided by the Artist in their application are not suitable, you will have to request images with a higher resolution. Please include as many options as possible.

Artist Contract & Invoices

Once an Artist has confirmed their participation in the festival, Curators will be responsible for arranging the signing of their Artist Contract and completing their invoice.

Each Artist receives a \$50.00 honorarium from the festival. In order to receive their honorarium, Curators must ensure that they complete and sign the Artist's invoice (a template will be emailed to you). The honorarium will be paid via mailed cheque or direct deposit, (if the Artist has already arranged for direct payment from Concordia).

The Artist Contract and invoice are both due on Friday, February 16, 2018. Please send the documents to the Administrative Coordinator via email. If you choose to submit hardcopies of the documents, please do so in the mailroom on the 2nd floor of the VA Building (room 239). Documents delivered to the Art Matters mailbox must be in a clearly marked and sealed envelope. Since the documents contain sensitive information, it is imperative that the Administrative Coordinator is notified of the delivery so that they can retrieve the documents as soon as possible.

Important Notes:

- In order to avoid a delay in payment, Curators are advised to organize the signing of the contract and invoice during their initial meeting with the Artist.
- Curators are strongly advised to meet with their Artists in person, regardless of whether or not the forms are completed digitally or in hardcopy.
- If the Artist is not comfortable providing their SIN on the forms that the Curator provides and collects from them, the Artist may provide this information directly to the Administrative Coordinator in person or over the phone.

- Once the completed contract and invoice have been submitted, it will take 1-3 months for Artists to receive their honorarium. Please inform your Artists of this time frame. If an Artist has not received a payment after 3 months, they may contact the Administrative Coordinator. If the Artist does not contact Art Matters before September 30, 2018, they will not receive their honorarium.

Planning your Exhibition

Important Dates:

February 2 Deadline to submit equipment and technical assistance requests

February 16 Deadline to submit volunteer requests

Gallery Tour

Each gallery space is unique. While planning your exhibition, it is important to respect the rules and regulations your particular gallerist has regarding their space. Each Curator's ability to maintain a professional and respectful relationship with their venue is key to the reputation and continuation of the Art Matters Festival.

In order to help you foster a positive relationship with your gallerist, the Exhibitions Coordinator will work with you and the venue to organize a gallery tour. The gallery tour will serve to open the lines of communication between the Curator and the gallerist and will also give all parties involved an opportunity to confirm important dates and details concerning the venue.

The gallery tours are scheduled to take place prior to the winter holiday break.

Installation & Demontage

Each exhibition's installation and demontage dates will be predetermined by the Exhibitions Coordinator and will be largely dictated by each venue's availabilities. Curators are responsible for making a schedule for the installation and demontage dates in order to ensure that each Artist has time with a Technician. Curators are also responsible for communicating the schedules to the Artists and their technician at least 1 full week in advance of the install/takedown.

Important Notes:

- While Technicians will be available, Curators should be prepared to assist Artists on the installation and demontage days.

- To facilitate an efficient installation, ensure that each Artist comes prepared and that you have a solid understanding of the gallery's space/supplies/limitations/involvement in the installation process, and the requirements for each art object.
- Both Curators and Artists are responsible for ensuring that the gallery is left in the same state it was received in. This includes any cleaning, patching, or painting that might be necessary.

Technical Coordination

Each exhibition is assigned a student Technician. It is the Curator's responsibility to submit a full list of their material and technical needs to the Exhibition Coordinator by Friday, February 2, 2018.

A "Material & Technical Needs" form will be provided to you by the Exhibitions Coordinator. Please use this form to format your requests.

While compiling your material and technical needs, keep in mind the following:

Plinths: Platforms, bases, shelves, and plinths are easy to forget, but difficult to find last minute. Not every gallery supplies plinths, and Concordia has only a limited quantity. As Curators, it is your responsibility to find, make, or otherwise supply plinths for your Artists. It is possible to build your own plinth by scheduling an appointment at the woodshop well in advance.

Internet: Some works require internet. Make sure that your venue has internet and that the necessary equipment had been tested.

Media Players: Most works that require a projector or screen will also require a media player. Remember to ask each Artist if they need a media player or can supply their own.

Important Notes:

- The Festival has a small budget for equipment rentals. While Art Matters will try to distribute loaning privileges equally among Curators, we encourage you to try and source equipment yourself or through your Artists.
- Please submit your material and technical needs on time. The Technician's schedules are set well in advance and not guaranteed to accommodate change.
- In the event of an unforeseen technical emergency, please contact the Exhibitions Coordinator immediately.

Volunteers

Some venues will require Gallery Attendants for the duration of an exhibition's opening hours. Artists and Curators are encouraged to take at least one gallery sitting "shift" during the run of their exhibition. This will ensure that anyone visiting the exhibition will receive helpful and accurate information about the artworks contained within it.

If you would like Art Matters to lend support in the form of volunteers, you must send your volunteer needs to the Volunteer Coordinator by Friday, February 16th, 2018. We recommend that Curators first reach out to Artists in early February to confirm which gallery sitting shifts they are able to take on.

A "Volunteer Request" form will be provided to you by the Exhibitions Coordinator. Please use this form to format your requests.

Please note that Volunteer tasks will be limited to:

Gallery sitting, setup/takedown if additional support is necessary, vernissage tasks such as serving food and drinks, coat-check, and supervising “off-limits” spaces.

Important Notes:

If you have any questions about the Volunteers or the tasks they will perform, please contact the Volunteer Coordinator.

Art Matters cannot guarantee an infinite supply of Volunteers, as such we encourage Artists and Curators to attend gallery sitting shifts.

Budget & Reimbursement of Expenses

Important Dates:

February 23 Deadline to submit Exhibition Budget

March 30 Deadline to submit reimbursement
paperwork

Budget

Each exhibition is given a budget of \$200.00 to cover costs related to miscellaneous technical needs (e.g. wires, tape, nails...) as well as the vernissage (e.g. food, printed handouts...).

Each exhibition is also given a budget of \$100.00 to cover transportation costs. This might include car rentals or taxi fares to help transport Artists and their works.

Before spending any money, please note these restrictions:

- **The sale of your own alcohol is not permitted.** Depending on the venue, either Art Matters Festival or the gallery will be responsible for providing alcohol and the alcohol permit.
- **You will not be reimbursed for your expenses if you fail to maintain the venue.** You are responsible for maintaining your exhibition space during the period of your rental. Please discuss all of these details with your Gallerist, so you are both clear on what the expectations are.
- **You will not be reimbursed for expenses that exceed the allocated amount.**
- **You are not permitted to consent to additional equipment or assistance that extends beyond your contract.** Some galleries have extra costs associated with renting equipment or extra technical assistance. Direct venues representatives to the Exhibitions Coordinator to confirm any such changes.
- **Be in constant contact with the Exhibitions Coordinator regarding any purchase/rental that extends beyond your contract.**

Reimbursement of Expenses

Curators are required to submit a tentative budget for their exhibition by Friday, February 23, 2018. The budget should be sent to the Administrative Coordinator via email for approval. Art Matters holds the right to deny the reimbursement of any item/service if the item/service is not required for the exhibition. If you are unsure of whether an item/service is reimbursable, contact the Administrative Coordinator.

In order to be reimbursed for your expenses, you must submit the necessary reimbursement paperwork by Friday, March 30, 2018.

This requires:

- An itemized list of all purchases, original receipts, and proof of payments.
- **Proof of payments** are issued for purchases made with a Debit or Credit card. They are the second receipt which indicate whether or not a purchase was approved. If a payment has both a basic receipt and proof of payment, please submit both stapled together neatly.
- For services which are paid by Credit online, such as Uber, print the sales receipts that is emailed to you, and include a copy of your card statement with everything but the information relevant to the purchase blacked out.
- Documents should be delivered in-person to the Administrative Coordinator at the Art Matters office (VA 0-38) or by the mailroom on the 2nd floor of the VA Building (room 239). Documents delivered to the Art Matters mailbox must be in a clearly marked and sealed envelope. Notify the Administrative Coordinator of the delivery so that they can retrieve the documents from the mailbox as soon as possible.

It will take between 1-3 months from the date the reimbursement paperwork is submitted for you to receive your reimbursement in the mail or via direct deposit. If you have not received your reimbursement after 3 months contact the Administrative Coordinator. If you do not contact the Administrative Coordinator prior to September 30, 2018, you will not be reimbursed.

Important Notes:

- It is a good idea to have scanned versions of your receipts in case the originals are lost or damaged.
- If you are co-curating your exhibition, indicated in pencil on the back of each receipt which curator should be reimbursed for the expense.
- All of the equipment purchased with your Curator allowance will become the property of Art Matters.

Outreach & Printed Material

Important Dates:

January 24 Deadline to confirm catalogue information

Promotion

Outreach will be done on the end of Art Matters to achieve a desirable turnout relative to the size and scale of your exhibition. Art Matters pursues print and online advertising, student publications, and social media as strategies in outreach. Actively sharing festival content on your own social media and generating word-of-mouth excitement on your own helps all shows immensely.

As outlined in the contract, the Outreach Coordinator, Graphic Designer, and Translator will manage your Facebook event. Although Art Matters has a large following, Facebook does not allow us to invite all of our followers to any given event. You and your artists, if active on Facebook, must invite guests.

The Outreach Coordinator will pursue print and online press for every exhibition. It is unlikely each exhibition will be able to receive a feature. If you have any blogs, magazines, newspapers, etc., that you would like to pursue outreach on, you are welcome to do so and keep the Outreach Coordinator in the loop. If you require any help or extra information about press releases, contact the Outreach Coordinator.

If you wish to print/produce additional promotional or complementary material for your exhibition (e.g. handouts, postcards, mini-catalogues), please send each proof to the Outreach Coordinator for approval beforehand. The Outreach Coordinator will not provide creative input, but only point out technicalities relevant to the Art Matters Festival and its mandate. Please Note: the cost of additional promotional material will only be reimbursed by Art Matters if it falls within your material budget of \$200.00.

Catalogue

Each year, Art Matters produces a catalogue which documents the events of that unique iteration of the festival. The catalogue contains information and documentation of each exhibition (including the curatorial statements), a festival schedule, as well as information about other punctual events hosted by the festival.

Curators will have access to a digital proof of the catalogue from January 25-29. Once you have access to the proof, confirm that all of the information related to your exhibition is correct (including: the list of confirmed Artists and the spelling of their names, your curatorial statement, etc.) You must confirm this information with the Outreach Coordinator by Friday, January 26, 2018. This deadline is the last opportunity to make any changes to the catalogue.

Catalogues will be available for Curators and Artists to distribute in the lead-up to the festival. The catalogues should be available by early February. The Exhibitions Coordinator with you regarding the pick-up and distribution of catalogues, a process which all Curators are encouraged to assist in.

Important Notes:

- Prior to being printed in the catalogue, your curatorial statement will go through an editing process. Art Matters does not seek to creatively intervene in your text, only to avoid issues such as lack of clarity, repetition, grammatical errors, as well as develop consistency with word counts.
- Please adhere to all the aforementioned January deadlines to ensure the timely publication of the catalogue.

